

Downtown Scottsdale Brand and Marketing

City of Scottsdale, Tourism & Events Department
Experience Scottsdale
HAPI

August 30, 2017



Enhance Visitor Experiences – Bed Tax & Capital Improvements

PROJECT	TOURISM	GENERAL
Marshall Way		1,800,000
Festoon Lighting	520,000	
Museum of the West Hopi Pottery Gallery + \$100K Marketing	500,000	
Main Street Streetscape		2,300,000
Public Restroom Main Street		730,000
Entertainment District Lighting		400,000
Downtown Splashpad		200,000
	\$1,020,000	\$5,430,000



Marshall Way Street & Pedestrian Project



Festoon Lighting



Museum of the West – Canvas of Clay

Create Events, Activations + Plans

PROJECT	TOURISM	GENERAL
Production, Operations & Miscellaneous	175,000	
Scottsdazzle 2017	300,000	160,000
Western Week 2018	100,000	
Seasonal Entertainment	85,000	54,000
Destination Event — Canal Convergence	340,000	
Temporary Art Installations	160,000	
Downtown Scottsdale 2.0	275,000	
Connectivity Plans	275,000	
	\$1,710,000	\$214,000



Canal Banks



Canal Banks



Tree-Lighting Ceremony



Main Street Poinsettia Décor



Gold Palette Art Walk: Scottsdazzle



5th Avenue — “Sugar Plum Avenue”



5th Avenue — “Sugar Plum Avenue”



Old Town – Cowboy Christmas



Old Town – Cowboy Christmas

SCOTTSDALE

BRING YOUR TEN GALLON HAT, TEN GALLON WALLET AND TEN GALLON APPETITE.

WESTERN WEEK IN DOWNTOWN SCOTTSDALE

FEB. 9 - ARTWALK: WESTERN SPIRIT

FEB. 10 - HASHKNIFE PONY EXPRESS AT
SCOTTSDALE'S MUSEUM OF THE WEST

FEB. 11 - OLD TOWN FARMERS MARKET

FEB. 11 - PARADA DEL SOL PARADE

FEB. 11 - TRAIL'S END FESTIVAL



SCOTTSDALEWESTERNWEEK.COM

Western Week Activation & Posters



Western Week - Hashknife Pony Express



Tarra-Lazos Creative
Clayton Karas Photography
www.claytonkaras.com

Gold Palette ArtWalk: Western Spirit

WATER + ART + LIGHT

CANAL CONVERGENCE

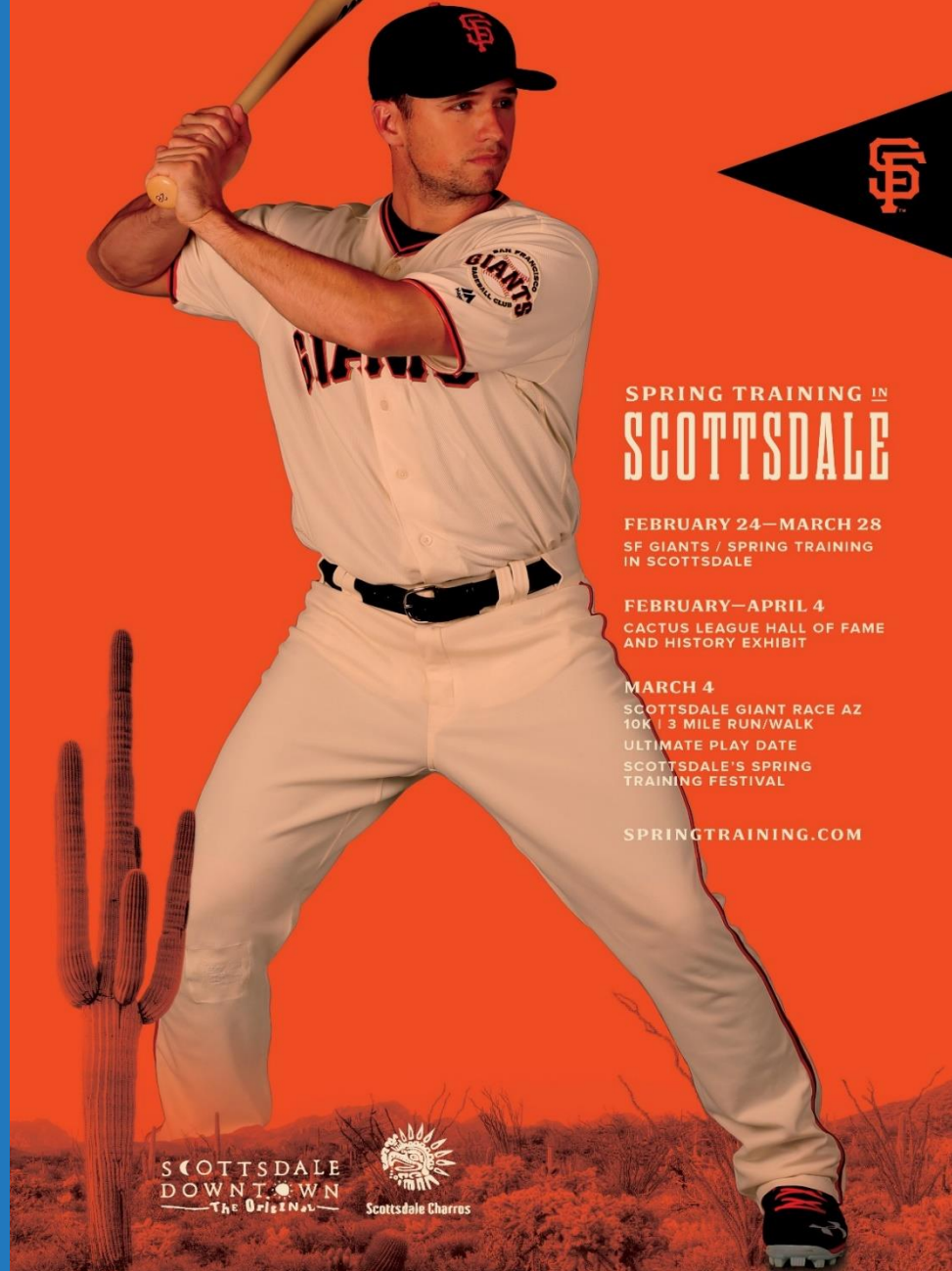
This year Scottsdale Public Art welcomed over **80,000 people** to its 5th annual interactive art event, Canal Convergence Water + Art + Light. Find out more about this event and what we have in store for 2018 at ScottsdalePublicArt.org.

