

**SCOTTSDALE CITY COUNCIL  
REGULAR MEETING AND WORK STUDY SESSION NO. 2 MINUTES  
WEDNESDAY, JULY 6, 2022**



**CITY HALL KIVA  
3939 N. DRINKWATER BOULEVARD  
SCOTTSDALE, AZ 85251**

**CALL TO ORDER**

Mayor David D. Ortega called to order a Regular Meeting of the Scottsdale City Council at 5:15 P.M. on Wednesday, July 6, 2022 in the City Hall Kiva Forum.

**ROLL CALL**

Present: Mayor David D. Ortega; Vice Mayor Tom Durham; and Councilmembers Tammy Caputi, Betty Janik, Kathy Littlefield, Linda Milhaven and Solange Whitehead

Also Present: City Manager Jim Thompson, City Attorney Sherry Scott, City Treasurer Sonia Andrews, City Auditor Sharron Walker, and City Clerk Ben Lane

**PLEDGE OF ALLEGIANCE** – Councilwoman Littlefield

**MAYOR'S REPORT**

Mayor Ortega asked to keep the people of Ukraine and their fight for freedom at the forefront of our thoughts and for a moment of silence.

Mayor Ortega said the City sponsored a fantastic Fourth of July Event at WestWorld, which included a successful first-time dog show.

Mayor Ortega announced the City's four aquatic centers are open and said it was a good opportunity for family excursions and lap swimming.

**PUBLIC COMMENT** – None

**NOTE: MINUTES OF CITY COUNCIL MEETINGS AND WORK STUDY SESSIONS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE CITY COUNCIL AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE CITY COUNCIL MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.**

## MINUTES

**Request:** Approve the following Council meeting minutes from June 2022:

- a. Regular Meeting Minutes of June 7, 2022
- b. Special Meeting Minutes of June 7, 2022

## MOTION AND VOTE - MINUTES

Councilwoman Janik made a motion to approve the Regular Meeting Minutes of June 7, 2022 and the Special Meeting Minutes of June 7, 2022. Vice Mayor Durham seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Durham; and Councilmembers Caputi, Janik, Littlefield, Milhaven, and Whitehead voting in the affirmative.

## CONSENT AGENDA

1. **Treffpunkt Liquor License (23-LL-2022#2)**  
**Request:** Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 12 (restaurant) State liquor license for a new location and owner.  
**Location:** 14325 N. 79<sup>th</sup> Street, Suite A  
**Staff Contact(s):** Tim Curtis, Current Planning Director, 480-312-4210, [tcurtis@scottsdaleaz.gov](mailto:tcurtis@scottsdaleaz.gov)
2. **Zingara Coffee Bar & Bespoke Market Liquor License (40-LL-2022)**  
**Request:** Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 12 (restaurant) State liquor license for a new location and owner.  
**Location:** 11475 N. 136<sup>th</sup> Street  
**Staff Contact(s):** Tim Curtis, Current Planning Director, 480-312-4210, [tcurtis@scottsdaleaz.gov](mailto:tcurtis@scottsdaleaz.gov)
3. **First Watch Restaurant #211 Liquor License (44-LL-2022)**  
**Request:** Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 12 (restaurant) State liquor license for a new location and owner.  
**Location:** 20567 N. Hayden Road, Suite 120  
**Staff Contact(s):** Tim Curtis, Current Planning Director, 480-312-4210, [tcurtis@scottsdaleaz.gov](mailto:tcurtis@scottsdaleaz.gov)
4. **First Watch Restaurant #43 Liquor License (45-LL-2022)**  
**Request:** Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 12 (restaurant) State liquor license for a new location and owner.  
**Location:** 16455 N. Scottsdale Road, Suite 107  
**Staff Contact(s):** Tim Curtis, Current Planning Director, 480-312-4210, [tcurtis@scottsdaleaz.gov](mailto:tcurtis@scottsdaleaz.gov)

- 5. First Watch Restaurant #209 Liquor License (46-LL-2022)**  
**Request:** Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 12 (restaurant) State liquor license for a new location and owner.  
**Location:** 6149 N. Scottsdale Road, Suite A-109  
**Staff Contact(s):** Tim Curtis, Current Planning Director, 480-312-4210, [tcurtis@scottsdaleaz.gov](mailto:tcurtis@scottsdaleaz.gov)
- 6. First Watch Restaurant #213 Liquor License (47-LL-2022)**  
**Request:** Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 12 (restaurant) State liquor license for a new location and owner.  
**Location:** 34422 N. Scottsdale Road, Suite 100  
**Staff Contact(s):** Tim Curtis, Current Planning Director, 480-312-4210, [tcurtis@scottsdaleaz.gov](mailto:tcurtis@scottsdaleaz.gov)
- 7. Chula Seafood Liquor License (53-LL-2022)**  
**Request:** Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 12 (restaurant) State liquor license for a new location and owner.  
**Location:** 20581 N. Hayden Road, Suite 100  
**Staff Contact(s):** Tim Curtis, Current Planning Director, 480-312-4210, [tcurtis@scottsdaleaz.gov](mailto:tcurtis@scottsdaleaz.gov)
- 8. Liquor Pig Liquor License (55-LL-2022)**  
**Request:** Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 12 (restaurant) State liquor license for an existing location with a new owner.  
**Location:** 7217 E. 4<sup>th</sup> Avenue  
**Staff Contact(s):** Tim Curtis, Current Planning Director, 480-312-4210, [tcurtis@scottsdaleaz.gov](mailto:tcurtis@scottsdaleaz.gov)
- 9. Gainey Village Casitas Water Line Replacement Pre-Construction Phase Services Contract**  
**Request:** Adopt **Resolution No. 12537** authorizing Construction Manager at Risk Contract No. 2022-095-COS with Achen-Gardner Construction, LLC, in an amount not to exceed \$119,568.80, to provide pre-construction phase services for the Gainey Village Casitas Water Line Replacement project.  
**Location:** Eastwood Lane and 73<sup>rd</sup> Way  
**Staff Contact(s):** Dan Worth, Public Works Director, 480-312-5555, [daworth@scottsdaleaz.gov](mailto:daworth@scottsdaleaz.gov)
- 10. WestWorld Horse Barns Renovation Project Construction Phase Services Contract**  
**Request:** Adopt **Resolution No. 12519** authorizing Design Build Manager Contract No. 2021-045-COS-A1 with Caruso Construction, Inc., in the amount of \$715,401, for a revised Guaranteed Maximum Price 1, to provide phase one construction services for Bond 2019 Project 45 – Renovate WestWorld Horse Barns to Increase Rentable Space.  
**Location:** 16601 N. Pima Road  
**Staff Contact(s):** Dan Worth, Public Works Director, 480-312-5555, [daworth@scottsdaleaz.gov](mailto:daworth@scottsdaleaz.gov)

**11. National Collegiate Athletic Association (NCAA) Men's and Women's Division I Golf National Championship**

**Request:** Adopt **Resolution No. 12524** to authorize:

1. Funding, not to exceed \$75,000, from the portion of the Fiscal Year 2022/23 Tourism Development Fund that is allocated toward event retention and development for the 2023 NCAA Men's and Women's Division I Golf National Championship.
2. New Event Funding Agreement No. 2022-091-COS with Grayhawk Golf Club.

**Staff Contact(s):** Karen Churchard, Tourism and Events Director, 480-312-2890, [kchurchard@scottsdaleaz.gov](mailto:kchurchard@scottsdaleaz.gov)

**12. Workforce Development Services Intergovernmental Agreement**

**Request:** Adopt **Resolution No. 12513** to authorize:

1. Agreement No. 2020-111-COS-A2, the second amendment and second one-year extension to the agreement with Maricopa County to share costs for workforce development services at the Vista del Camino Community Center.
2. A Fiscal Year 2022/23 General Fund operating contingency transfer, in an amount not to exceed \$51,478, to the Human Services Department operating budget for cost sharing related expenses.
3. The City Manager, or designee, to execute any other documents and take such other actions as necessary to carry out the intent of this Resolution.

**Staff Contact(s):** Greg Bestgen, Human Services Department Director, 480-312-0104, [gbestgen@scottsdaleaz.gov](mailto:gbestgen@scottsdaleaz.gov)

**13. Community Action Program Intergovernmental Agreement (IGA)**

**Request:** Adopt **Resolution No. 12534** to authorize:

1. Agreement No. 2022-094-COS with the Maricopa County Human Services Department to continue to operate the Community Action Program and to provide program funding.
2. The Human Services Department Director to execute budget adjustments as reflected in subsection 1.4.1 of Section 4 in the IGA and to execute any other documents and take such other actions as necessary to carry out the intent of this Resolution.

**Staff Contact(s):** Greg Bestgen, Human Services Department Director, 480-312-0104, [gbestgen@scottsdaleaz.gov](mailto:gbestgen@scottsdaleaz.gov)

**14. Concession Supplies Services Contract**

**Request:** Adopt **Resolution No. 12542** authorizing Contract No. 2022-097-COS with Shamrock Foods Company for an additional one-year extension period beyond the five years administratively authorized for concession supplies at the McCormick-Stillman Railroad Park.

**Staff Contact(s):** William B. Murphy, Assistant City Manager, 480-312-7954, [bmurphy@scottsdaleaz.gov](mailto:bmurphy@scottsdaleaz.gov)

**15. Government Agency Electronic Data Access Agreement**

**Request:** Adopt **Resolution No. 12549** to authorize:

1. Agreement No. 2022-099-COS with the Arizona Department of Transportation, Motor Vehicle Division to access motor vehicle records information.
2. The Presiding Judge as the city's agent to enter into future renewals or agreements in the same form.

**Staff Contact(s):** Marianne T. Bayardi, Presiding Judge, 480-312-2762, c/o [smounsey@scottsdaleaz.gov](mailto:smounsey@scottsdaleaz.gov)

**16. Fiscal Year (FY) 2021/22 Operating and Capital Budget Adjustments**

**Request:** Adopt **Resolution No. 12535** authorizing FY 2021/22 operating and capital improvement plan budget adjustments.

**Staff Contact(s):** Judy Doyle, Budget Director, 480-312-2603, [jdoyle@scottsdaleaz.gov](mailto:jdoyle@scottsdaleaz.gov)

**MOTION AND VOTE – CONSENT AGENDA**

Vice Mayor Durham made a motion to approve Consent Agenda Items 1 through 16. Councilwoman Littlefield seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Durham; and Councilmembers Caputi, Janik, Littlefield, Milhaven, and Whitehead voting in the affirmative.

