



Citizen-Centric Reporting

Scottsdale City Manager's Office



“...the public feels strongly that government has a responsibility to provide understandable financial information to the public.”

Harris Interactive Survey (2010)

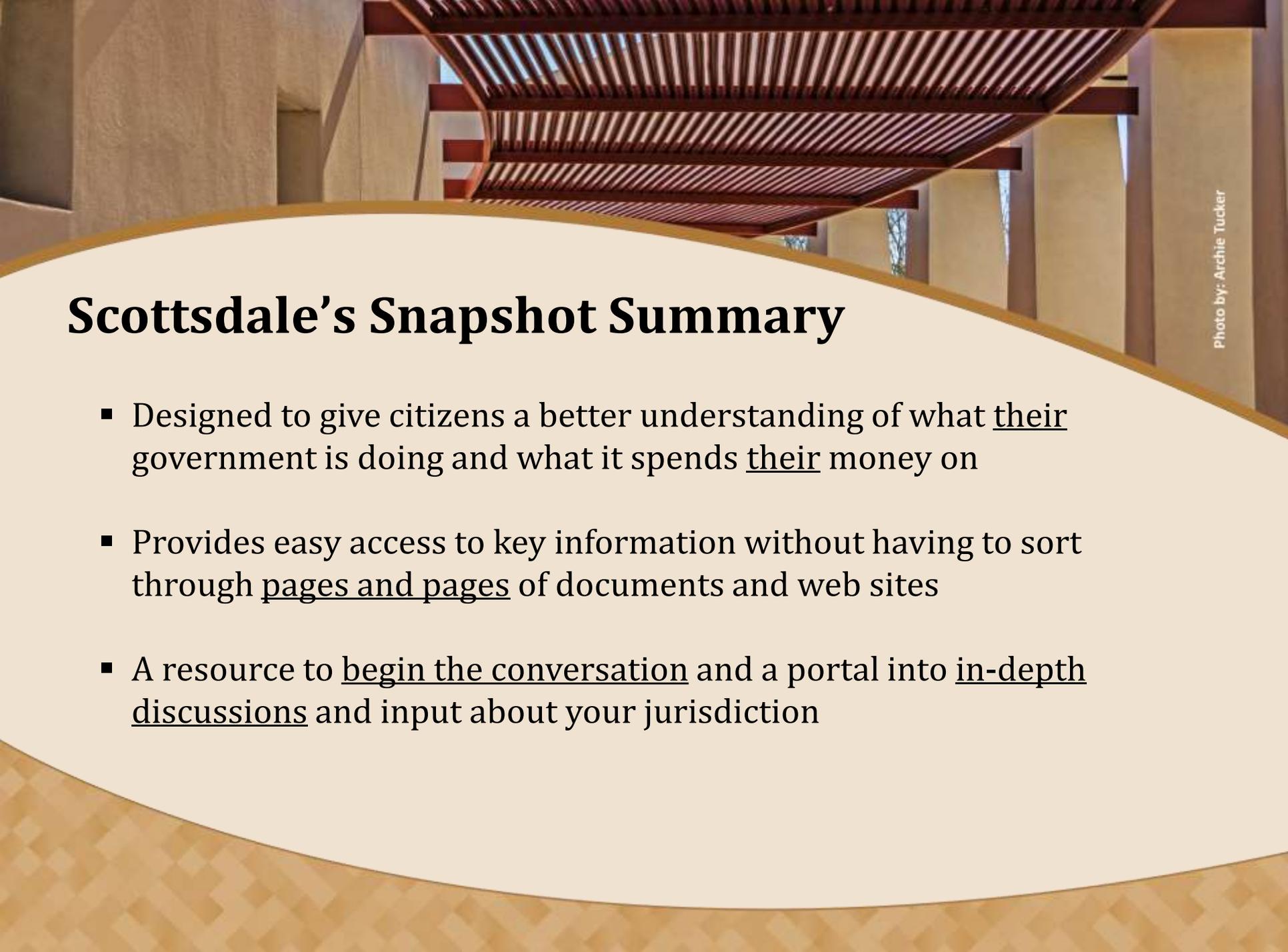
40 hours

640,000 words

1,600 pages

25 reports





Scottsdale's Snapshot Summary

- Designed to give citizens a better understanding of what their government is doing and what it spends their money on
- Provides easy access to key information without having to sort through pages and pages of documents and web sites
- A resource to begin the conversation and a portal into in-depth discussions and input about your jurisdiction

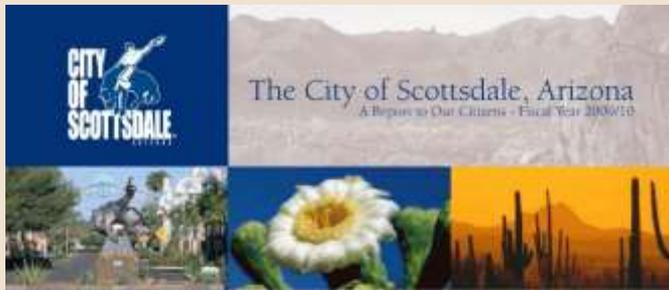


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 Page 4. Challenges: Moving Forward—Where Next? Future Issues?

About Scottsdale
 Scottsdale operates under the council manager form of government. The Mayor is W. "Jim" Lane and City Council members are Lisa Fernandez, Valerie Klapp, Suzanne Klapp, Robert Lindholm, Ron McCullagh, and Mary Nelson. David E. Richert was appointed City Manager in May 2010. Other officials appointed directly by the City Council are City Attorney Bruce Wolfhagen, City Auditor Sharon Walker, City Clerk Carolyn Jagan, City Treasurer David N. Smith and Presiding City Judge B. Monte Morgan.

Scottsdale has an estimated 243,501 residents and is the sixth largest city in Arizona. Its boundaries encompass an area approximately 184.5 square miles, stretching 31 miles from north to south. Scottsdale is 1,200 feet above sea level, and averages 218 days of sunshine and 9.41 inches of rainfall annually. The median household income is \$46,575.

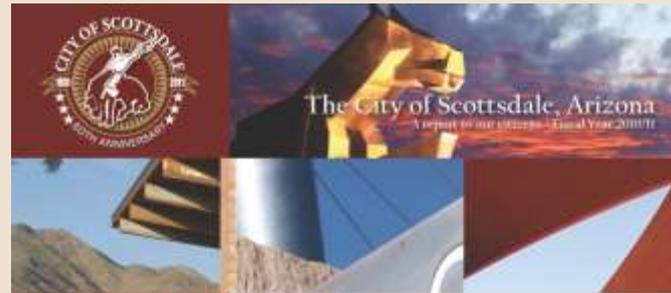
Scottsdale is home to the largest employer in Scottsdale with 6,000 employees; other large employers include Home Depot, General Dynamics, the Scottsdale Unified School District, the City of Scottsdale, CVS CareMark and Go Daddy.

- Strategic Goals**
- Promote Meaningful Open Space
 - Enhance Neighborhoods
 - Seek Sustainability
 - Support Economic Vitality
 - Advance Transportation
 - Value Scottsdale's Unique Lifestyle and Character
- Note: The 2010 Strategic Goals are the same as the major missions of the city approved 2007 General Plan and are in line with guiding principles developed through Ordinance 1030. They are not listed in priority order.

- Selected Highlights**
- Voters approve Transit Lodging Tax and Elections changes in March Special Election
 - Another \$1.4 million in savings and revenue possibilities
 - Another 3,500 customers converted to automated water meters
 - Over 11,000 Scottsdale youth and teens participate in recreation programs
 - Applesona Library opens to serve north residents; library attendance up 10 percent annually
 - Regalia Station, Hall of the Preserve Gateway opens improving access to parkway with disabilities
 - Seven companies expanded resulting in 400 jobs and \$9.2 million in private investment
 - Indian Blvd bridge and Indian School road construction completed
 - New police facilities to serve southern neighborhoods open in McDillips and Wiley
 - Scottsdale Center for the Performing Arts opens renovated facility
 - SmartCity funds help improve roads and intersections and improve street light energy efficiency
- More highlights are included in the FY 2005/06 Budget available at www.ScottsdaleAZ.gov/budget

Project Goals

- Short
- Understandable
- Easy to read
- Informative



Contents
 Page 1. Overview, Strategic Goals and Highlights
 Page 2. How are we doing? Measuring our productivity and performance
 Page 3. Revenue and expenses: where does it come from and where does it go?
 Page 4. What's next? Priorities moving forward

About Scottsdale
 The city celebrated a major and sixteenth anniversary. Scottsdale has 217,387 residents, is the sixth largest city in Arizona and the 53rd largest city in the United States. The city encompasses approximately 184.5 square miles, which stretches 31 miles from north to south. There are 362,370 people who work in Scottsdale, including 6,650 at Scottsdale Healthcare, the city's largest employer. The city employed 1,227 full-time and 328 part-time workers as of June 30, 2011.

Strategic Goals

- Promote Meaningful Open Space
- Enhance Neighborhoods
- Seek Sustainability
- Support Economic Vitality
- Advance Transportation
- Value Scottsdale's Unique Lifestyle and Character

Note: The strategic goals are the same as the major missions of the city approved 2007 General Plan and are in line with guiding principles developed through Ordinance 1030. They are not listed in priority order.