arts
scottsdale
scottsdale public art



Canal Convergence

Les Luminéoles by Porté par le vent, Canal Convergence 2017. Photo by Sean Deckert.



SPRING TRAINING ^{IN}
SCOTTSDALE

FEBRUARY 24—MARCH 28

SF GIANTS / SPRING TRAINING
IN SCOTTSDALE

FEBRUARY—APRIL 4

CACTUS LEAGUE HALL OF FAME
AND HISTORY EXHIBIT

MARCH 4

SCOTTSDALE GIANT RACE AZ
10K | 3 MILE RUN/WALK
ULTIMATE PLAY DATE
SCOTTSDALE'S SPRING
TRAINING FESTIVAL

SPRINGTRAINING.COM

SCOTTSDALE
DOWNTOWN
—The Original—



Spring Training Activation & Posters



Seasonal Entertainment & Carriage Rides

Firebird Descent

Over 32,500 sq ft



Reflection Rising (Nov-Mar)



Reflection Rising (Nov-Mar)



Prismatica (Scottsdazzle Mid Nov-Jan)

Advertise, promote Downtown Scottsdale as a destination

PROJECT	TOURISM	GENERAL
Brand Research, Creative & Website Development	150,000	
Brand Launch & Advertising	150,000*	100,000
Scottsdazzle 2017 & KEZ 99.9	60,000*	
Western Week 2018	40,000*	
Spring Training 2018	10,000*	
Printing		60,000
Downtown Ambassadors (Volunteer Hrs./Supplies)		100,000
Add'l Marketing based on Plan	?	
	\$410,000	\$260,000

*Proposed use of Tourism Funds require approval by TATF and TDC

HOLIDAY SPARKLE IN DOWNTOWN SCOTTSDALE

NOVEMBER 25 - JANUARY 1, 2017

Scottsdazzle is a month-long celebration in Downtown Scottsdale that will feature live music, unique events, entertainers, and dazzling holiday decor. Don't miss the one-of-a-kind holiday tree with its one million customizable lighting options on Soleri Plaza. Many of the merchants and restaurants in the area will be offering great dining and shopping discounts along with many special events. Visit Scottsdazzle.com often to stay informed about how you and your family can be dazzled this holiday season.

For a full list of events, visit SCOTTSDAZZLE.COM

Scottsdazzle



Arcadia News

Fashion Square Mall Kiosks

Billboard @ 44th St. & Indian School Rd.

Scottsdazzle Promotion 2016



**BRING YOUR TEN-GALLON HAT,
TEN-GALLON WALLET AND
TEN-GALLON APPETITE.**

EVENTS HAPPENING
EVERY WEEK IN
FEBRUARY.