**REGULAR AGENDA**

**17. Pima Road Projects Construction Phase Services Contract**

**Request:** Adopt **Resolution No. 12476** to authorize:

1. Construction Manager at Risk Contract No. 2022-062-COS with Haydon Building Corp., in the amount of \$51,341,076.95, to provide phase one construction phase services for Pima Road: Pinnacle Peak to Happy Valley Road (SC01) and Happy Valley Road: Pima Road to Alma School Road (SE02), for Guaranteed Maximum Price 1 for the first phase of roadway and waterline improvements.
2. A Fiscal Year 2022/23 capital appropriation transfer in the amount of \$5,000,000 from the Pima Road: Happy Valley Road to Jomax Road (SH01) project to Happy Valley Road, Pima Road to Pinnacle Peak (SE02) project to be funded by the Arterial Life Cycle Program Regional Sales Tax funding (\$3,500,000) and Transportation 0.1% Sales Tax (\$1,500,000).
3. A Fiscal Year 2022/23 capital appropriation transfer in the amount of \$5,000,000 from the Hualapai Drive: Hayden Road to Pima Road (TG01) project to Happy Valley Road, Pima Road to Pinnacle Peak (SE02) project to be funded by the Arterial Life Cycle Program Regional Sales Tax funding (\$3,500,000) and Transportation 0.1% Sales Tax (\$1,500,000).
4. The City Manager and City Treasurer, or designee, are authorized to take such actions as necessary to carry out the intent of this Resolution.

**Presenter(s):** Alison Tymkiw, City Engineer

**Staff Contact(s):** Dan Worth, Public Works Director, 480-312-5555, [daworth@scottsdaleaz.gov](mailto:daworth@scottsdaleaz.gov)

City Engineer Alison Tymkiw gave the PowerPoint presentation (attached) on the Pima Road construction phase services contract.

Mayor Ortega opened public comment.

The following spoke in support of installing a sound wall:

- Darryl Menard, Alta Sonora Homeowners Association
- Susan Roberts, Scottsdale resident
- Ryan Orth, Scottsdale resident
- Anthony Yaconetti, Scottsdale resident
- Mary Hislop, Scottsdale resident
- Beth Orth, Alta Sonora Homeowners Association
- Ken Levey, Scottsdale resident

- Mitch Roth, Alta Sonora Homeowners Association
- Bryan Clough, Scottsdale resident
- Robert Berlese, Scottsdale resident
- Garry Michaelis, Scottsdale resident

Mayor Ortega closed public comment.

**MOTION NO. 1– ITEM 17**

Councilwoman Littlefield made a motion to continue this project to a date to be determined until the concerns of Scottsdale residents have been addressed and a new sound study has been done. Councilwoman Janik seconded the motion.

**FRIENDLY AMENDMENT TO MOTION NO. 1 – ITEM 17**

Councilwoman Whitehead offered a friendly amendment to the motion to continue for a period of two weeks. Councilwoman Littlefield and Councilwoman Janik agreed to the friendly amendment.

Councilwoman Littlefield withdrew the motion to continue this project for two weeks.

**MOTION NO. 2 AND VOTE – ITEM 17**

Councilwoman Whitehead made a motion to approve the Pima Road Projects Construction Phase Services Contract and adopt Resolution No. 12476 to authorize:

1. Construction Manager at Risk Contract No. 2022-062-COS with Haydon Building Corp., in the amount of \$51,341,076.95, to provide phase one construction phase services for Pima Road: Pinnacle Peak to Happy Valley Road (SC01) and Happy Valley Road: Pima Road to Alma School Road (SE02), for Guaranteed Maximum Price 1 for the first phase of roadway and waterline improvements.
2. A Fiscal Year 2022/23 capital appropriation transfer in the amount of \$5,000,000 from the Pima Road: Happy Valley Road to Jomax Road (SH01) project to Happy Valley Road, Pima Road to Pinnacle Peak (SE02) project to be funded by the Arterial Life Cycle Program Regional Sales Tax funding (\$3,500,000) and Transportation 0.1% Sales Tax (\$1,500,000).
3. A Fiscal Year 2022/23 capital appropriation transfer in the amount of, \$5,000,000 from the Hualapai Drive: Hayden Road to Pima Road (TG01) project to Happy Valley Road, Pima Road to Pinnacle Peak (SE02) project to be funded by the Arterial Life Cycle Program Regional Sales Tax funding (\$3,500,000) and Transportation 0.1% Sales Tax (\$1,500,000).
4. The City Manager and City Treasurer, or designee, are authorized to take such actions as necessary to carry out the intent of this Resolution.
5. Including a sound wall on the Pima Road section and adding an amount of approximately \$4,000,000.

Councilwoman Littlefield seconded the motion, which carried 4/3, with Mayor Ortega and Councilmembers Janik, Littlefield, and Whitehead voting in the affirmative, and Vice Mayor Durham and Councilmembers Caputi and Milhaven dissenting.

City Attorney Sherry Scott left the meeting after Item 17 concluded and Deputy City Attorney Luis Santaella assumed the role of Acting City Attorney.

**18. Compensated System Conservation Agreement**

**Request:** Adopt **Resolution No. 12551** to authorize:

1. Compensated System Conservation Agreement with the United States Bureau of Reclamation and the Central Arizona Water Conservation District to forego delivery and storage of up to 5,000 acre-feet of Scottsdale's Central Arizona Project allocation in calendar year 2022 for contribution to Lake Mead in exchange for monetary compensation.
2. Purchase and Sale Agreement with Gila River Water Storage, LLC, for long-term storage credits of equal amounts.
3. The Water Resources Executive Director, or designee, to execute such documents and take such actions, in consultation with the City Attorney and City Treasurer and following the City's contract administration protocols, to execute the necessary agreements described.
4. The Water Resources Executive Director, City Attorney, City Treasurer, and their respective staffs to execute such documents and take such other actions as necessary to carry out the intent of this Resolution.

**Presenter(s):** Brian Biesemeyer, Water Resources Executive Director

**Staff Contact(s):** Brian Biesemeyer, Water Resources Executive Director, 480-312-5683, [bbiesemeyer@scottsdaleaz.gov](mailto:bbiesemeyer@scottsdaleaz.gov)

Water Resources Executive Director Brian Biesemeyer gave the PowerPoint presentation (attached) on the proposed compensated system conservation agreement.

**MOTION AND VOTE – ITEM NO. 18**

Mayor Ortega made a motion to adopt Resolution No. 12551 to authorize:

1. Compensated System Conservation Agreement with the United States Bureau of Reclamation and the Central Arizona Water Conservation District to forego delivery and storage of up to 5,000 acre-feet of Scottsdale's Central Arizona Project allocation in calendar year 2022 for contribution to Lake Mead in exchange for monetary compensation.
2. Purchase and Sale Agreement with Gila River Water Storage, LLC, for long-term storage credits of equal amounts.
3. The Water Resources Executive Director, or designee, to execute such documents and take such actions, in consultation with the City Attorney and City Treasurer and following the City's contract administration protocols, to execute the necessary agreements described.
4. The Water Resources Executive Director, City Attorney, City Treasurer, and their respective staffs to execute such documents and take such other actions as necessary to carry out the intent of this Resolution.

Councilwoman Littlefield seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Durham; and Councilmembers Caputi, Janik, Littlefield, Milhaven, and Whitehead voting in the affirmative.

**PUBLIC COMMENT – None**

**CITIZEN PETITIONS**

**19. Receipt of Citizen Petitions**

**Request:** Accept and acknowledge receipt of citizen petitions. Any member of the Council may make a motion, to be voted on by the Council, to: (1) Direct the City Manager to agendaize the petition for further discussion; (2) direct the City Manager to investigate the

matter and prepare a written response to the Council, with a copy to the petitioner; or (3) take no action.

**Staff Contact(s):** Ben Lane, City Clerk, 480-312-2411, [blane@scottsdaleaz.gov](mailto:blane@scottsdaleaz.gov)

No citizen petitions were received.

## **MAYOR AND COUNCIL ITEMS**

### **MOTION AND VOTE – MAYOR AND COUNCIL ITEMS**

Vice Mayor Durham made a motion to schedule a Work Study Session at a date to be determined to discuss the road noise abatement policy. Councilwoman Janik seconded the motion, which carried 4/3, with Vice Mayor Durham and Councilmembers Janik, Littlefield, and Whitehead voting in the affirmative and Mayor Ortega and Councilmembers Caputi and Milhaven dissenting.

Mayor David D. Ortega adjourned the Regular portion of the City Council Meeting at 7:27 P.M.

Mayor David D. Ortega called the City Council Work Study Session No. 2 to order at 7:28 P.M. and noted the Mayor, City Council, and Charter Officers were all present.

## **CITY COUNCIL WORK STUDY SESSION NO. 2**

### **PUBLIC COMMENT – None**

#### **1. Draft Tourism and Events Strategic Plan**

**Request:** Presentation, discussion, and possible direction to staff regarding the Draft Tourism and Events Strategic Plan.

**Presenter(s):** Karen Churchard, Tourism and Events Director

**Staff Contact(s):** Karen Churchard, Tourism and Events Director, 480-312-2890, [kchurchard@scottsdaleaz.gov](mailto:kchurchard@scottsdaleaz.gov)

Tourism and Events Director Karen Churchard, Resonance Consultancy President and Chief Executive Officer Chris Fair and Director of Placemaking Tim Hasid gave the PowerPoint presentation (attached) on the Draft Tourism and Events Strategic Plan.

–Councilmembers made the following suggestions:

- Market the City's properties including WestWorld, Scottsdale Stadium, parks, and sports fields.
- Include festivals, activities, and destinations associated with Indigenous populations in the plan and strategies.
- Be open to public/private partnerships related to venues and opportunities to expand reach and enhance tourism.
- Revisit the research, data, and information provided and follow the strategies in the plan.
- Return to Council every six months to review and report what strategies are working, what strategies need additional work, and overall results.
- Have the Tourism Development Commission review and discuss the Strategic Plan and forward recommendations to the City Council.

**2. Expanding Service-Learning Internship Opportunities for Scottsdale Youth**

**Request:** Presentation, discussion, and possible direction to staff regarding expanding service-learning work and internship opportunities for Scottsdale youth in various departments.

**Presenter(s):** Stephanie Zamora, Management Associate to the City Manager

**Staff Contact(s):** Brent Stockwell, Assistant City Manager, 480-312-7288, [bstockwell@scottsdaleaz.gov](mailto:bstockwell@scottsdaleaz.gov)

Management Associate Stephanie Zamora and Intern Katelyn Cai gave the PowerPoint presentation (attached) on the service-learning work and internship opportunities for Scottsdale youth.

Councilmembers made the following suggestions:

- Continue to move forward with this program.
- Provide periodic updates to the City Council on program development.

**3. Cross-Boundary Collaboration on Homelessness**

**Request:** Presentation, discussion, and possible direction to staff regarding staff's cross-boundary collaborative efforts on homelessness.

**Presenter(s):** Shane Stone, Senior Management Associate to the City Manager

**Staff Contact(s):** Brent Stockwell, Assistant City Manager, 480-312-7288, [bstockwell@scottsdaleaz.gov](mailto:bstockwell@scottsdaleaz.gov)

Senior Management Associate to the City Manager Shane Stone, Homeless Outreach Coordinator Sue Oh, Vitalyst Health Foundation Consultant Darlene Newsom, and Synergy, Inc. Chief Executive Officer Justin Stewart gave the PowerPoint presentation (attached) on cross-boundary collaboration on the homelessness issue.