- Selected Highlights**
- 94 percent of citizen survey respondents rated overall quality of life as "satisfactory" or "good"
 - Established Home Detection and Electronic Monitoring Program for non-violent DUI offenders
 - Reduced a 2.8 percent decrease in expenditures in total outlays
 - Awarded \$4.6 million of debt service by refunding \$72.8 million of Power revenue bonds
 - Accomplished a 28 percent reduction in Workers' Compensation expenses
 - Expanded McDowell Sonoran Preserve by 2,000 acres with 50 percent funding from state grant program
 - Ranked by the Trust for Public Land as one of the nation's leading cities for parks and protective land
 - Completed the Scottsdale Center for the Performing Arts renovation and the Indian Bunkie and Plaza
 - Finished McCormick & Coulter Railroad Park Museum and Indian School Road improvements
 - Completed flow state water and sewer line improvements and CAP water treatment plant expansion



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 Page 4. What's next? Priorities moving forward

The City of Scottsdale

A report to our citizens - Fiscal Year 2011/12

About Scottsdale

The voters elect a mayor and six council members to govern Scottsdale. The Mayor is W.L. "Tim" Lane and City Council members are Lisa Forester, Suzanne Klogg, Linda Milliken, Robert Littlefield, Ron McCubagh and Irene Robbins. The City Council supports its officers to advise them on policy issues and run day-to-day operations. They are Acting City Manager Don North, City Attorney Bruce Washburn, City Auditor Sharon Walker, City Clerk Carolyn Jagger, City Treasurer David H. Smith and Presiding City Judge Joseph Chavira.

Scottsdale has an estimated 217,965 residents, and is the sixth largest city in Arizona and the 57th largest city in the United States. The city encompasses 184.5 square miles, 31 miles from north to south. The largest employers in Scottsdale include with 6,278 employees, other large employers include Mayo Clinic, General Dynamics, the Scottsdale Unified School District and the City of Scottsdale. The city employed 2,127 full-time and 282 part-time workers as of June 30, 2012. There were 55 fewer full-time and 17 fewer part-time workers on payroll than the prior year.

Strategic Goals and Selected Highlights

Advance Transportation

- Completed construction of Pima Road improvements between Thompson Peak and Pinnacle Peak roads.
- Completed construction of Scottsdale Road streetclosures and Cross City Canal park improvements.

Value Scottsdale's Unique Lifestyle and Character

- Implemented rebate program encouraging exterior modification and additions to homes.
- Approved zoning ordinance to implement Lander's Park, Downtown and Southern Scottsdale character area plans.

Seek Sustainability

- Rehabilitated 285 million of bonds, saving \$8.8 million of debt service over the life of the bonds.
- Identified approximately \$1.5 million in savings and/or revenue enhancements through audits.

Preserve Meaningful Open Space

- Acquired 4,400 acres of land to the Scottsdale McDowell Sonoran Preserve.
- Opened Cavaliers Park in Troon North area.

Enhance Neighborhoods

- Renovated Civic Center Library, including a new computer lab, library shop and cafe.
- Completed construction of two new fire stations at Hiker's Park and Echo Acre.

Support Economic Vitality

- Approved construction for expanded Tony's Italian Trattoria Center for downtown.
- Attracted 18,000 people to downtown Scottsdale for a one baseball festival.
- Continued to fund the PG&E Waste Management Procession Open, Barrett Lodge and Collector Car Auction and the Scottsdale All-Analysis Show.

Note: The strategic goals are the same as the major divisions of the voter-approved 2002 General Plan and are the six guiding principles developed through CityPlan 2020. They are not listed in priority order.

This page contains several data visualizations. At the top, there is a table with columns for 'Fiscal Year' and 'Amount', showing a general upward trend in revenue and expenditures. Below the table is a bar chart with a legend, likely representing the same data. A map of Scottsdale is also present, with colored regions corresponding to different city divisions or projects. The text on the page provides context for these charts, discussing budget performance and strategic initiatives.

The City of Scottsdale

A report to our citizens - Fiscal Year 2012/13

About Scottsdale

The voters elect a mayor and six council members to govern Scottsdale. The Mayor is W.L. "Tim" Lane and City Council members are Suzanne Klogg, Virginia Korns, Robert Littlefield, Linda Milliken, Sue Wilkins and Dennis Robbins. The City Council supports its officers to advise them on policy issues and run day-to-day operations. They are City Manager Fred Behring, City Attorney Bruce Washburn, City Auditor Sharon Walker, City Clerk Carolyn Jagger, Presiding City Judge Joseph Chavira, and Acting City Treasurer Lee Gullery.

Scottsdale has about 229,700 residents, and is the sixth largest city in Arizona. The city covers 584.3 square miles, 31 miles from north to south. The largest employer is Scottsdale Healthcare and other large employers include Mayo Clinic, General Dynamics, the Scottsdale Unified School District and the City of Scottsdale. The city employed 3,549 full-time and 316 part-time workers as of June 30, 2013. There were 23 fewer full-time, but 24 more part-time workers on payroll than the prior year.

What was accomplished?

Value Scottsdale's Unique Lifestyle and Character

- Approved operating agreement and funding for Scottsdale Museum of the West corridor section.
- Treated major golf tournaments, collector car auctions, major horse shows and Pinnacle del Sol.

Support Economic Vitality

- Rehabilitated and renovated eight art studios and assisted in development of their sites.
- Created www.ChooseScottsdale.com website for businesses interested in relocating.

Enhance Neighborhoods

- Renovated the Mustang Library children's area.
- Approved 27 permit case numbers to convert pads to 59 stations to improve better transit customers.

Preserve Meaningful Open Space

- Acquired 6,400 acres of land from the State Land Department with help from State Parks grants.
- Opened Tom's Thumb Ballfield, converted Brewer's Ranch ballfield (retained above) and opened 55 miles of trails.

Seek Sustainability

- Expanded silver rate, fuel fleet by adding four range vans and six garbage trucks.
- Expanded facility that treats groundwater and reclaimed water for golf course irrigation.

Advance Transportation

- Opened North Scottsdale Park & Ride located at Scottsdale and Chandler Rd.
- Rehabilitated 40 miles of pavement, repaved 36,000 feet of sidewalks & repaved 4,200 acres street signs.

Scottsdale has 4 police stations and 383 police vehicles, 15 fire stations and 20,779 fire hydrants, 3,863 tree miles of roads and 303 traffic signals and 42 parks covering 875 acres.

Note: These are selected accomplishments grouped by strategic goal. The strategic goals are the major divisions of the voter-approved 2002 General Plan.

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How have we used the report?

- City Council Meetings
- Boards and Commissions
- Community Leaders / Public Meetings
- Local Realtors
- Prospective Businesses
- City Budget

The City of Scottsdale

A report to our citizens - Fiscal Year 2014/2015

About Scottsdale

The voters elect a mayor and council members to govern Scottsdale. The Mayor is Neil "Din" Lane and City Council members are Suzanne Kieckhefer, Virginia Korte, Kelli St. John, Linda Williams, Lisa Phillips and Dennis Williams. The City Council meets 11 evenings during the year and decides on 175 items.

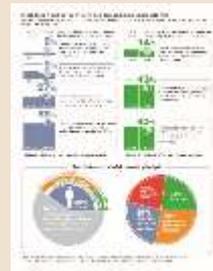
The City Council appoints its officers to advise them on policy issues and to run day-to-day operations. They are City Manager John Bering, City Attorney Bruce Weinbaum, City Auditor Sharon Weber, City Clerk Carolyn Aggar, Planning City Judge Joseph Duvigneau, and City Treasurer Jeffrey W. Nichols.

For more information about demographics, business, or a community profile, visit www.scottsdale2.gov/about.

What we accomplished: Highlights in Priority Areas

- Value Scottsdale's Unique Lifestyle and Character**
 - Completed multi-use Arizona Canal Path from 10th Street to Goldwater Boulevard
 - 6th Street's "The Tenth Street" lampreys demonstrated to inspire others at McCormick & Wickham Ballroom Park
- Support Economic Vitality**
 - The 275,000 square foot Tony Hanes Equipment Center was opened at Westfield in January
 - Regulated Agency agreement and identified funding to build Scottsdale's Museum of the West
- Enhance Neighborhoods**
 - Used federal grants to upgrade 200 street lights to LED energy efficient lighting in four neighborhoods
 - Added flood lights and touch compliance on Redwood Green in partnership with Habitat for Humanity
- Preserve Meaningful Open Space**
 - Acquired 2,265 acres in the McDowell Sonoran Preserve created by state grants
 - Operated several Ranch Trailhead (patented design) and the first phase of Oracle Mountain and Paradise trails
- Seek Sustainability**
 - All three major credit rating agencies affirmed the city's "AAA" bond rating - the highest possible rating
 - Reduced 2014 cost of city bonds, saving \$7.5 million of debt service over the life of the bonds
- Advance Transportation**
 - Completed overnight extension, Hayden roundabout and the Redwood Blotch bridge in Scottsdale Blvd
 - Added fuel efficient bridges to the neighborhood and downtown areas

Visit www.scottsdale2.gov/about for more details on the accomplishments provided in this report. The strategic goals are the main drivers of the work presented in this report.



The City of Scottsdale

A report to our citizens - Fiscal Year 2014/2015

What was accomplished?

There are a few selected accomplishments from the past year, grouped by strategic goal.

- 1. VALUE SCOTTDALE'S UNIQUE LIFESTYLE AND CHARACTER**
 - Scottsdale's Museum of the West opened in Downtown Scottsdale in January
 - Four new public art pieces added, including the public art at Woodlands and Upper Park in Oldtown
- 2. ADVANCE TRANSPORTATION**
 - Expanded award revenue to connect with light rail and increased state frequency to McDowell Corridor
 - Added bicycle and pedestrian trail miles on the McDowell bridge over the Redwood Blotch bridge
 - Completed bicycle lanes, restrooms and landscaping on Thomas from Scottsdale to Indian Bend Wash
- 3. SEEK SUSTAINABILITY**
 - Replaced 13 diesel garbage trucks with compressed natural gas trucks
 - Planned to 5,501 million more gallons of recycled and recycled water this fiscal year was jumped out
 - All three major credit rating agencies affirmed the city's "AAA" bond rating - the highest possible rating
- 4. PRESERVE MEANINGFUL OPEN SPACE**
 - Improve parking, add new and trailhead access to Paradise and Green Mountains in northern Phoenix
- 5. SUPPORT ECONOMIC VITALITY**
 - Retained or expanded 13 businesses with 5,162 jobs and an average wage of \$17,415
 - TPC Scottsdale clubhouse and stadium opened renovations completed in two phases (July)
 - Professional soccer club Arizona United entered season in November (2014) and will play in the USL Championship
 - Revised Super Bowl XLIX venue including the fact Scottsdale which attracted more than 100,000.
- 6. ENHANCE NEIGHBORHOODS**
 - Revised building permit fees for the 100,000 sq. foot residential new
 - Four projects with required light of Scottsdale home and business, including the first
 - Spaced 64,000 sq. ft. new community center that serves portions of all ages with disabilities
 - Expanded land for future Smart Food/Bike (the Urban of Home and Taylor) in a new land location

More information is in the report itself. Visit www.scottsdale2.gov/about for more details on the accomplishments provided in this report. The strategic goals are the main drivers of the work presented in this report.