[VIEW EVENTS](#)

**20 RIDERS. 200-MILE TREK.
20,000 PIECES OF MAIL.
COME SAY HOWDY.**

FEB. 10 - HASHKNIFE
PONY EXPRESS



[VIEW EVENTS](#)

SCOTTSDALE WESTERN WEEK
EVENTS HAPPENING EVERY WEEK IN FEBRUARY.



[VIEW EVENTS](#)

Western Week Online Promotion

SPRING TRAINING IN
SCOTTSDALE

EVENTS HAPPENING
IN DOWNTOWN
SCOTTSDALE
THROUGH MARCH.

SCOTTSDALE
DOWNTOWN
The Original

Scottsdale Charms

[VIEW EVENTS](#)

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[VIEW EVENTS](#)

SPRING TRAINING IN
SCOTTSDALE

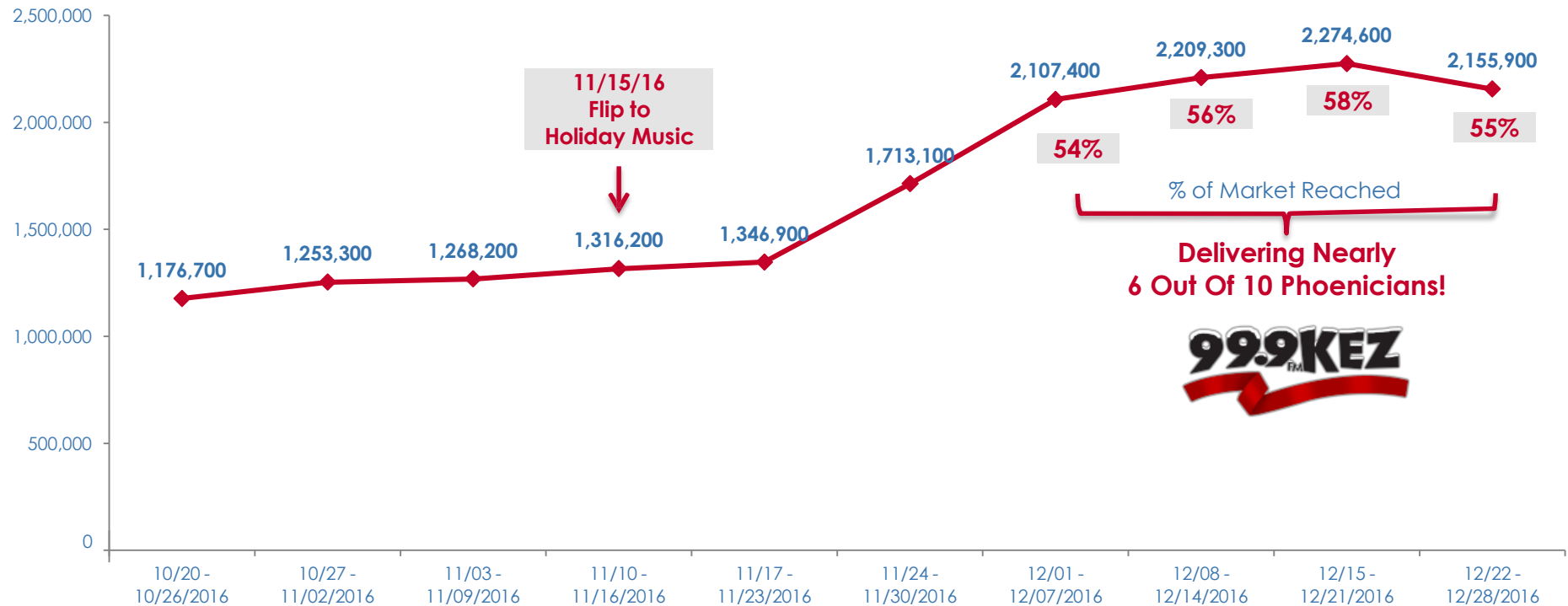
SCOTTSDALE
DOWNTOWN
The Original

Scottsdale Charms

[VIEW EVENTS](#)

Spring Training Online Promotion

KEZ Reaches Over 2.0M Listeners In The Weeks Leading Up To Xmas!





“District” Banners



Downtown Ambassadors

Downtown Scottsdale Investments

Item	TOURISM	GENERAL & CIP
Improvements	\$1,020,000	\$5,430,000
Promotions, Events, Activations + Plans	\$1,710,000	\$214,000
Advertise, promote Downtown	\$410,000	\$260,000
	\$3,140,000	\$5,904,000

\$9,044,000



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