– Councilmembers made the following suggestions:

- Provide updates to the City Council every six months on efforts and improvements to the program.
- Provide specific data related to the City of Scottsdale and at a regional level related to keeping people housed; resources available now and in the future for the aging homeless population demographic; and City processes to assist homeless residents.
- Keep Councilmembers apprised of issues, including emergency situations.
- Continue to collaborate with other communities and service providers to leverage expertise and resources.

**MOTION AND VOTE – ADJOURNMENT**

Councilwoman Janik made a motion to adjourn the Work Study Session No. 2. Councilwoman Littlefield seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Durham; and Councilmembers Caputi, Janik, Littlefield, Milhaven, and Whitehead voting in the affirmative.

**ADJOURNMENT**

Mayor David D. Ortega adjourned the Work Study Session at 8:53 P.M.

**SUBMITTED BY:**

*Ben Lane*

**Ben Lane, City Clerk**

Officially approved by the City Council on August 22, 2022

**C E R T I F I C A T E**

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Regular Meeting and Work Study Session No.2 of the City Council of Scottsdale, Arizona, held on the 6th day of July 2022.

I further certify that the meeting was duly called and held, and that a quorum was present.

**DATED** this 22<sup>nd</sup> day of August 2022.



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**Ben Lane, City Clerk**

## **Regular Agenda**

### **17. Pima Road Projects Construction Phase Services Contract**

City Council Meeting – July 6, 2022

1

## **Requested Council Action**

1. Authorize Construction Manager at Risk (CMAR) Construction Services Contract 2022-062-COS with Haydon Building Corp. to provide phase one construction construction phase services in the amount of \$51,341,076.95 for Pima Road: Pinnacle Peak to Happy Valley Road (SC01) and Happy Valley Road: Pima Road to Alma School Road (SE02) for GMP 1 for the first phase of roadway and waterline improvements; and
2. Authorize a FY 2022/23 capital appropriation transfer totaling \$5,000,000 from the Pima Road: Happy Valley Road to Jomax Road (SH01) project to Happy Valley Road, Pima Road to Pinnacle Peak (SE02) project to be funded by the Arterial Life Cycle Program (ALCP) Regional Sales Tax funding (\$3,500,000) and Transportation 0.1% Sales Tax (\$1,500,000).
3. Authorize a FY 2022/23 capital appropriation transfer totaling \$5,000,000 from the Hualapai Drive: Hayden Road to Pima Road (TG01) project to Happy Valley Road, Pima Road to Pinnacle Peak (SE02) project to be funded by the Arterial Life Cycle Program (ALCP) Regional Sales Tax funding (\$3,500,000) and Transportation 0.1% Sales Tax (\$1,500,000).

2

## Project Scope

### On Pima Road:

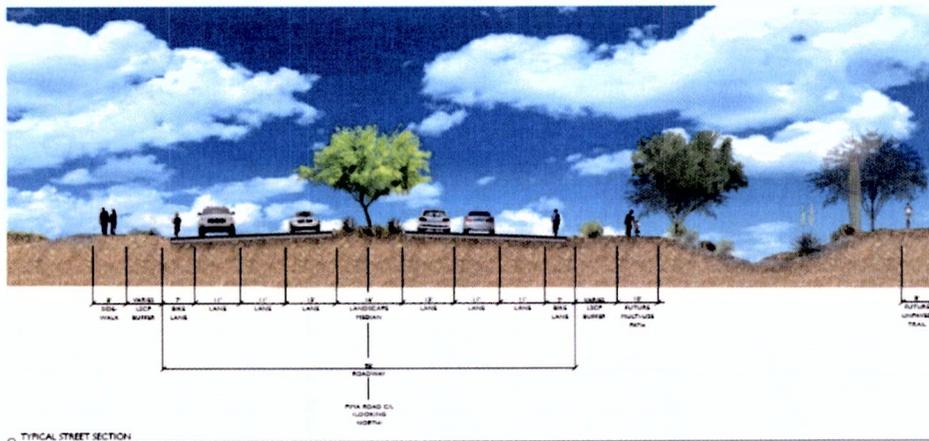
- An additional travel lane in each direction
- raised landscaped median
- curb and gutter
- bike lanes
- an 8-ft sidewalk on the west side
- capacity improvements at the intersection of Happy Valley and Pima Roads
- construction of a complex drainage structure at Happy Valley Road intersection
- vertical relocation of two large diameter water lines

### On Happy Valley Road:

- An additional travel lane in each direction
- raised landscaped median
- curb and gutter
- bike lanes
- An 8-ft sidewalk on the north side, a 6-ft sidewalk with a 4-ft unpaved trail on the southside
- multilane roundabouts at the intersections of Alma School Road and Golf Course
- drainage improvements
- various water and sewer relocations

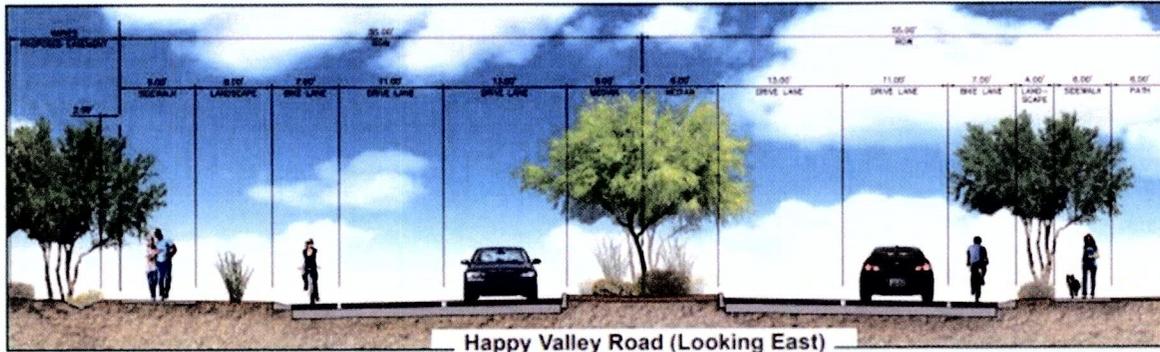
3

## Pima Road: Pinnacle Peak Road to Happy Valley Road



4

## Happy Valley Road: Pima Road to Alma School Road



5

## Guaranteed Maximum Price (GMP)

Direct Cost + Markups:	
K. HVR - COS TRANSPORTATION	\$ 24,667,245.06
K. HVR - COS Water Department	\$ 2,413,741.82
K. Pima Road - City of Scottsdale Transportation	\$ 21,657,203.85
K. Pima Road - Regional Drainage Channel	\$ -
K. Pima Water- 24" and 30" Waterline Upgrades Cost	\$ 158,073.04
<b>K. Pima Road &amp; Happy Valley Road Direct Cost + Markups (no contingency)</b>	<b>\$ 48,896,263.76</b>
L. City's Project Contingency	\$ 2,444,813.19
<b>M. Direct Cost + Markups + Contingency</b>	<b>\$ 51,341,076.95</b>

6

## **Budget Transfer**

Additional funds are needed for the Happy Valley Road project to address the following:

- material escalations including the cost of pipe materials, concrete, asphalt and fiber optic cable
- cost escalation in the real estate market - an estimated \$2.5M of land rights to construct drainage improvements which was not originally identified at the inception of the project

7

## **Scottsdale Road Noise Abatement Policy**

- Mitigation to be considered when project results in:
  - Increase above 64 dbA at residence
  - Increase of 15 dbA or more
- Other factors to consider:
  - Environmentally Sensitive Lands zoning overlay
  - Cost per benefitted property not more than \$60K (\$74k in current dollars)

8



9

Receiver ID	NAC Category	No of Dwelling Units	2040 No-Build Unmitigated (dBA)	2040 Build Unmitigated (dBA)
R1	B	1	61	63
R2	B	1	65	67
R3	B	1	63	65
R4	B	1	61	62
R5	B	1	60	62
R6	B	1	63	65
R7	B	1	<b>64</b>	<b>66</b>
R8	B	1	63	<b>64</b>
R9	B	1	<b>66</b>	<b>67</b>
R10	B	1	61	63
R11	B	1	63	<b>64</b>
R12	B	1	<b>66</b>	<b>68</b>
R13	B	1	<b>65</b>	<b>67</b>
R14	B	1	60	62
R15	B	1	63	<b>64</b>
R16	B	1	61	63
R17	B	1	<b>64</b>	<b>64</b>
R18	B	1	63	65
R19	B	1	<b>68</b>	<b>69</b>
R20	B	1	63	65
R21	B	1	63	65
R22	B	1	<b>68</b>	<b>69</b>
R23	B	1	<b>66</b>	<b>67</b>
R24	B	1	<b>66</b>	<b>67</b>
R25	B	1	<b>64</b>	<b>66</b>
R26	B	1	<b>68</b>	<b>69</b>
R27	B	1	63	65
R28	B	1	<b>65</b>	<b>66</b>
R29	B	1	<b>64</b>	<b>66</b>
R30	B	1	<b>66</b>	<b>67</b>
R31	B	1	<b>64</b>	<b>66</b>
R32	B	1	<b>68</b>	<b>70</b>
R33	B	1	<b>65</b>	<b>67</b>
R34	B	1	<b>65</b>	<b>67</b>
R35	B	1	63	65
R36	B	1	<b>67</b>	<b>68</b>
R37	B	1	56	58
R38	B	1	61	62

Note: Bolded values are equal to or greater than COS RNAP noise impact threshold of 64 dBA for Category B land uses.