Suggestions for success

- Keep it simple
- Avoid jargon
- Provide context
- Reuse content
- Refer to sources
- Focus on your customer



The City of Scottsdale

A report to our citizens - Fiscal Year 2014/2015



- What is in the report?
- How are you organized?
- What are your goals?
- What was accomplished?

What was accomplished?

These are a few selected accomplishments from the past year, grouped by strategic goal.



VALUE SCOTTSDALE'S UNIQUE LIFESTYLE AND CHARACTER

- Scottsdale's Museum of the West opened in Downtown Scottsdale in January
- Four new public art pieces added, including Impulsion at WestWorld and Copper Falls in Downtown



ADVANCE TRANSPORTATION

- Expanded transit service to connect with light rail and increased route frequency to McDowell Corridor
- Added bicycle and pedestrian access on the McDowell bridge over the Indian Bend Wash Greenbelt
- Completed bicycle lanes, medians and landscaping on Thomas from Scottsdale to Indian Bend Wash



SEEK SUSTAINABILITY

- Replaced 13 diesel garbage trucks with compressed natural gas trucks
- Pumped in 6,381 million more gallons of unused and reclaimed water into aquifer than was pumped out
- All three major credit rating agencies affirmed the city's AAA bond rating – the highest possible rating.



SUPPORT ECONOMIC VITALITY

- Attracted or expanded 13 businesses with 1,180 jobs and an average wage of \$57,875
- TPC Scottsdale clubhouse and stadium course renovations completed in time for Phoenix Open
- Professional soccer club Arizona United started season at Scottsdale Stadium in May
- Hosted Super Bowl XLIX events including Fan Fest Scottsdale which attracted more than 100,000.



PRESERVE MEANINGFUL OPEN SPACE

- Improved parking, signage and trailhead access to Fraesfield and Granite Mountain in northern Preserve.



ENHANCE NEIGHBORHOODS

- Reduced building permit fees for the McDowell Corridor revitalization area
- Four properties win inaugural Spirit of Scottsdale home and business renovation awards
- Opened multi-sensory room at community center that serves persons of all ages with disabilities
- Purchased land for future Desert Foothills fire station at Jomax and Hayden at a state land auction

What was accomplished?



VALUE SCOTTSDALE'S UNIQUE LIFESTYLE AND CHARACTER

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Typical Financial Statement Presentation of Performance Measures

City of Scottsdale, Arizona
Operating Indicators by Division⁽¹⁾
Last Ten Fiscal Years

Table XXI

Division	Fiscal Year									
	2003	2004	2005	2006	2007	2008	2009	2010 ⁽²⁾	2011	2012
Community and Economic Development										
<i>Planning, Neighborhood, and Transportation</i>										
Customer wait-time (in minutes) at One Stop Shop	N/A	45	25	15	20	20	7	7	6	6
Provide applicant with pre-application meeting within 30 days of submitting request	N/A	90%	100%	100%	100%	100%	100%	100%	100%	100%
% of inspections performed within 24 hours of the request	N/A	97%	98%	99%	99%	99%	100%	100%	100%	100%
# of new Code Enforcement cases processed per year	10,000	10,000	11,336	13,137	16,900	15,570	20,568	16,452	16,000	16,500
% increase of Neighborhood Watch groups annually ⁽³⁾	15%	15%	37%	5%	5%	5%	-56%	5%	5%	5%
% of survey respondents rating "Your Neighborhood as a Place to Live" as good to excellent	No Survey	86%	89%	No Survey	94%	No Survey	No Survey	No Survey	No Survey	No Survey
Total citywide transit ridership	1,917,011	1,917,000	1,969,512	2,104,382	2,365,204	2,584,837	3,472,828	3,103,185	2,539,744	2,499,000
Actions to improve safety and efficiency of traffic flow (signal timing changes and traffic control and speed limit studies) ⁽⁴⁾	124	150	270	322	375	475	N/A	8,578	10,397	10,500
<i>Economic Development</i>										
Targeted job creation - number of companies / number of jobs	23 / 2,032	23 / 1,800	10 / 1,443	11 / 1,275	7 / 1,800	5 / 1,374	7 / 394	10 / 731	7 / 450	8 / 1,465
Hotel/Motel average occupancy rate	61.3%	57.5%	60.0%	69.0%	69.0%	65.0%	59.2%	58.0%	58.8%	61.5%
Bed Tax growth (% annual change)	0%	+ 3%	+ 5%	+ 5%	+ 9%	- 2%	- 21%	- 6%	8%	5%
# of Downtown special events coordinated	N/A	41	58	62	71	65	100	110	95	105
<i>Aviation</i>										
Scottsdale Airport - Takeoffs and Landings	197,483	195,276	208,106	210,481	185,241	201,958	169,972	156,896	136,089	146,058
<i>WestWorld</i>										
# of special events at WestWorld	47	53	57	49	43	44	31	28	20	20
Public Safety										
<i>Police</i>										
Scottsdale Uniform Crime Report, Part 1 (crimes per thousand) ⁽⁷⁾										
Scottsdale	44.8	45.5	42.3	34.9	37.1	35.6	34.3	29.6	31.9	32.8
Valley Average	80.1	60.2	56.5	51.0	51.0	51.0	N/A	N/A	N/A	N/A
Achieve the standard of six minutes or less for response to emergency calls for service (includes medical and accident related calls)	6:30	6:27	6:12	N/A	6:06	5:07	5:07	5:01	4:57	5:11
Provide initial contact to 100% of citizen traffic concerns within seven days	60%	96%	98%	98%	100%	100%	100%	100%	100%	100%
<i>Fire</i>										
# of responses to calls for emergency services	21,162	21,756	23,102	23,952	22,894	22,936	23,953	23,996	25,586	26,344
Responses per capita	0.09	0.09	0.10	0.10	0.10	0.10	0.10	0.10	0.10	0.10
Average response time to urban calls for service (minutes)	4:01	4:20	4:23	4:20	4:15	4:21	4:23	4:28	4:22	4:18

How do we compare with our neighbors?

Scottsdale is part of the Phoenix metropolitan area, and taxes and rates vary across the eight largest cities. In all three categories, Scottsdale rates are lower than the average of all cities.

City Property Tax on a \$250,000 House

This is the amount of city-only property tax on a home assessed at \$250,000 in area communities. About 10 percent of the total tax bill goes to the city. The rest goes for public schools, the county, and other special districts.

Source: City budget offices.



City Sales Tax on a \$25,000 Car

This is the city sales tax that would be due on a new car valued at \$25,000 in area communities. In Scottsdale, the city portion is 1.65% of the total 7.95% charged. The rest goes to the state and the county.

Source: Arizona Department of Revenue



Monthly Residential Utility Bill

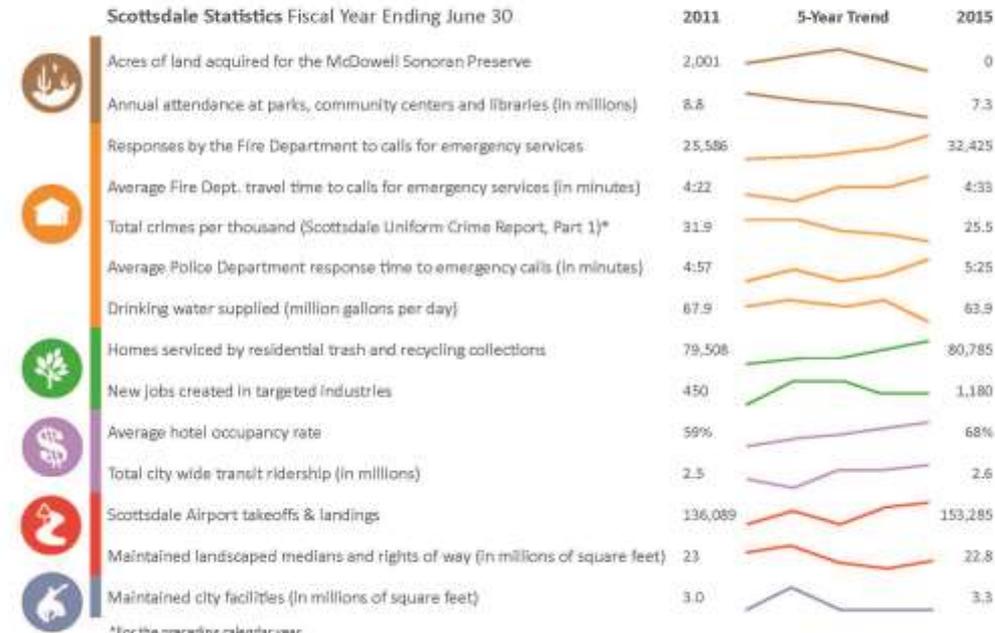
This includes water, wastewater (sewer) and solid waste (trash and recycling) for a single-family residential customer in each community. Actual bills may vary based on actual usage and size of property.

Source: City of Tempe.



How are we doing?

This is a snapshot of a few indicators tracked over time. More performance measures are in the budget book.



*For the preceding calendar year.

Additional statistics are available in the division section of the operating budget and in the Comprehensive Annual Financial Report available at ScottsdaleAZ.gov and search "finance."

Page 2 - Performance

- What did you do?
- How well did you do it?
- What do your customers think?
- How do you compare?

How do we compare with our neighbors?

Scottsdale is part of the Phoenix metropolitan area, and taxes and rates vary across the eight largest cities. Scottsdale's taxes and rates are lower than all but two or three of the largest cities.