- 30 modeled locations exceed 64 dbA based on 2040 conditions
- 20 of these would exceed 64 dbA *even if the project was not built*
- Greatest difference between build and no-build alternatives is 2 dbA
- Changes in sound level under 3 dbA are not perceptible to the human ear

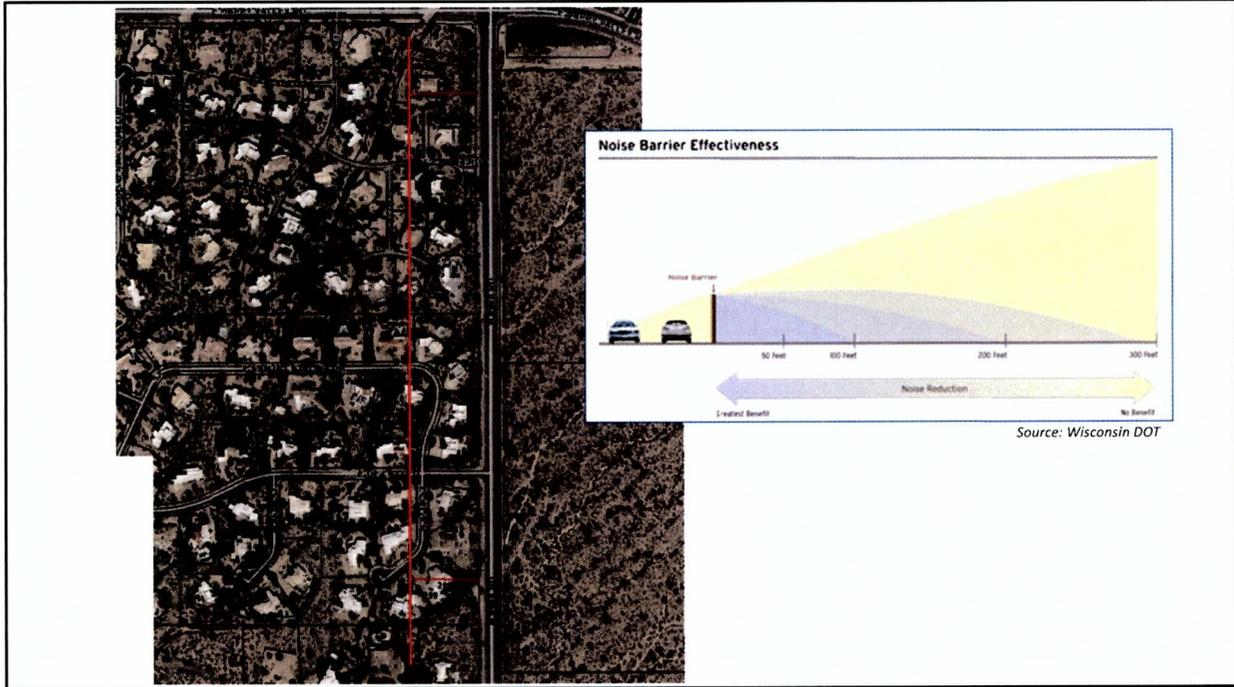
10

TABLE 4 Modeled Noise Level Results Pima Road, Pinnacle Peak to Happy Valley					2040 Build Mitigated (dBA) at 12-foot Barrier Height	Insertion Loss (dBA)
Receiver ID	NAC Category	No of Dwelling Units	2040 No-Build Unmitigated (dBA)	2040 Build Unmitigated (dBA)		
R1	B	1	61	63	58	5
R2	B	1	<b>65</b>	<b>67</b>	61	6
R3	B	1	63	<b>65</b>	60	5
R4	B	1	61	62	57	5
R5	B	1	60	62	56	6
R6	B	1	63	<b>65</b>	59	6
R7	B	1	<b>64</b>	<b>66</b>	60	6
R8	B	1	63	<b>64</b>	58	6
R9	B	1	<b>66</b>	<b>67</b>	60	7
R10	B	1	61	63	57	6
R11	B	1	63	<b>64</b>	58	6
R12	B	1	<b>66</b>	<b>68</b>	61	7
R13	B	1	<b>65</b>	<b>67</b>	61	6
R14	B	1	60	62	57	5
R15	B	1	63	<b>64</b>	59	5
R16	B	1	61	63	57	6
R17	B	1	<b>64</b>	<b>64</b>	59	5
R18	B	1	63	<b>65</b>	59	6
R19	B	1	<b>68</b>	<b>69</b>	63	6
R20	B	1	63	<b>65</b>	60	5
R21	B	1	63	<b>65</b>	60	5
R22	B	1	<b>68</b>	<b>69</b>	63	6
R23	B	1	<b>66</b>	<b>67</b>	61	6
R24	B	1	<b>66</b>	<b>67</b>	61	6
R25	B	1	<b>64</b>	<b>66</b>	60	6
R26	B	1	<b>68</b>	<b>69</b>	61	8
R27	B	1	63	<b>65</b>	59	6
R28	B	1	<b>65</b>	<b>66</b>	61	5
R29	B	1	<b>64</b>	<b>66</b>	60	6
R30	B	1	<b>66</b>	<b>67</b>	61	6
R31	B	1	<b>64</b>	<b>66</b>	60	6
R32	B	1	<b>68</b>	<b>70</b>	63	7
R33	B	1	<b>65</b>	<b>67</b>	61	6
R34	B	1	<b>65</b>	<b>67</b>	61	6
R35	B	1	63	<b>65</b>	61	4
R36	B	1	<b>67</b>	<b>68</b>	63	5
R37	B	1	56	58	57	1
R38	B	1	61	62	59	3

Note: Bolded values are equal to or greater than COS RNAP noise impact threshold of 64 dBA for Category B land uses.

- 12-foot wall reduces level at all locations below 64 dbA
- Reductions range from 1 to 7 dbA
- Changes in sound level under 3 dbA are not perceptible to the human ear

11



12

# Noise Wall Construction Cost

ITEM NO	ITEM DESCRIPTION	UNIT	QUANTITY	UNIT PRICE	AMOUNT
510030	MASONRY BARRIER WALL ADOT SD 8.02 & ADOT Spec. Se. 914	SF	77,600	\$45.90	\$3,561,840
<b>Roadway Subtotal</b>					<b>\$3,561,840</b>
	Water Supply/Dust Palliative (%)			0.49%	\$ 17,414.38
	Maintenance And Protection Of Traffic (%)			3.79%	\$ 134,852.11
	Erosion Control (%)			0.64%	\$ 22,819.09
	Contractor Quality Control (%)			0.78%	\$ 27,776.46
	Construction Surveying And Layout (%)			0.71%	\$ 25,125.87
<b>Subtotal</b>					<b>\$3,789,828</b>
	Mobilization (%)			2.74%	\$ 97,633.94
<b>Subtotal</b>					<b>\$ 3,887,462</b>
	New TCE (\$0.55/SF)	SF	670	\$	369
	New DE (\$5.23/SF)	SF	1,170	\$	6,119
	New RW (\$5.50/SF)	SF	1513	\$	8,322
	Engineering Design (%)				\$
	Construction Engineering and Contingencies (%)				\$
<b>Subtotal</b>					<b>\$ 3,902,271</b>
	Indirect Cost Allocation (0.00%)				\$
<b>Roadway Total</b>					<b>\$ 3,902,271</b>
<b>TOTAL Noise Wall Construction Cost</b>					<b>\$ 3,902,271</b>

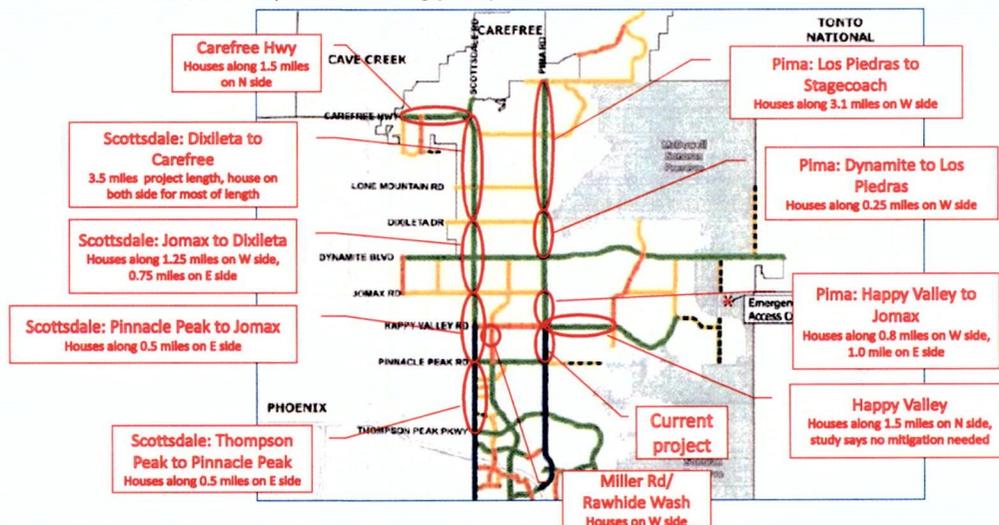
- Over \$111k per benefitted property

construction costs only

13

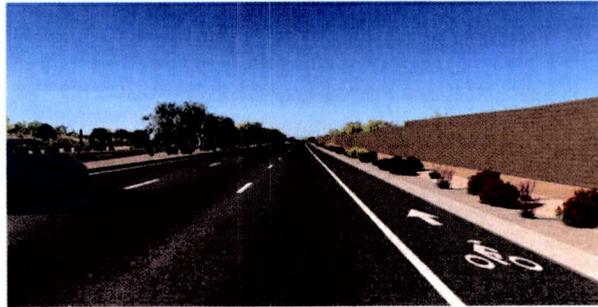
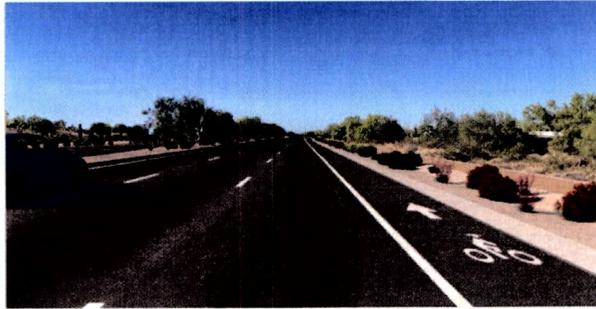
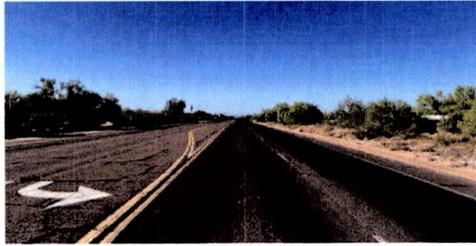
# Projects in proposed FY22/23 – FY 26/27 CIP

- In addition to Pima Rd project, 10 projects with approximately 15 miles of residential frontage
- Potential cost impact of waiving policy: \$60 million



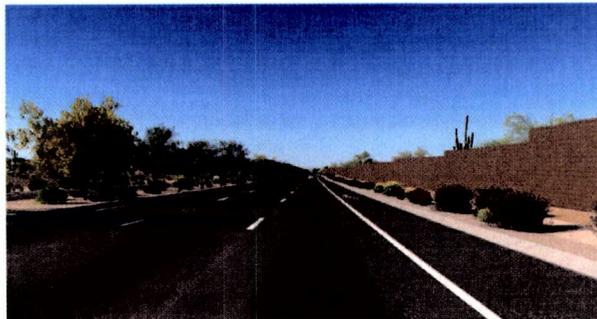
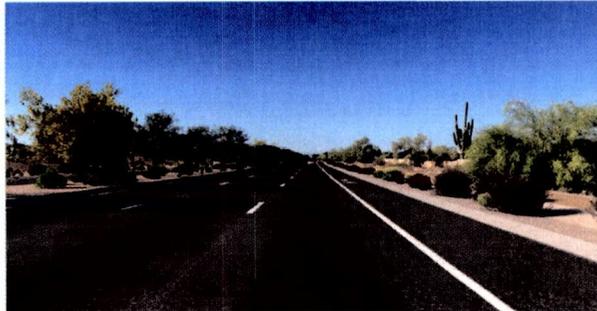
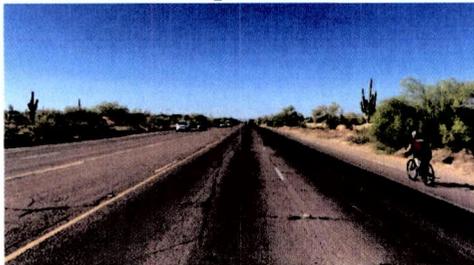
14

## Renderings of Potential View Impact



15

## Renderings of Potential View Impact



16

# Item No 18

Compensated Conservation Agreement between the State of Arizona, the United States, the Central Arizona Water Conservation District (“CAWCD”), and the City of Scottsdale



Brian Biesemeyer  
Scottsdale Water



1

## Compensated Conservation Agreement

In response to worsening conditions on the Colorado River, representatives from the Gila River Indian Community (GRIC) contacted Scottsdale along with several other entries to participate in a multi-party effort to conserve additional water in Lake Mead behind Hoover Dam in calendar year 2022.