City Property Tax on a \$250,000 House

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Source: Arizona Department of Revenue



Monthly Residential Utility Bill

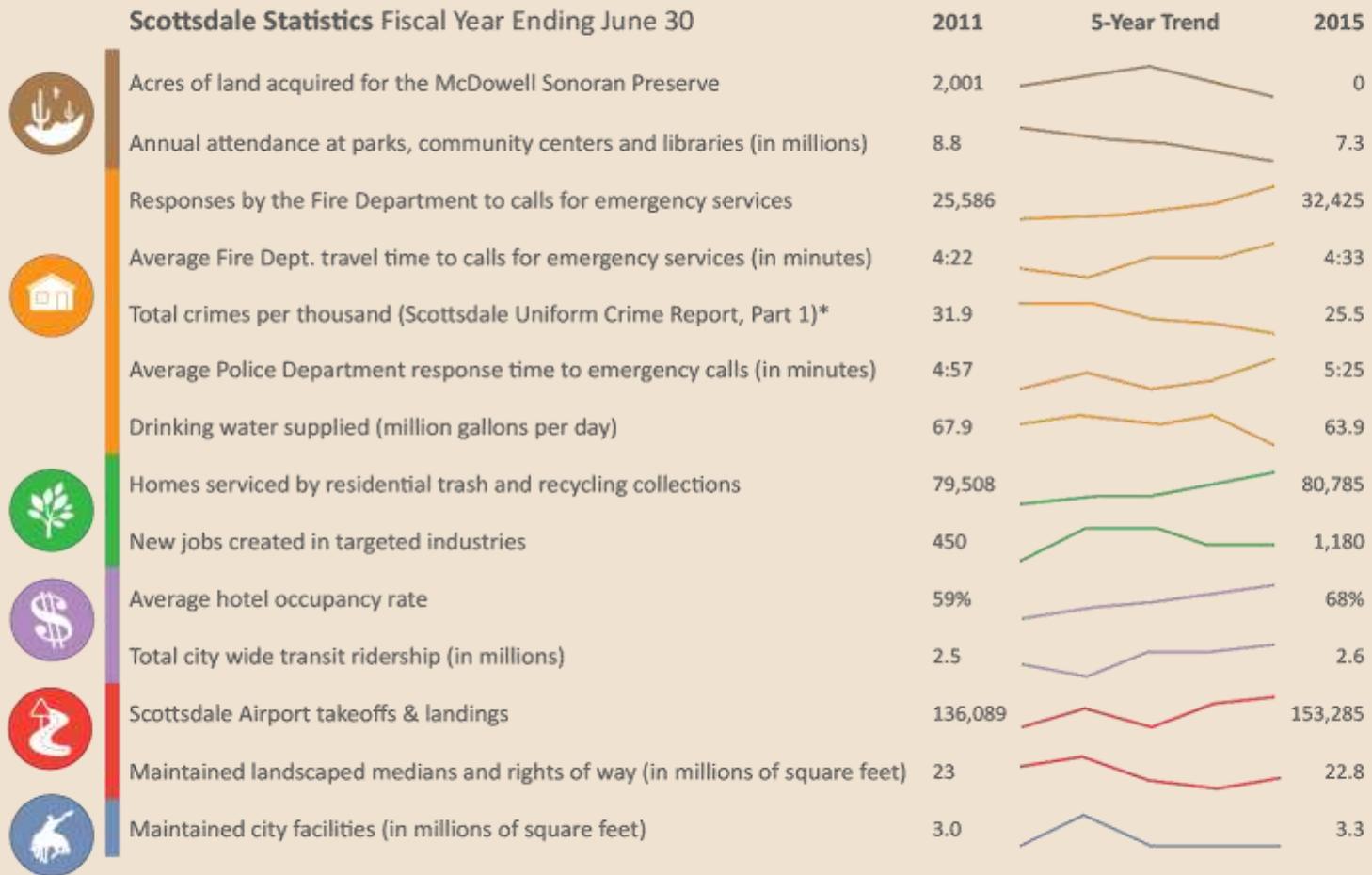
This includes water, wastewater (sewer) and solid waste (trash and recycling) for a single-family residential customer in each community. Actual bills may vary based on actual usage and size of property.

Source: City of Tempe.



How are we doing?

This is a snapshot of a few indicators tracked over time. More performance measures are in the budget book.



Analysis of Changes in Net Assets

The City's total net assets increased by \$83.7 million and \$13.4 million during the fiscal years 2012 and 2011, respectively. These increases are explained in the government and business-type activities discussion herein, and are primarily a result of contributions from developers of infrastructure assets. Such amounts are included in Capital Grants and Contributions on the table that follows.

Changes in Net Assets

For the fiscal years ended June 30, 2012 and 2011 (in thousands)

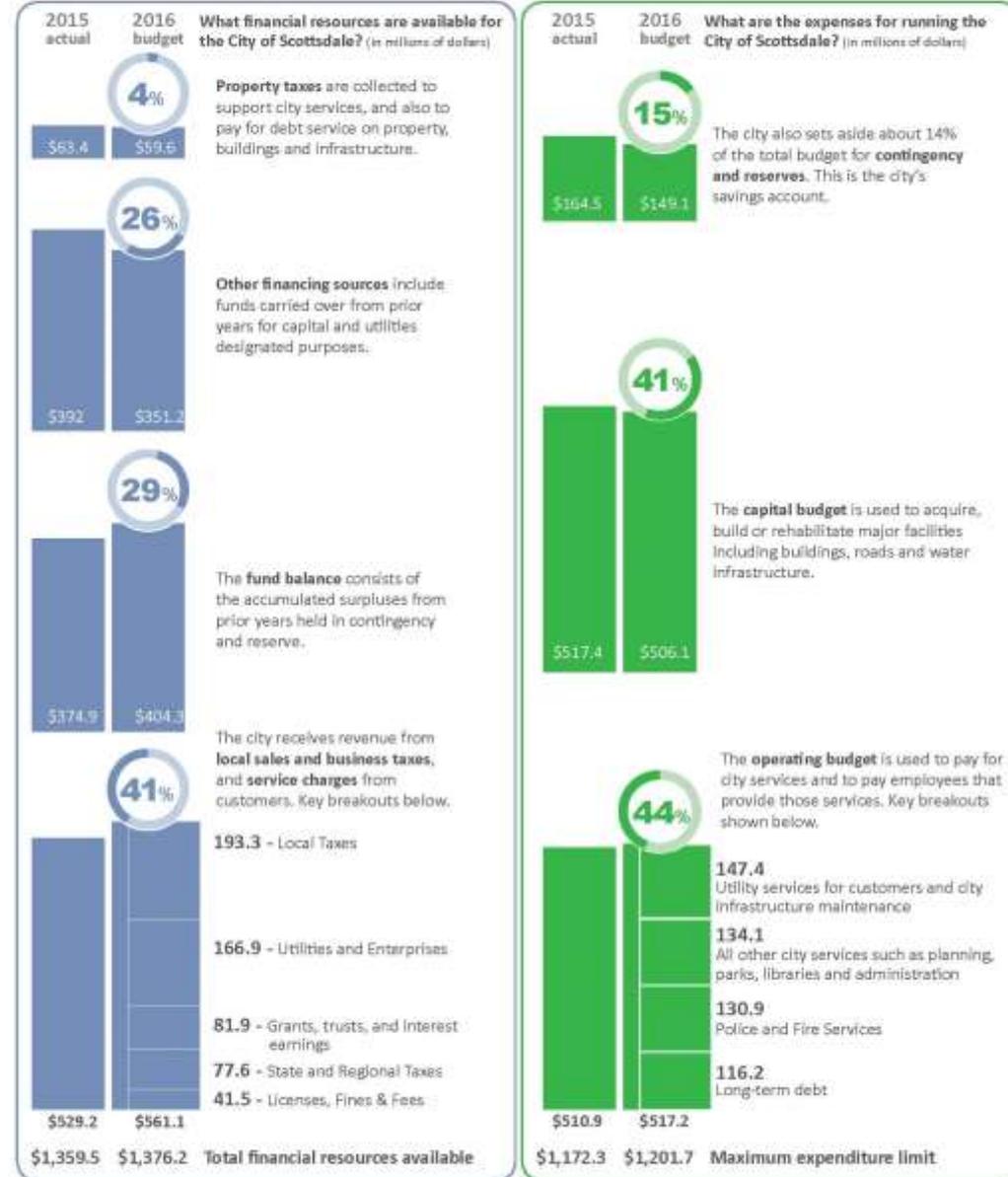
	Governmental Activities		Business-Type Activities		Totals	
	2012	2011	2012	2011	2012	2011
REVENUES						
Program Revenues						
Charges for Services	\$ 37,241	\$ 38,152	\$ 157,968	\$ 152,345	\$ 195,209	\$ 190,497
Operating Grants and Contributions	28,144	32,205	-	-	28,144	32,205
Capital Grants and Contributions	112,163	41,072	8,607	17,889	120,770	58,961
General Revenues						
Property Taxes	64,479	67,703	-	-	64,479	67,703
Business Taxes	163,484	154,415	132	134	163,616	154,549
Intergovernmental - Taxes	35,334	49,190	-	-	35,334	49,190
Intergovernmental - Other	8,701	-	-	-	8,701	-
Interest and Investment Income	1,063	248	421	2,658	1,484	2,906
Gain on Sale of Capital Asset	97	-	7,610	-	7,707	-
Other Revenue	20,405	11,849	-	1,355	20,405	13,204
Total Revenues	471,111	394,834	174,738	174,381	645,849	569,215
EXPENSES						
General Government						
Mayor and City Council	734	612	-	-	734	612
City Clerk	1,118	934	-	-	1,118	934
City Attorney	5,419	5,499	-	-	5,419	5,499
City Auditor	617	717	-	-	617	717
City Court	5,736	5,602	-	-	5,736	5,602
City Manager	842	1,434	-	-	842	1,434
City Treasurer - Finance and Accounting	4,498	6,697	-	-	4,498	6,697
Public Works	34,416	35,605	-	-	34,416	35,605
Community and Economic Development	126,622	134,221	-	-	126,622	134,221
Public Safety	115,740	111,227	-	-	115,740	111,227
Community Services	54,442	51,974	-	-	54,442	51,974
Administrative Services	17,318	19,443	-	-	17,318	19,443
Streetlight and Services Districts	572	578	-	-	572	578
Interest on Long-Term Debt	40,647	40,358	-	-	40,647	40,358
Water Utility	-	-	90,829	83,888	90,829	83,888
Sewer Utility	-	-	41,218	34,533	41,218	34,533
Airport	-	-	3,681	3,680	3,681	3,680
Solid Waste	-	-	17,671	18,853	17,671	18,853
Total Expenses	408,721	414,901	153,399	140,254	562,120	555,855
Increase (Decrease) in Net Assets Before Transfers	62,390	(20,067)	21,339	33,427	83,729	13,360
Transfers	7,366	10,179	(7,366)	(10,179)	-	-
Change in Net Assets	69,756	(9,888)	13,973	23,248	83,729	13,360
Net Assets at Beginning of Year	2,905,094	2,914,982	1,304,655	1,281,407	4,209,749	4,196,389
Net Assets at End of Year	\$ 2,974,850	\$ 2,905,094	\$ 1,318,628	\$ 1,304,655	\$ 4,293,478	\$ 4,209,749

Typical Financial Statement Presentation of Financial Position



What does it cost to run the city and how are those costs paid for?

Scottsdale is required by law to adopt a budget each year, and cannot spend more than that total amount. This includes all city funds for the fiscal year ending June 30. These numbers are as adopted by the City Council in June 2015. The city's financial statements are audited annually by an independent auditor. The most recent audit for 2014 received a clean opinion.



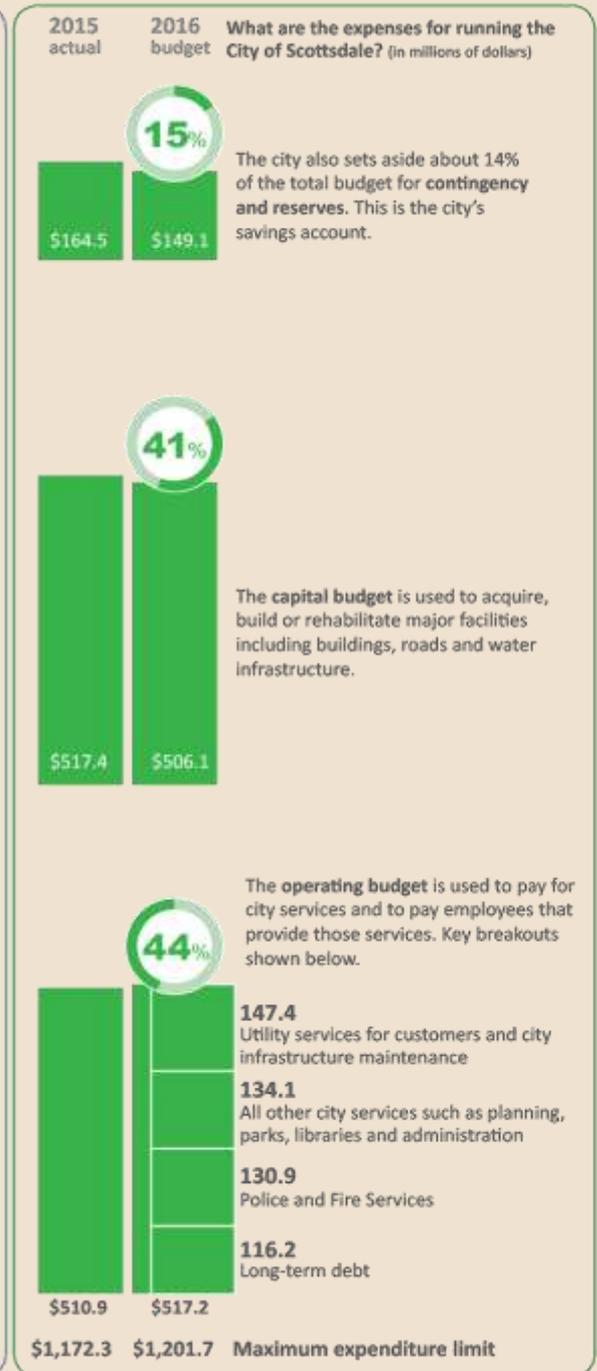
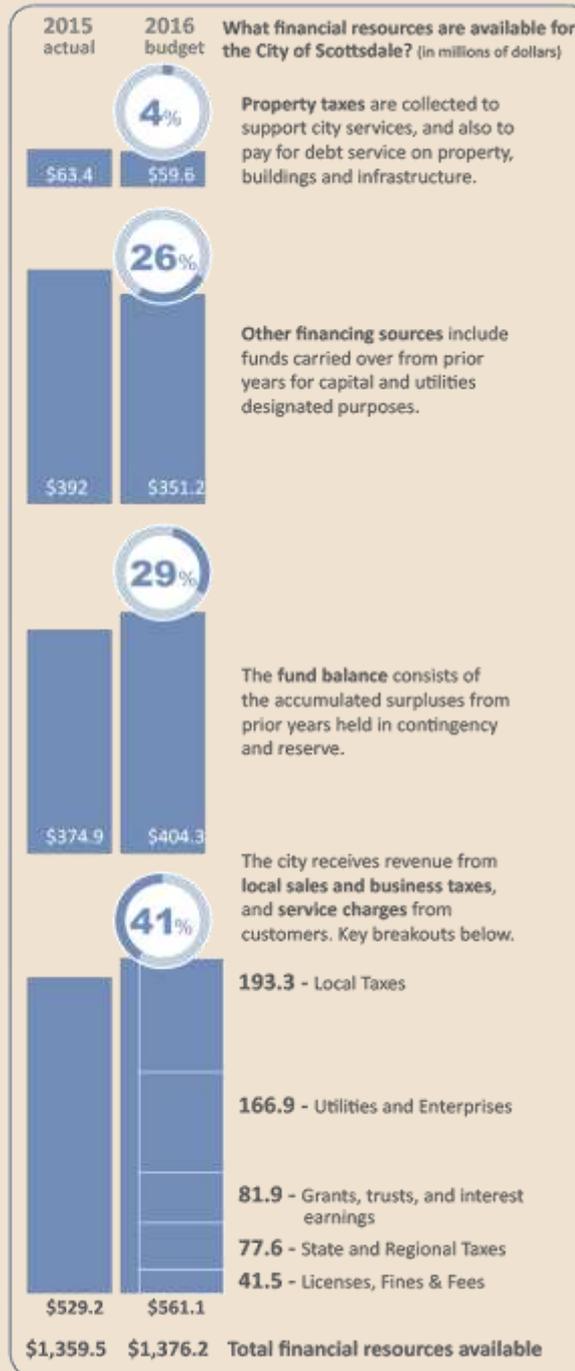
Complete financial information can be found at ScottsdaleAZ.gov and search "Finance".

Page 3 - Finance

- Where does the money come from?
- Where does it go?
- Where can I get more info?
- How do I know this is reliable?

What does it cost to run the city and how are those costs paid for?

Scottsdale is required by law to adopt a budget each year, and cannot spend more than that total amount.



What are our priorities for Fiscal Year 2015/16?

The Scottsdale City Council reviewed organization strategic plan progress at a strategic planning workshop in February before approving these priorities in July.



Continue working with residents, businesses and SkySong to revitalize the McDowell Road corridor

- Identify possible revitalization tools and decide which ones are appropriate to use
- Understand market conditions and focus marketing efforts to recruit desired businesses
- Support community efforts to establish a new "brand" or identity
- Improve linkages to nearby amenities and adjacent communities
- Work with area residents to strengthen neighborhoods in and around the revitalization area



Provide strategic support of tourism and visitor events

- Enhance visitor experiences and promote Downtown Scottsdale as a destination
- Collaborate with community and local tourism industry to accomplish tourism strategic plan
- Update special events ordinance based on feedback from community and event producers
- Advance Desert Discovery Center through considering concept development contract



Carry out the comprehensive economic development strategy

- Retain and grow existing economic drivers and employers
- Support efforts to cultivate, retain and attract talent needed by present and future employers
- Focus efforts and investment in strengthening key employment and business centers
- Elevate Scottsdale's engagement in the national and international economic development arena
- Build a Scottsdale business location brand on par with Scottsdale's tourism brand
- Grow and attract high quality firms and jobs in targeted sectors
- Pursue economic opportunities that enhance quality of life and maintain strong neighborhoods



Develop a transportation strategy that anticipates future needs

- Develop a broad transportation improvement strategy to guide efforts over the next 10 years
- Improve street, transit, and trail connections while minimizing neighborhood impacts
- Design, build, operate, and maintain barrier-free streets for all users
- Increase communication related to transportation options funding and need



Prepare and adopt fiscally sustainable operating and capital budgets

- Create a website for citizens to easily access budget and financial information
- Evaluate options for ensuring long-term financial sustainability
- Evaluate performance and make adjustments as needed throughout the fiscal year



Reinvest in a high performance organization and work culture

- Review and update employee compensation plan to ensure fairness and equity
- Offer relevant training for employees at all levels of the organization
- Ensure high quality, responsive service is provided through efficient and effective processes

Please contact the City Manager's Office if you have comments or suggestions on how we can improve this report.

Scottsdale's City Manager's Office
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
480-312-2800
citymanager@ScottsdaleAZ.gov



This report provides a snapshot of information available in the budget and comprehensive annual financial report documents which are available at: ScottsdaleAZ.gov and search "Finance"
This report prepared according to RSA citizen center reporting standards.

Page 4 - Priorities

- What are your priorities?
- What challenges do you anticipate?
- How can I provide feedback?