2

## Compensated Conservation Agreement

- Under this System Conservation Agreement, Scottsdale will cancel its current order for 5,000 acre-feet of CAP water to be delivered to the Salt River Project's (SRP) Groundwater Savings Facility (GSF) in August 2022.
- The cancelled order will remain in Lake Mead and be classified as system conservation.
- In exchange for this system conservation, the United States (BOR) will compensate Scottsdale for the cost of the order
- To ensure Scottsdale does not lose Long-Term Storage Credits, a separate Gila River Indian Community (GRIC) agreement is proposed to acquire credits from the GRIC.

3

## To ensure no negative impacts to Scottsdale

- The net result of the agreements must be neutral to Scottsdale with respect to its budget and long-term storage credit account balance.
- CAWCD must agree to fund the lost revenue associated with the conserved water - reducing CAP water deliveries must not result in a significant price delivery increasing.
- This all must be done before July 18<sup>th</sup> to be counted as water not delivered and in the reservoir in the August 24-month study.

4

## Participating Entities

- Peoria
  - Phoenix
  - Scottsdale
  - Tucson
  
  - United States (Department of Interior/BOR)
  - Central Arizona Project
  - Gila River Indian Community
- 

5



### Staff Recommends:

**Adopt Resolution No. 12551** authorizing the Executive Director of Scottsdale Water to execute all necessary documents and take such other actions as may be necessary to (1) enter into a Compensated System Conservation Agreement with the United States Bureau of Reclamation (USBR) and the Central Arizona Water Conservation District (CAWCD) to forego delivery and storage of 5,000 acre-feet of Scottsdale's Central Arizona Project (CAP) allocation in calendar year 2022 for contribution to Lake Mead in exchange for monetary compensation; and (2) enter into a Purchase and Sale Agreement for long-term storage credits of equal amounts with Gila River Water Storage, LLC (GRWS).

6

# THANK YOU



XXX RESONANCE

Scottsdale Tourism & Events Strategic Plan: Council Work Study

COMMISSIONED BY CITY OF SCOTTSDALE  
IN PARTNERSHIP WITH EXPERIENCE SCOTTSDALE  
JULY 2022



1



Agenda

- 1 PROJECT BACKGROUND
- 2 U.S. AFFLUENT TRAVELER
- 3 TARGET AUDIENCES
- 4 DESTINATION PERFORMANCE
- 5 VISION
- 6 RECOMMENDATIONS

2

2



# 01.

## Project Background

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## Project Phases

### PHASE 01: Analyze

#### KEY ACTIVITIES

1. KICK-OFF & PROJECT PLANNING
2. PRELIMINARY RESEARCH AND ENGAGEMENT
3. TOURISM MARKET ANALYSIS & DESTINATION ASSESSMENT
4. TOURISM & EVENTS DEPARTMENT PROGRAM ANALYSIS

### PHASE 02: Assess

#### KEY ACTIVITIES

1. STAKEHOLDER ENGAGEMENT
2. RESIDENT AND VISITOR ENGAGEMENT

### PHASE 03: Evaluation and Recommendations

#### KEY ACTIVITIES

- 3.1 STRATEGIC RECOMMENDATIONS

### PHASE 04: Implementation and Action Plan

#### KEY ACTIVITIES

1. IMPLEMENTATION WORK SESSION
2. ACTION PLAN DEVELOPMENT

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02.

The U.S. Affluent  
Traveler

5

5

TOP 10%

### WHO IS THE U.S. AFFLUENT TRAVELER OF THE FUTURE?

#### Age

Young (18-34, 12%),  
Middle Age (35-54, 49%)  
Mature (56-74, 32%)  
Seniors (75+, 7%)

#### Geography

South (32%), West (27%),  
Northeast (23%), Midwest (18%)

#### Household

More than 80% are married/common-law  
Nearly half (46%) have children living at  
home

Source: Resonance

**TOP 10%**

HOUSEHOLD INCOME OF \$200K+  
NET WORTH OF \$1.2M+

6

6

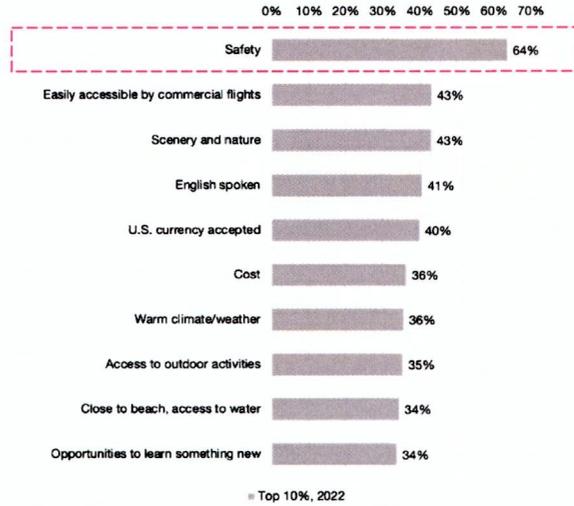
TOP 10%

## MOST IMPORTANT FACTORS WHEN CHOOSING A DESTINATION (TOP 10)

Safety is the most important factor when choosing a destination, followed by air connectivity, and the scenery and nature.

Access to outdoor activities is increasingly more important.

Source: Resonance / Leger



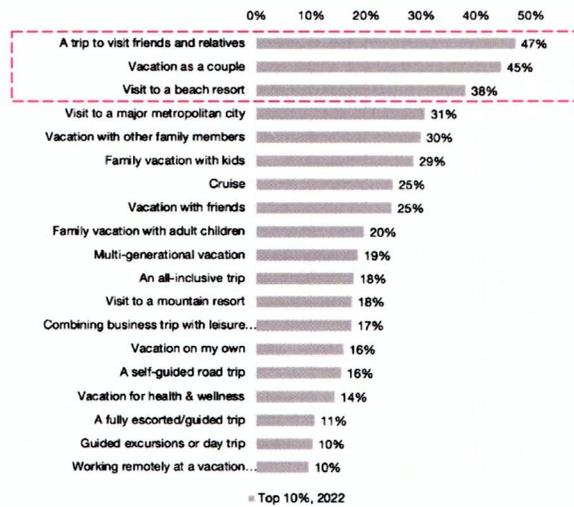
How important are each of the following factors when deciding on a vacation destination?

TOP 10%

## PREFERRED TYPES OF VACATIONS

A trip to visit friends and relatives, a vacation as a couple, and visit to a beach resort are the preferred types of vacations in the next 12-24 months.

Source: Resonance / Leger



What types of vacations are you planning to take in the next 12 to 24 months?

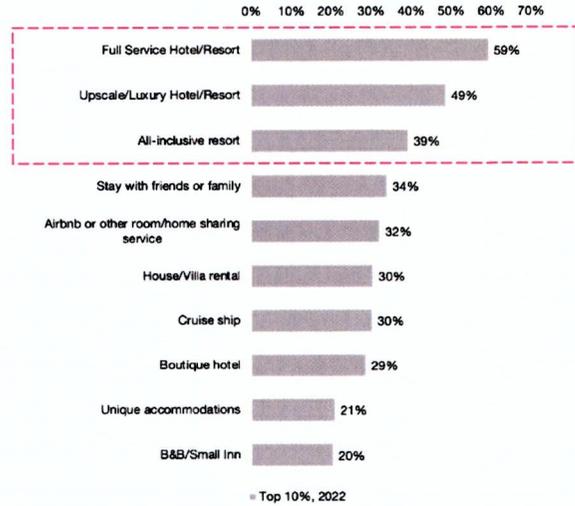
TOP 10%

## PREFERRED ACCOMMODATION (TOP 10)

Full service, upscale, and all-inclusive hotels are still the preferred by the Top 10%.

The use of Airbnb and other room sharing services is continuing to increase.

Source: Resonance / Leger



While on vacation, what kind of accommodation do you prefer?

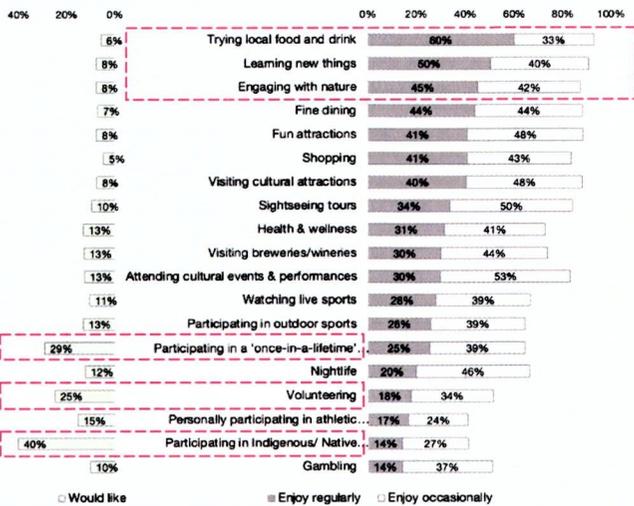
TOP 10%

## MOST DESIRABLE ACTIVITIES WHILE ON VACATION

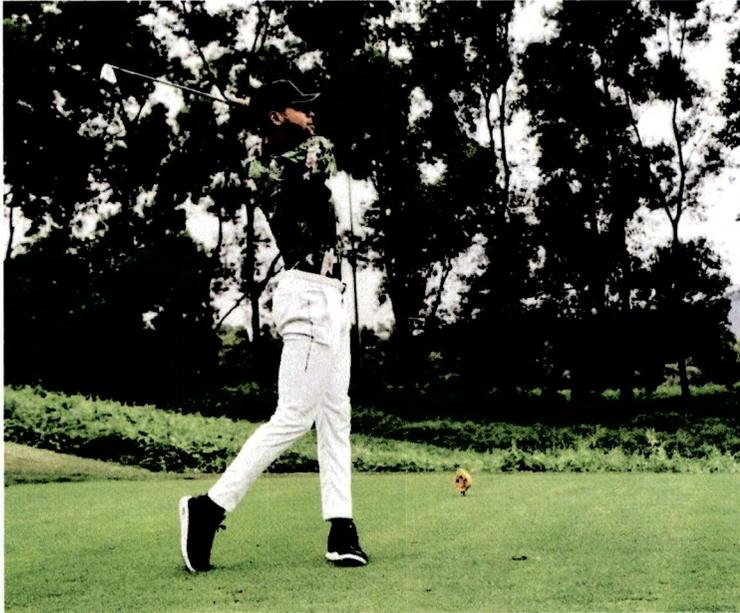
Trying local food and drink, learning new things, and engaging with nature are activities that the top 10% enjoy regularly while on vacation.