Simply Better Service for a World-Class Community



Continue working with residents, businesses and SkySong to revitalize the McDowell Road corridor



Develop a transportation strategy that anticipates future needs



Provide strategic support of tourism and visitor events



Prepare and adopt fiscally sustainable operating and capital budgets



Carry out the comprehensive economic development strategy



Reinvest in a high performance organization and work culture

*“Residents who experienced ...
‘operational transparency’ in
government services – seeing the work
that government is doing – expressed
more positive attitudes toward
government and greater support for
maintaining or expanding the scale of
government programs.”*

Harvard Business School study, 2013

Typical Budget Book / Financial Statement Demographic Presentations

Demographics

Demographics

The following tables provide additional demographic statistics for the City of Scottsdale and its citizenry primarily from data from the 2010 US Census and the American Community Survey Estimates.

Gender	
Male	48.3%
Female	51.7%

Age Composition	
Under 5 years	4.2%
5 – 19 years	15.3%
20 – 24 years	5.0%
25 – 54 years	40.5%
55 – 74 years	25.8%
75+	9.2%
Median age (years)	45.4

Occupational Composition	
Managerial & Professional	49.2%
Service	16.5%
Sales & Office	26.3%
Construction, Extraction & Maintenance	2.9%
Production & Transportation	5.1%

Source: 2009 US Census American Community Survey 1-year estimates

Race/Ethnic Origin	
White	89.3%
Asian	3.3%
African American	1.7%
Native American	0.8%
Other	2.5%

Educational Attainment	
Bachelor Degree or Higher	50.5%
Associate Deg. Only/Some College	28.5%
High School Graduate Only	16.1%
Less than High School Graduate	4.9%

Land Use

Residential	40.3%
Undeveloped/Agricultural	50.5%
Industrial/Commercial	9.2%

Note: "Undeveloped/Agricultural" includes street right-of-ways, parks, golf courses, open-space preserves
 Source: City of Scottsdale Planning, Neighborhood, and Transportation Division "2011 Proposed General Plan Land Uses"

Population

1951	2,021
1960	27,010
1965	54,504
1970	67,841
1975	77,107
1980	88,364
1985	108,447
1990	130,069
1995	168,176
2000	204,680
2005	235,010
2010	217,385

Household Income Distribution

Less than \$25,000	15.4%
\$25,000- \$34,999	7.7%
\$35,000 - \$49,999	12.6%
\$50,000 – \$74,999	17.5%
\$75,000 – \$99,999	12.4%
\$100,000+	34.3%
Median Household Income	\$70,040

Budget Book

Demographics

Location

Scottsdale is centrally located in Maricopa County, Arizona, with its boundaries encompassing an area approximately 184.5 square miles, stretching 31 miles from north to south.

The City is bordered to the west by Phoenix, the state capital, by Tempe to the south, and by the Salt River/Pima Maricopa Indian Community to the east. Scottsdale, together with its neighboring cities, forms the greater metropolitan Phoenix area, which is the economic, political, and population center of the state.

Climate

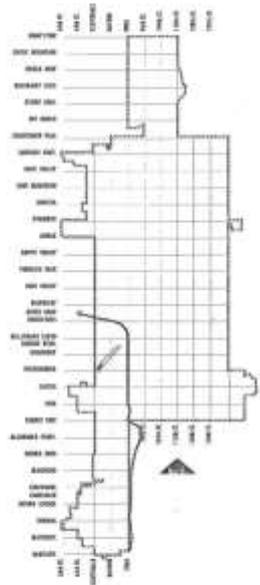
Living at an elevation of 1,200 feet above sea level, the City of Scottsdale averages 338 days of sunshine and 8.41 inches of rainfall per year, with the average minimum and maximum temperatures ranging from 33.4 degrees to 85.2 degrees (F), respectively.

Scottsdale offers its residents the advantages of a warm, dry climate with low humidity even in the summer months.

Average Daily Temperatures

	High	Low
January	67.2°F	36.7°F
April	84.3°F	49.0°F
July	105.9°F	74.0°F
October	87.2°F	54.1°F

Source: Western Regional Climate Center



Scottsdale By The Numbers

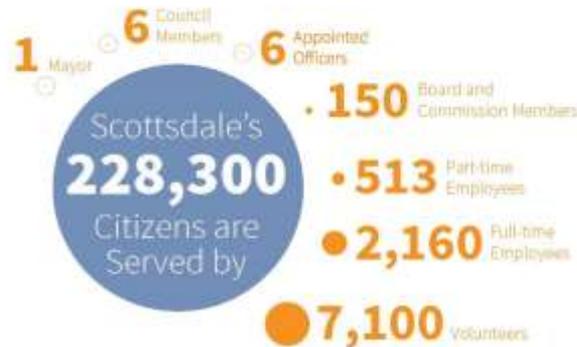
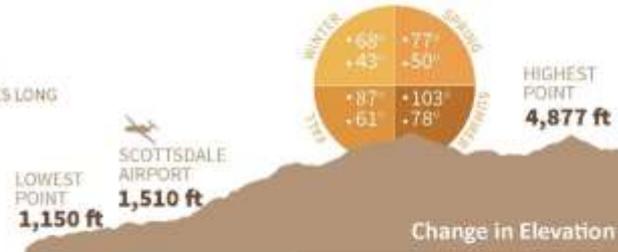
A Demographic Summary

Location

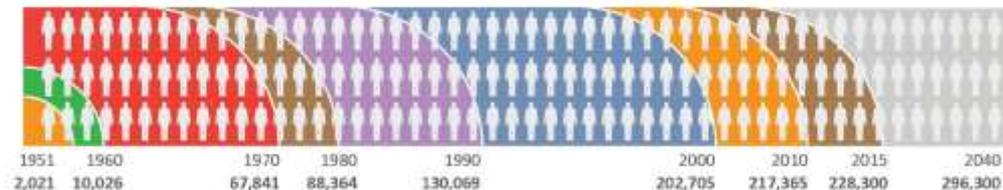


Average Seasonal Temperatures

Source: wunderground.com, August 2015



Scottsdale's Population Growth



Source: U.S. Census, Population Division, Arizona Office of Employment and Population Statistics and Maricopa Association of Governments

CAVE CREEK

TONTO NATIONAL FOREST

31
MILES LONG

CAREFREE

SCOTTSDALE

MCDOWELL MOUNTAIN REGIONAL PARK

PHOENIX

184.5
SQUARE MILES

FOUNTAIN HILLS

PARADISE VALLEY

SALT RIVER PIMA INDIAN COMMUNITY

TEMPE

11.4
MILES WIDE



LOWEST
POINT
1,150 ft



SCOTTSDALE
AIRPORT
1,510 ft



HIGHEST
POINT
4,877 ft

1 Mayor

6 Council Members

6 Appointed Officers

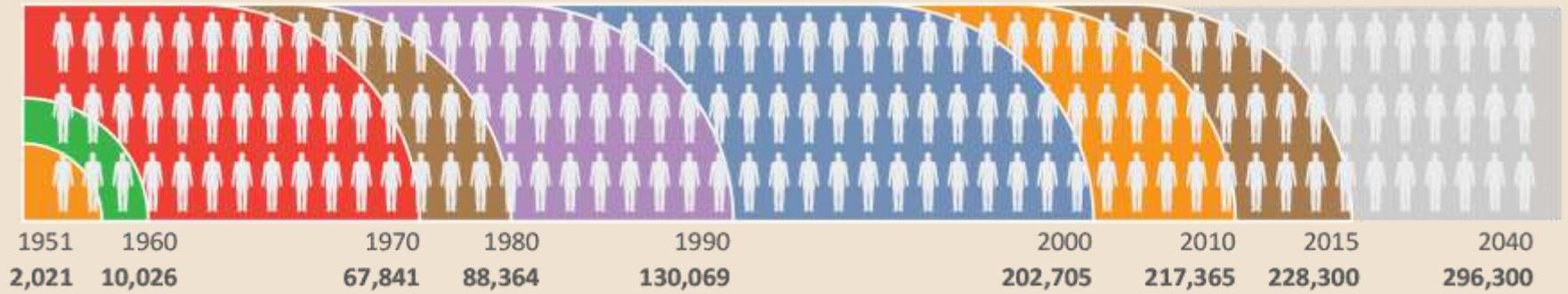
Scottsdale's
228,300
Citizens are Served by

• **150** Board and Commission Members

• **513** Part-time Employees

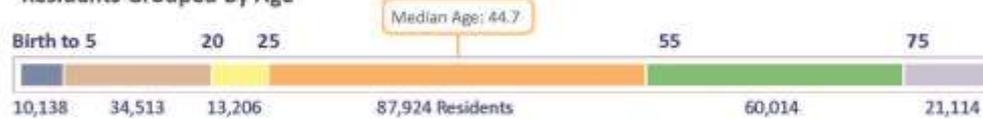
● **2,160** Full-time Employees

● **7,100** Volunteers

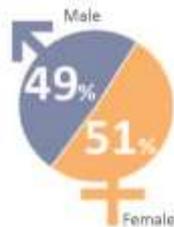


Scottsdale's Residents

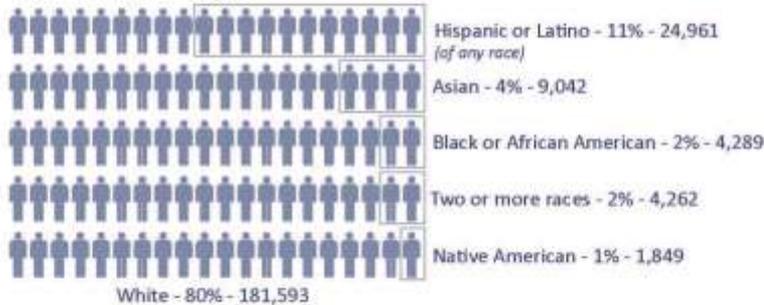
Residents Grouped By Age



Sex



Race and Ethnic Origin

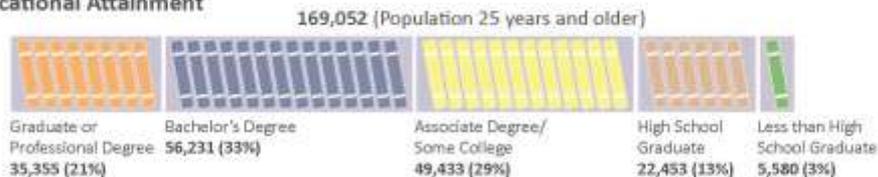


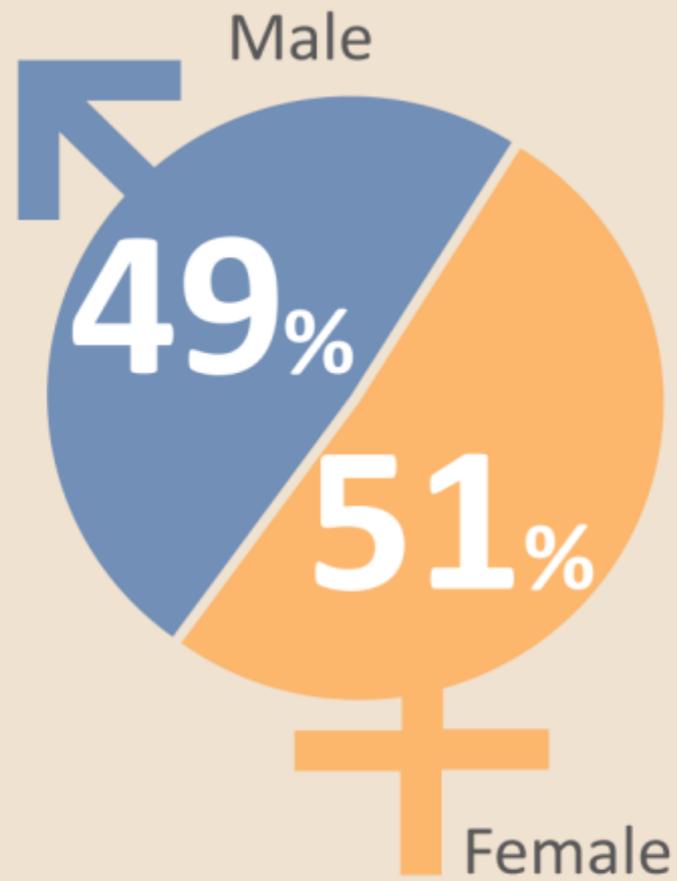
Housing Occupancy

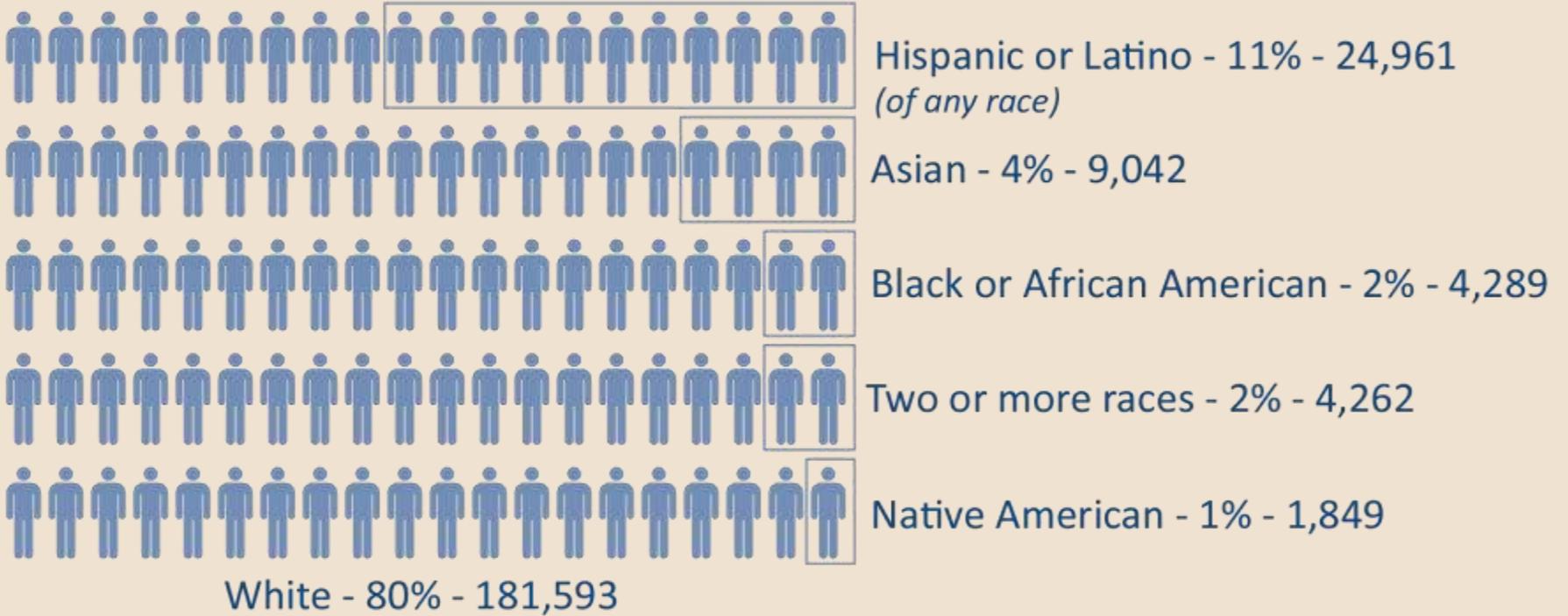


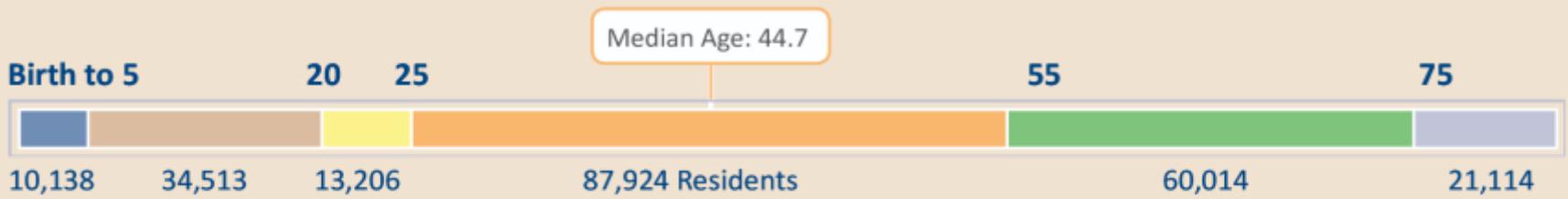
Homeowner vacancy rate 1.9%
Rental vacancy rate 9.3%

Educational Attainment

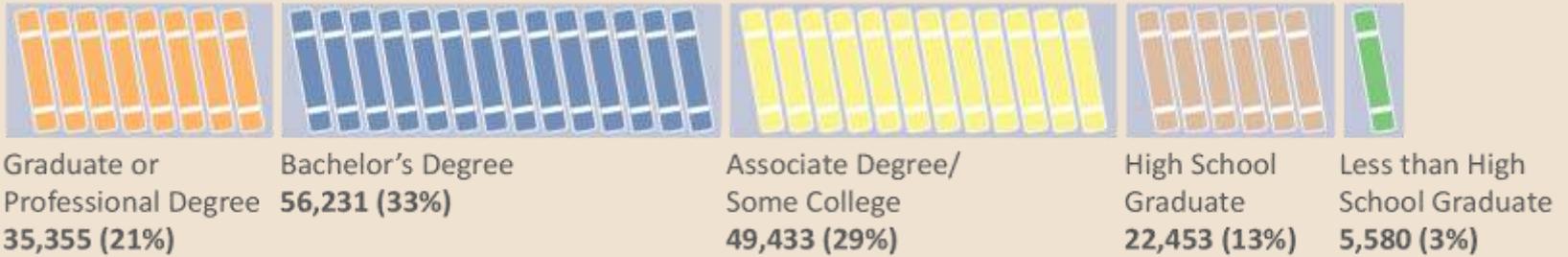




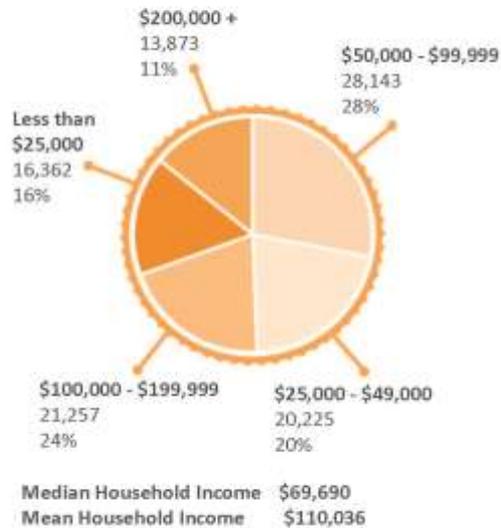




169,052 (Population 25 years and older)

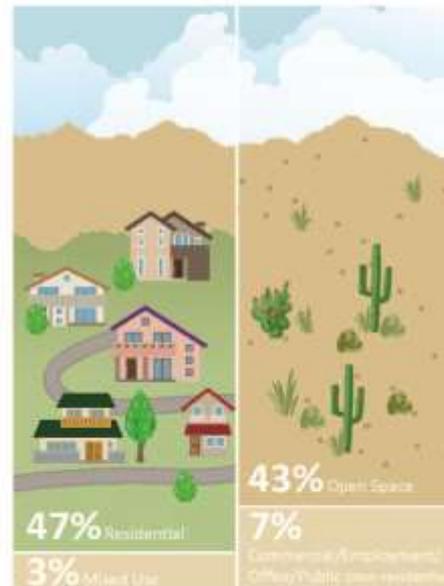


Household Income Distribution



General Plan Land Use

Source: City of Scottsdale



Median Housing Value



Total Housing Units - 129,434

Occupied Housing Units - 99,860 (77%)