Participating in Native American experiences, in 'once-in-a-lifetime' experiences, and volunteering are activities the top 10% would like to try.

Source: Resonance / Leger



While on vacation, what activities do you enjoy regularly, enjoy occasionally, would like to try, or do not enjoy?



03.

Target  
Audiences

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11

11



Leisure

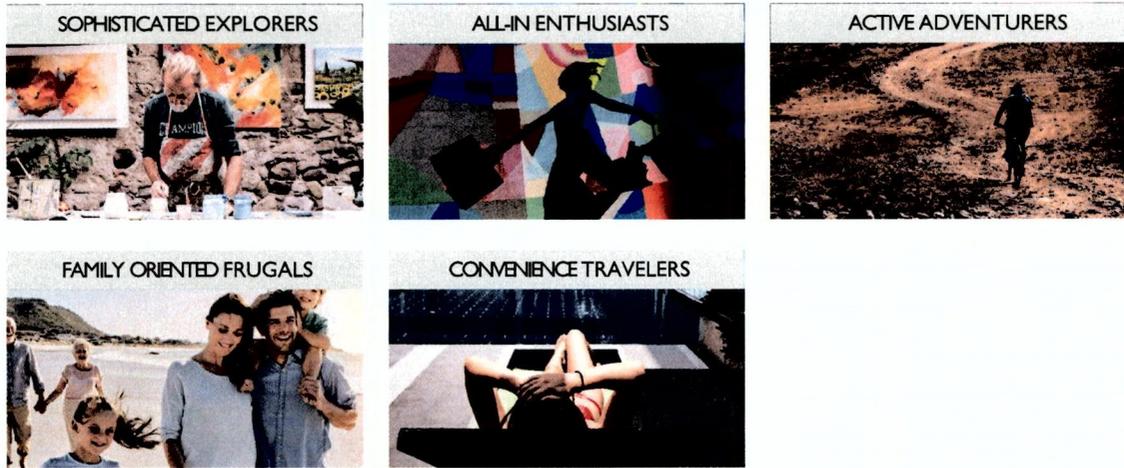
resonanceco.com

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12

12

# U.S. Traveler Psychographic Profiles



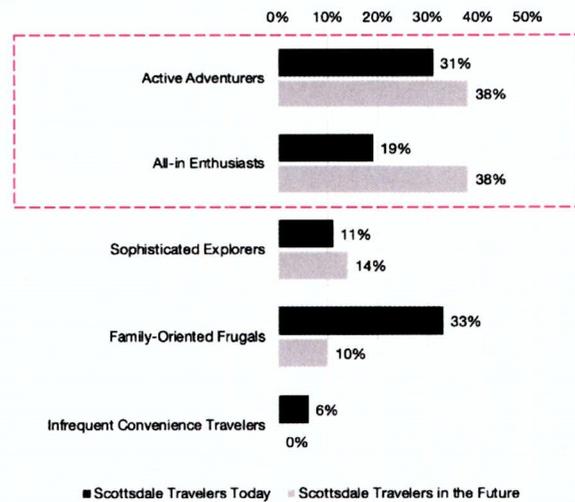
13

## LEISURE

### LEISURE TRAVELER SEGMENTS IN THE FUTURE

*Active Adventurers and All-in Enthusiasts* are key target audiences for Scottsdale in the future.

Source: Scottsdale Destination Visioning Workshop



What two traveler segments do you think Scottsdale should prioritize in the future?

14

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LEISURE

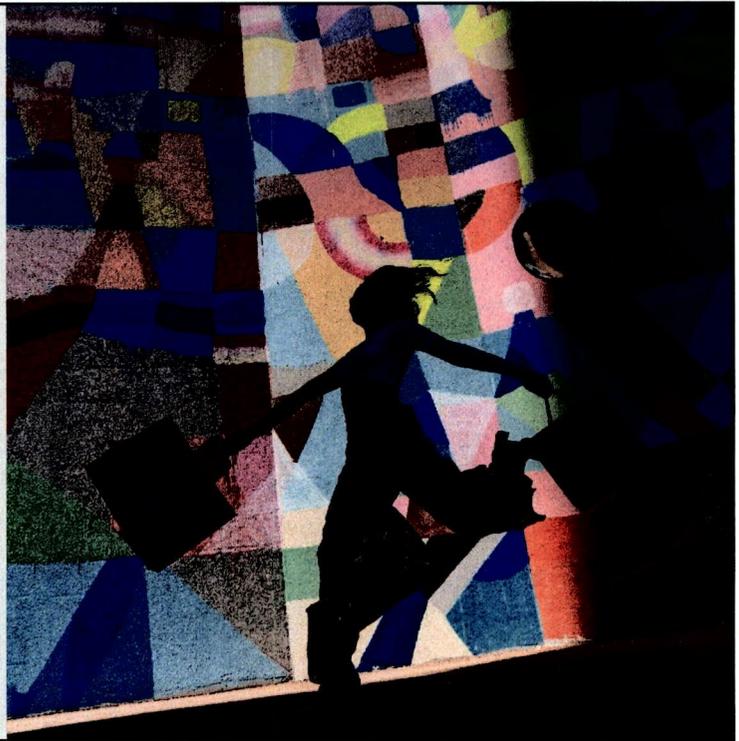
## ALL-IN ENTHUSIASTS

*All-in Enthusiasts* are the youngest segment, with the majority of them working full time, and likely to have children living at home.

*All-in Enthusiasts* want to do it all – any excuse to travel is a great one. They're more likely to participate in most types of activities, and they go on vacations for many different reasons.

Shopping, nightlife and attending events are most preferred by *All-in Enthusiasts* compared to other types of travelers.

Source: Resonance



15

LEISURE

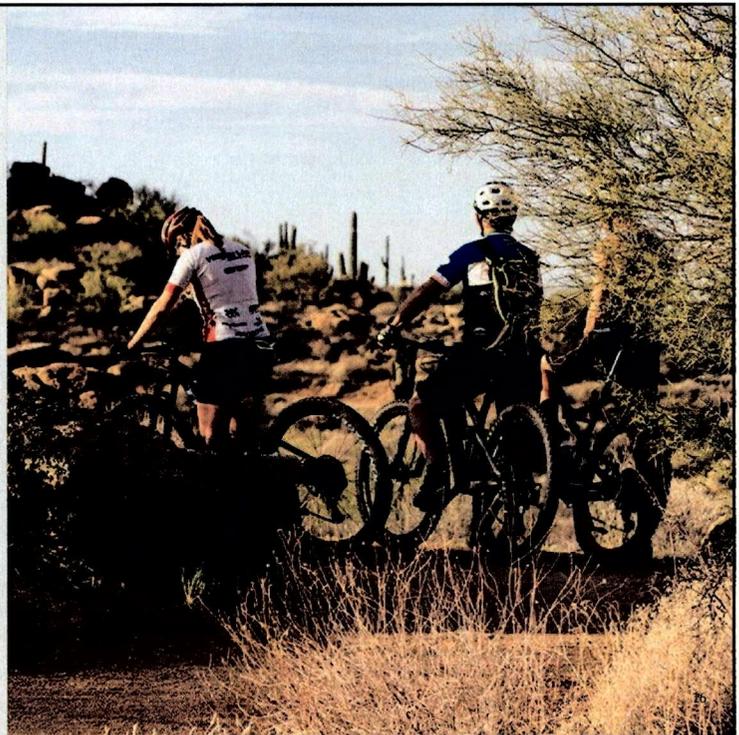
## ACTIVE ADVENTURERS

*Active Adventurers* make most frequent trips per year overall. *Active Adventurers* are more likely to combine business trip with leisure vacation.

This group doesn't see a vacation as a time to slow down or be indulgent; they want to explore new things and be active.

*Active Adventurers* have a great interest in engaging with nature, participating in outdoor sports and health/fitness activities.

Source: Resonance



16



# Business

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17

17

## Types of Business Travel

### CONFERENCES & MEETINGS



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### CORPORATE EVENTS



### INCENTIVE TRAVEL



### BLEISURE TRAVEL



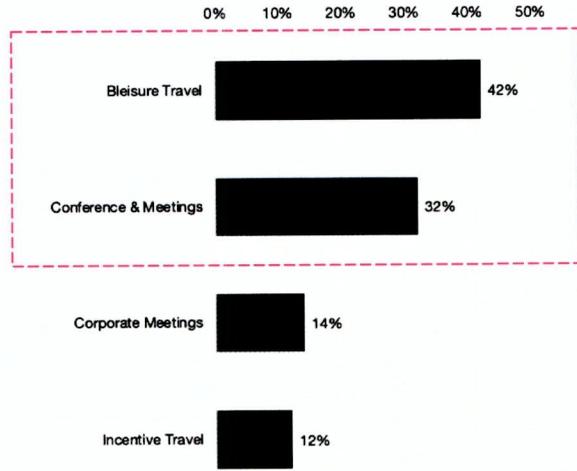
18

BUSINESS

### BUSINESS TRAVELER SEGMENTS IN THE FUTURE

Based on destination assets and products, bleisure travel and conference and meetings are the key business travel segments for Scottsdale to prioritize in the future.

Source: Scottsdale Destination Visioning Workshop



What two business segments do you think Scottsdale should prioritize in the future?



# 04.

## Destination Performance

## Phase 1: Discovery



**Secondary Research**  
on existing plans and market trends



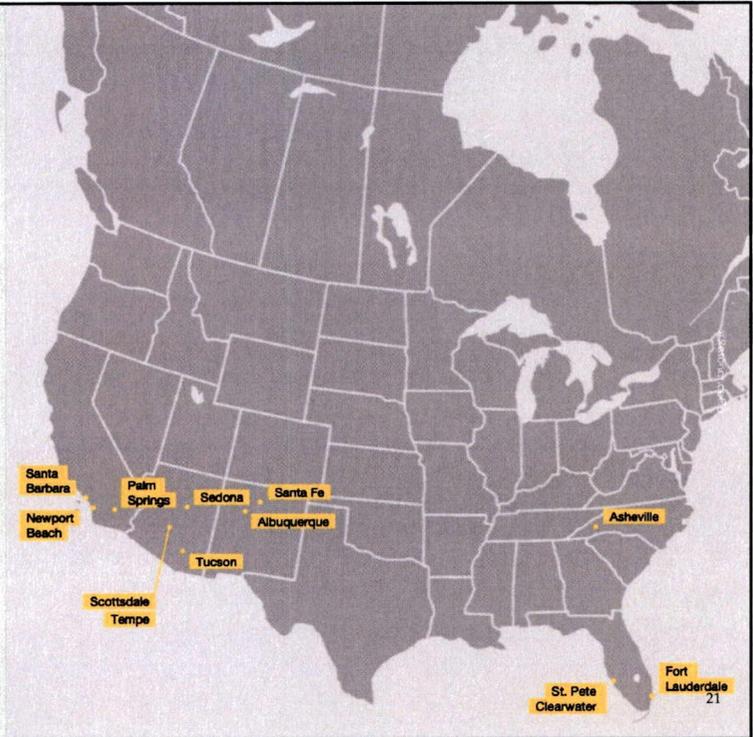
**Competitive Performance Analysis**  
across 24 factors, compared to 12 cities - based on  
TripAdvisor consumer review data.



**Perception Analysis**  
Visitor survey (n=1,292)  
Community survey (n=2,339)



**Stakeholder Interviews**  
100 + interviews with stakeholders



21

## Scottsdale is Already a Successful Destination

The objective of the Tourism and Events Strategic Plan is to maximize development opportunities and economic prosperity, while minimizing impact on the community and the environment.

All recommendations were informed by extensive research and strategic plan reviews to align with ongoing initiatives and to grow synergies with different partners.

The stakeholder engagement process built consensus among partners of the trends impacting the industry and the vision for the destination.

The performance assessment defined the product strengths, as well as development and management opportunities.

The community engagement process measured current priorities, perceptions and satisfaction levels from both a visitor and resident perspective.

22

# Key Insights

## KEY STRENGTHS

- Accommodations
- Dining experiences
- Outdoor activities
- Shopping
- Flight connectivity
- Nature and parks
- Golf

## KEY OPPORTUNITIES

- Arts, performing arts
- Museums
- Tours
- Events and festivals
- Character neighborhoods



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#rebornnyc



# 05.

## Vision

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#rebornnyc

# Vision

As one of the country's most recognized and desirable destinations, Scottsdale welcomes visitors from around the world who come to enjoy an urban sanctuary in the heart of the Sonoran desert.

From hiking trails to shopping safaris, sports to arts and culture, Scottsdale offers a wealth of experiences that attracts active adventurers, urban enthusiasts, business meetings and world-class events throughout the year.

As stewards of the destination, Experience Scottsdale promotes its unique characteristics and the City of Scottsdale develops and manages the facilities, programming and events required to enrich both the visitor and resident experience in a manner that seeks to minimize the impact of tourism on our environment while maximizing its economic benefits for everyone involved.

scottsdaleco.com

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# Experience Principles

ARTS  
& CULTURE

BUSINESS MEETINGS  
& EVENTS

COMMUNITY  
WELLBEING

FESTIVALS  
& EVENTS

OLD  
TOWN

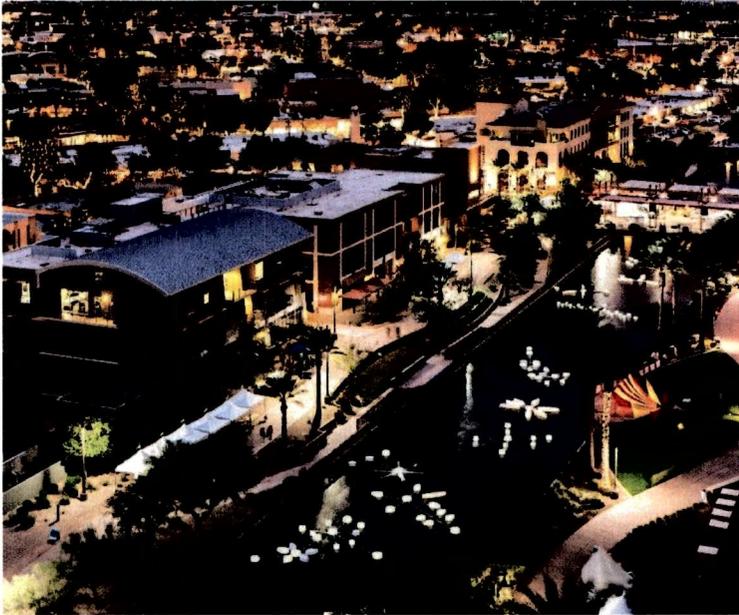
OUTDOOR  
PURSUITS

SPORTS  
TOURISM

TRAVEL AND  
HOSPITALITY  
ADVOCACY

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# 06.

## Recommendations

27

27

# Arts & Culture

Scottsdale isn't just a place where arts and culture is consumed, but created, celebrated and developed as one of the West's most vibrant arts and culinary scenes.

28

28

ARTS AND CULTURE

STRATEGY AC.1: POSITION  
SCOTTSDALE AS A CENTER FOR  
ARTISTS AND ART

STRATEGY AC.2: GROW THE  
SCOTTSDALE CULTURE CORRIDOR

STRATEGY AC.3: BRING MUSEUM  
EVENTS AND EXPERIENCES OUTDOORS

STRATEGY AC.4: MAKE SCOTTSDALE  
THE TOP CULINARY AND WINE  
DESTINATION IN ARIZONA

29

29

## Business Meetings & Events

With more than 25% of professionals working remotely in the future, Scottsdale is the destination of choice in the West where companies bring employees and clients together for corporate gatherings, meetings and events.

30

30

**BUSINESS MEETINGS & EVENTS**

**STRATEGY BM.1: DEVELOP MORE  
OFFSITE VENUES**

**STRATEGY BM.2: ALIGN MEETINGS  
AND EVENTS WITH TARGET  
INDUSTRIES**

31

31

# Community Wellbeing

Scottsdale is a place where people live well, get well and where wellbeing is defined by not only our own personal physical, spiritual and mental health, but the health and wellbeing of the environment and our community as well.

32

32

COMMUNITY WELLBEING

STRATEGY CW.1: ESTABLISH  
SCOTTSDALE AS A WELL-BEING  
COMMUNITY AND DESTINATION

STRATEGY CW.2: FOCUS ON  
COMMUNITY QUALITY OF LIFE

STRATEGY CW.3: DEVELOP UNIQUE  
WELLNESS EXPERIENCES

STRATEGY CW.4: POSITION  
SCOTTSDALE AS THOUGHT-LEADER IN  
SUSTAINABLE TOURISM

STRATEGY CW.5: RECOGNIZE  
INDUSTRY BEST PRACTICES

STRATEGY CW.6: GROW  
SUSTAINABILITY-FOCUSED EVENTS &  
PROGRAMMING

STRATEGY CW.7: SUPPORT NEW  
CONNECTIVITY OPTIONS

33

33

## Festivals & Events

Already home to world-class outdoor events, Scottsdale develops and offers indoor facilities to host and welcome the world throughout the year.

34

34

FESTIVALS AND EVENTS

STRATEGY FE.1: INCREASE THE POSITIVE IMPACT OF EXISTING EVENTS AND ATTRACT NEW YEAR-ROUND EVENTS

STRATEGY FE.2: IMPROVE AND DIVERSIFY WESTWORLD'S HOSTING CAPACITIES

STRATEGY FE.3: EXPAND CIVIC CENTER ACTIVITIES AND PERFORMING ARTS CAPACITY

STRATEGY FE.4: INCREASE OFF-SEASON VISITATION TO SCOTTSDALE STADIUM

STRATEGY FE.5: REVIEW AND CONSIDER UPDATING THE SPECIAL EVENTS ORDINANCE

35

35

## Old Town

Old Town is the beating heart of the Scottsdale experience – a center for shopping, dining, culture, nightlife and community gatherings and celebrations throughout the year.

36

36

OLD TOWN

STRATEGY OT.1: EXPAND  
PLACEMAKING INITIATIVES IN OLD  
TOWN

STRATEGY OT.2: ENDORSE MIXED-USE  
DEVELOPMENT IN OLD TOWN

STRATEGY OT.3: FOSTER ADDITIONAL  
HOTEL DEVELOPMENT IN OLD TOWN  
SCOTTSDALE

STRATEGY OT.4: ENHANCE  
WALKABILITY AND MULTIMODAL  
ACCESS TO/TWTHIN OLD TOWN

STRATEGY OT.5: STRENGTHEN THE  
POSITIONING OF CHARACTER  
DISTRICTS IN OLD TOWN

STRATEGY OT.6: ESTABLISH A  
SUSTAINABLE ORGANIZATIONAL AND  
FUNDING STRUCTURE TO ENHANCE  
OLD TOWN TOURISM AND  
PLACEMAKING INITIATIVES

37

37

## Outdoor Pursuits

Our natural environment is our most valuable resource. Scottsdale enhances and improves access to these natural assets while reducing the environmental footprint of the tourism industry in order to protect our natural resources for generations to come.

38

38

OUTDOOR PURSUITS

STRATEGY OP.1: ELEVATE MCDOWELL  
SONORAN PRESERVE AS A PREMIER  
OUTDOOR DESTINATION

STRATEGY OP.2: EXPAND OUTDOOR  
ACTIVE PROGRAMMING

STRATEGY OP.3: ACTIVATE THE  
ARIZONA CANAL

STRATEGY OP.4: PROMOTE EASY  
ACCESS TO OUTDOOR RECREATION  
ATTRACTIONS

STRATEGY OP.5: PROMOTING AND  
GROWING SCOTTSDALE AS A CYCLING  
DESTINATION

39

39

# Sports Tourism

Scottsdale is a place where people love to play – from amateur sports to collegiate and professional sports, as well as competitions year-round.

40

40

SPORTS TOURISM

**STRATEGY ST.1: EXPAND AMATEUR  
SPORTS PARTICIPATION YEAR-ROUND**

**STRATEGY ST.2: INCREASE OUTDOOR  
SPORTS PROGRAMMING**

**STRATEGY ST.3: ANCHOR SCOTTSDALE  
AS A BASECAMP FOR COLLEGIATE  
PROFESSIONAL SPORTS**



# Travel & Hospitality Advocacy

As much as Scottsdale cares for its residents and visitors, we care for the people that invest and work in our industry too.

STRATEGY TA.1: STEWARD DIVERSITY  
AND INCLUSION IN THE INDUSTRY

STRATEGY TA.2: ADVOCATE FOR  
TOURISM IN THE REGION

STRATEGY TA.3: SUPPORT AND  
ADVOCATE FOR TOURISM LABOR  
FORCE DEVELOPMENT

STRATEGY TA.4: ADVOCATE FOR  
LABOR STANDARDS AND TALENT  
WELLBEING

STRATEGY TA.5: INVEST IN  
DESTINATION DIGITIZATION

43

43



07.

Next Steps

44

# Next Steps

## STRATEGIC CONSULTATION

May 31st  
Leadership Team Meeting

June 21st  
TDC Meeting

## COUNCIL CONSULTATION

July 6th  
Council Work Study

## IMPLEMENTATION CONSULTATION

July-August  
Partner Engagement:  
4 to 8 work sessions

## TOURISM & EVENTS PLAN

August  
TDC Work Study  
Tourism & Events Report  
Tourism & Events Action Plan

September  
Council Adoption of Tourism & Events Strategic Plan

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45

# Thank you.

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46

# **Service-Learning Work Opportunities**

City Council Meeting  
Work Study Session  
July 6, 2022

1

## **Overview**

- Connecting youth to civil service performance at the City of Scottsdale
- Community Connection
- FY 23/24 plan

2

## **Overview**

- The City of Scottsdale has an extensive and successful history with interns and volunteers.
- Evolving our model to meet **outcomes** and increase **impact** while pursuing current opportunities.
  - **Current:** Based on immediate needs of departments and sometimes one-time projects for undergraduate and graduate students. We continue to seek out opportunities to interact with institutions such as Paradise Valley and Scottsdale Community Colleges, Arizona State University, and other non-profits.
  - **Future:** A centralized and continuous internship program will contribute to the professional development of Scottsdale youth through experiential learning while also fulfilling staffing needs.

3

## **Connecting youth to civil service performance at the City of Scottsdale**

- **Team & Roles**
  - Stephanie Zamora, Management Associate to the City Manager
  - Cindi Eberhardt, Strategic Initiatives Program Manager
  - Lisa McNeilly, Sustainability Director
  - Sheila Williams, Human Services Case Worker
  - Jennifer Harrold, Management Analyst—Water Resources
- **Actions**
  - Problem analysis
  - Identifying entry points
  - Constructing partnerships, programmatic framework, and infrastructure moving forward

4

## **Community Connection**

- **General Plan**
  - EDU 2.2: Encourage community involvement in local educational initiatives to ensure high quality learning throughout the city.
  - EDU 2.6: Partner with local schools to sponsor youth councils, mentoring programs, and support for civics education.
  - EDU 2.7: Increase awareness of volunteer programs by connecting with local schools and colleges to provide students with community service opportunities.
- **Government professional perspective**
  - Invite the next generation into public service
  - Cultivate talent
  - Foster spirit of service

5

## **FY 23/24 Plans**

- Participating departments identify continuous projects that require regular staffing
- Interested candidates apply to the program, identify interests in projects based on educational goals
- Positions housed and deployed from a centralized funding source to compensate interns and encourage departmental participation by removing funding barriers

6

# Contact

Stephanie Zamora, Management Associate to the City Manager  
szamora@scottsdaleaz.gov

7



8

## Cross-Boundary Collaboration on Homelessness

City Council Work-Study Session

July 6, 2022

1

### The Bloomberg Harvard Collaboration Track

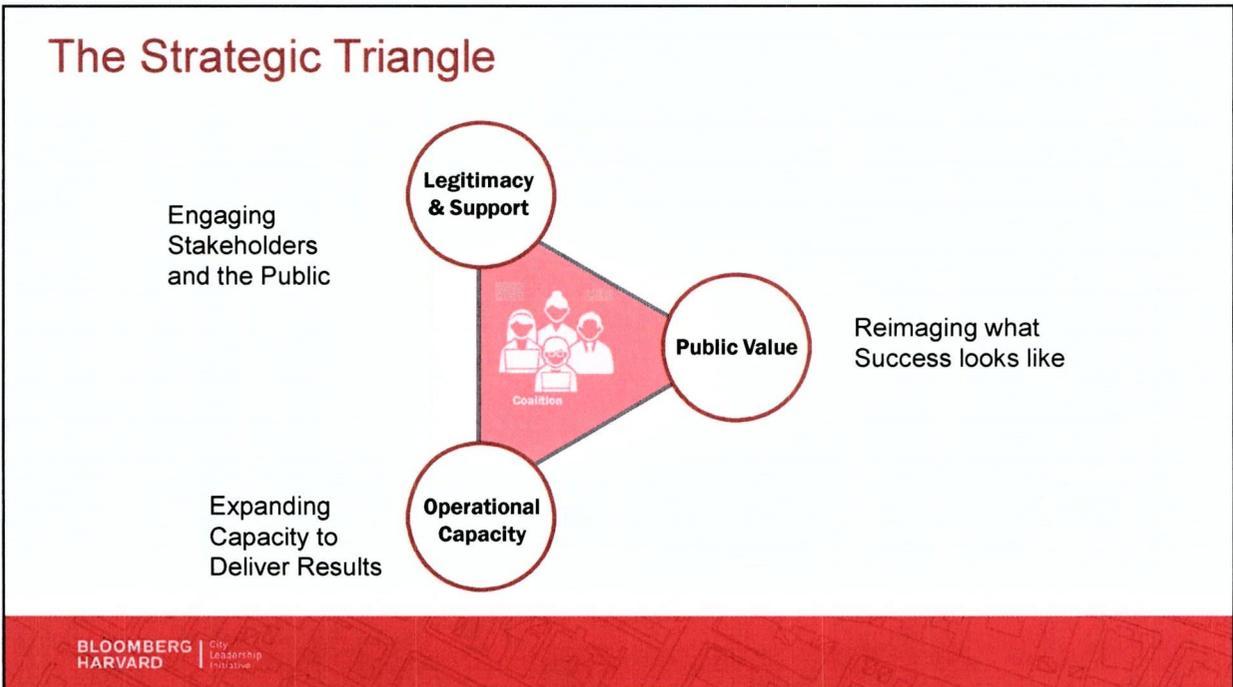
The Collaboration Track helps cities strengthen their ability to harness the talents, resources, and energy of diverse stakeholders working across sectors, jurisdictions, and agencies to solve complex problems.



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## Who Experiences Homelessness in Scottsdale?

- More than 1 in 3 are over the age of 55
- 1 in 4 are persons of color
- Nearly half self-report an issue with mental illness or substance abuse

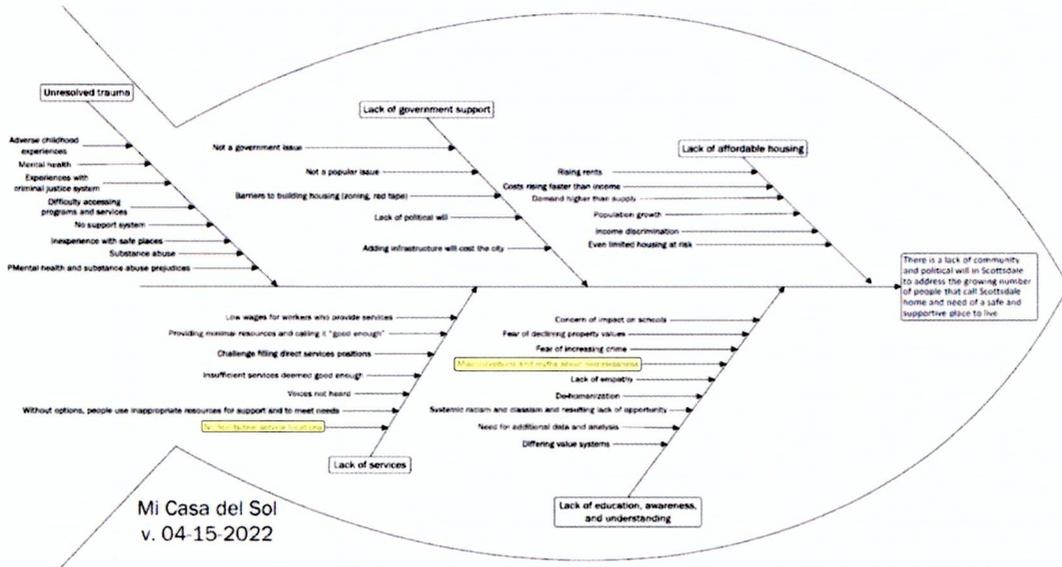
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### **Problem Construction**

There is a lack of community and political will in Scottsdale to address the growing number of people that call Scottsdale home and need a safe and supportive place to live.

6

# Problem Deconstruction



7

# Public Value Proposition

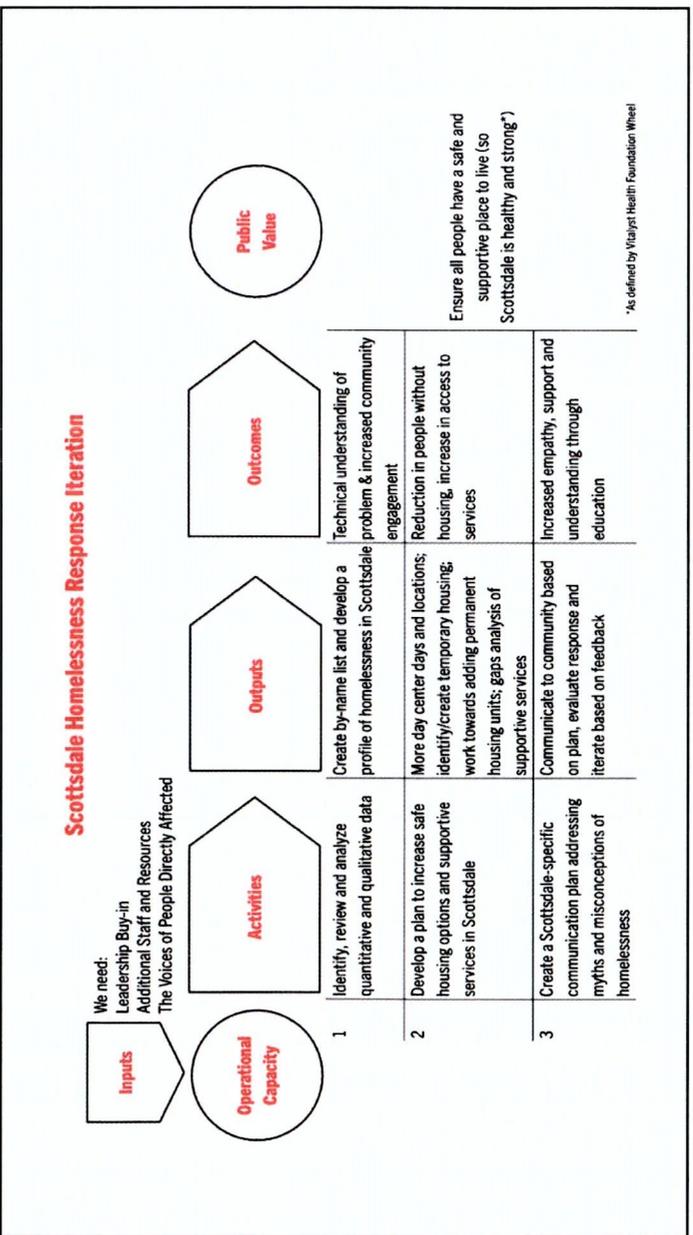
**We will tackle** the rising number of people experiencing homelessness,  
**because** our community is healthier and stronger  
 when all people have a safe and supportive place to live.

**We will do so by** dispelling myths, addressing root causes including racial  
 inequities and focusing on prevention

**with the expectation that** homelessness is rare, brief and one-time.

**We will know that we have succeeded when** data shows a reduction in the  
 prevalence, duration and occurrence of homelessness in Scottsdale.

8



## **100-Day Plan**

- Briefed Mayor and City Councilmembers after intensive programming
- Hosted second day of collaboration with regional stakeholders on June 17
- Assembling data sets from city, county, and state services for those experiencing homelessness in Scottsdale
- Get feedback at City Council work study session on July 6
- Meet with data team to understand data capacity and gaps by July 31
- Conduct local outreach to elicit feedback by July 31
- Brief executive and leadership team by August 31
- Present to Human Services Commission by August 31

11

**For more information and resources please visit  
ScottsdaleAZ.gov and search, “Homelessness”**

12