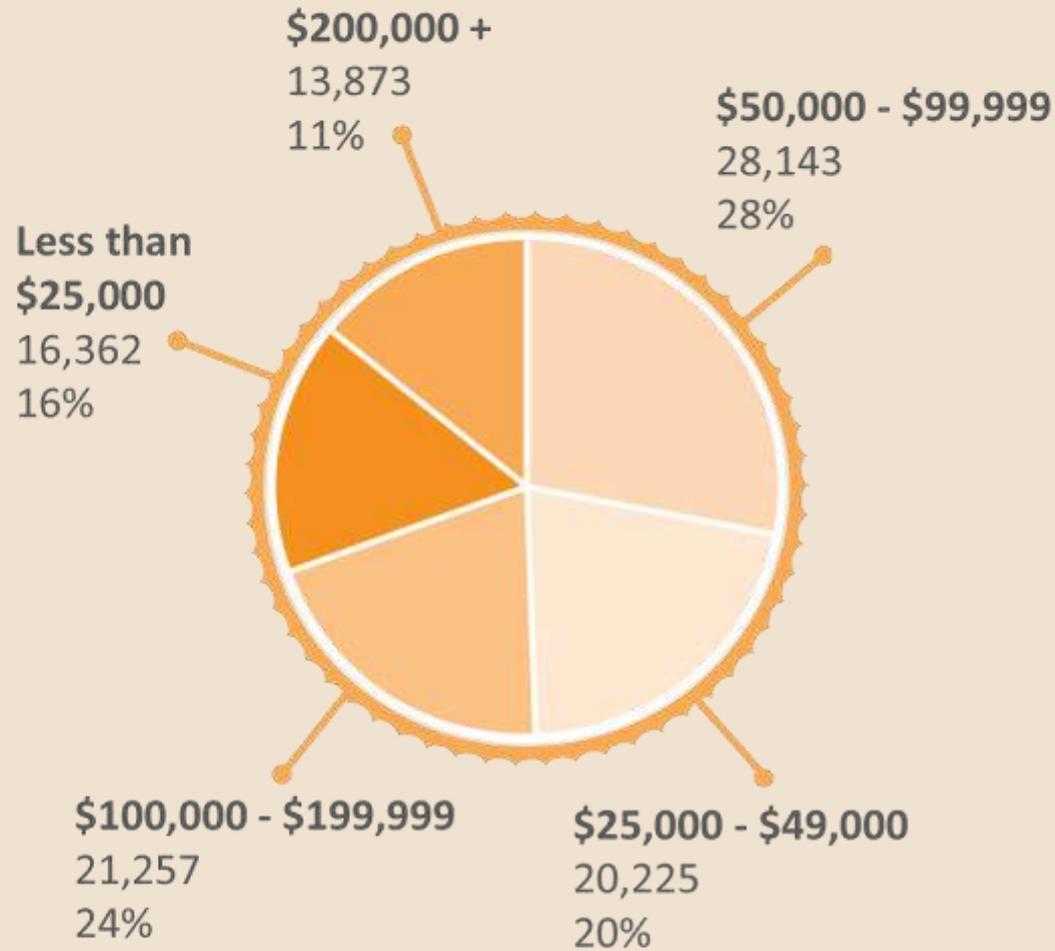
Seasonal Housing & Vacant Units - 29,574 (23%)



Owner Occupied - 65,386 (65%)

Renter Occupied
34,474 (35%)



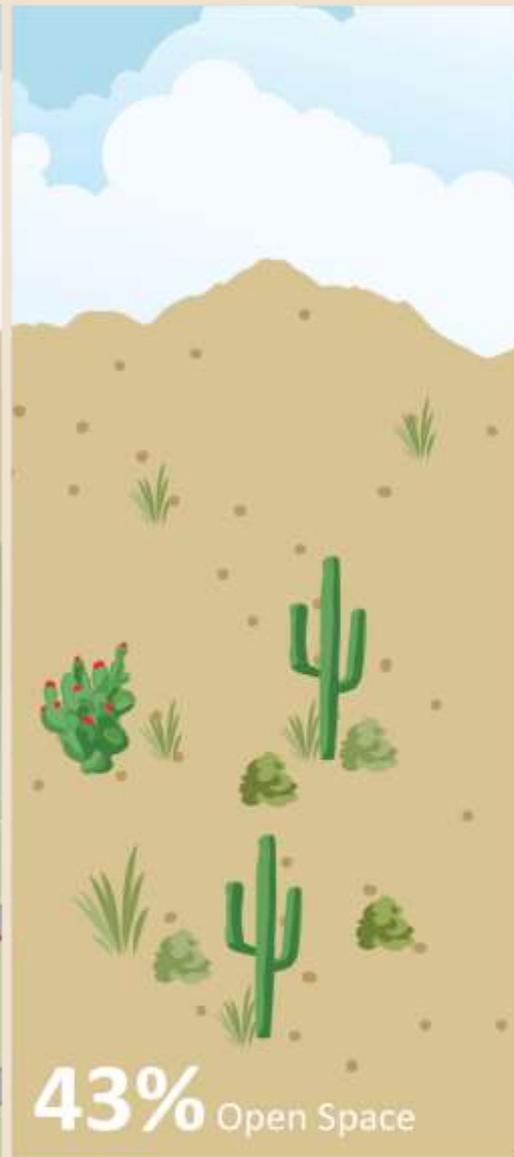


Median Household Income \$69,690
Mean Household Income \$110,036



47% Residential

3% Mixed Use



43% Open Space

7%
Commercial/Employment/
Office/Public (non-residential)

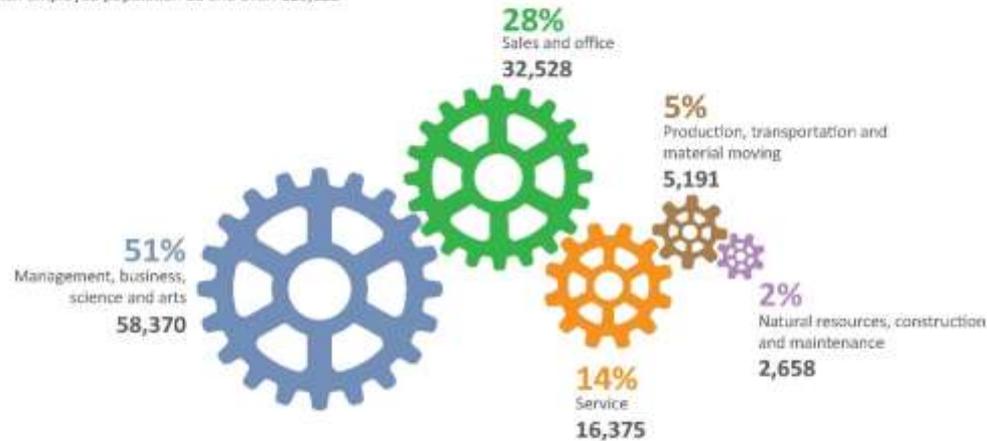
Major Employers by Number of Employees

Source: City of Scottsdale Comprehensive Annual Financial Report, FY 2005/06 and Economic Development Department communications with employers, July 2015.



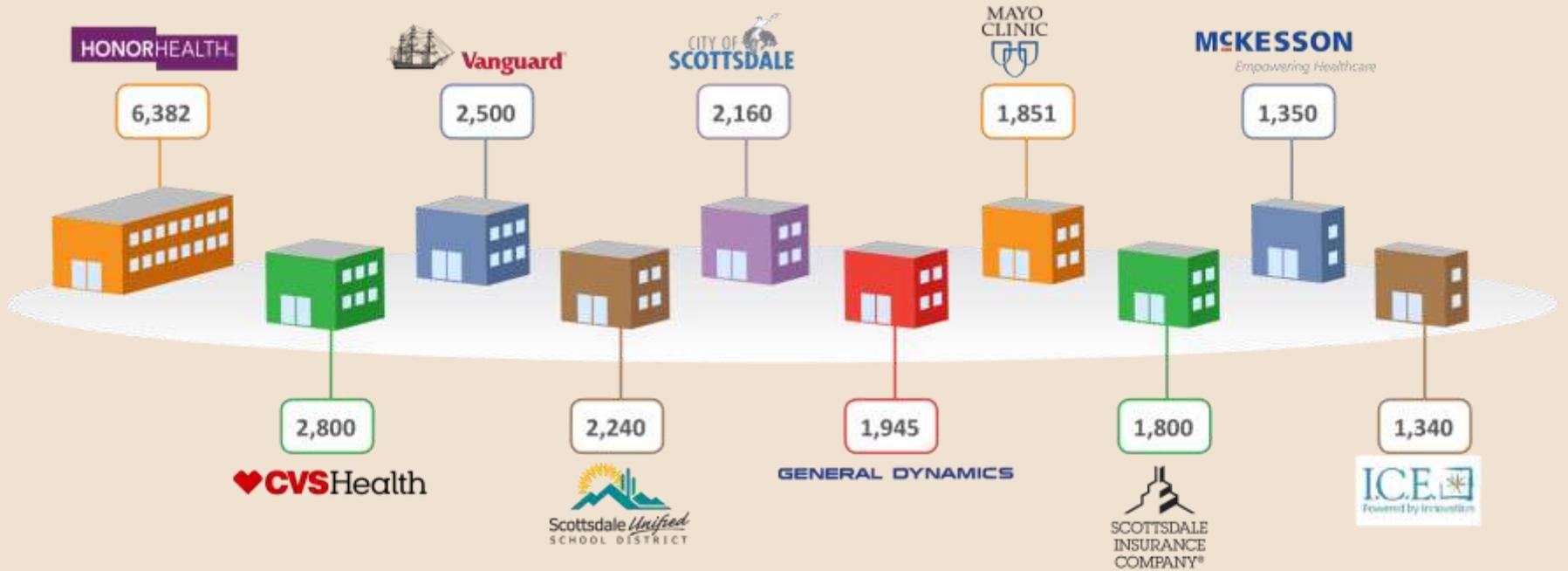
Occupational Composition

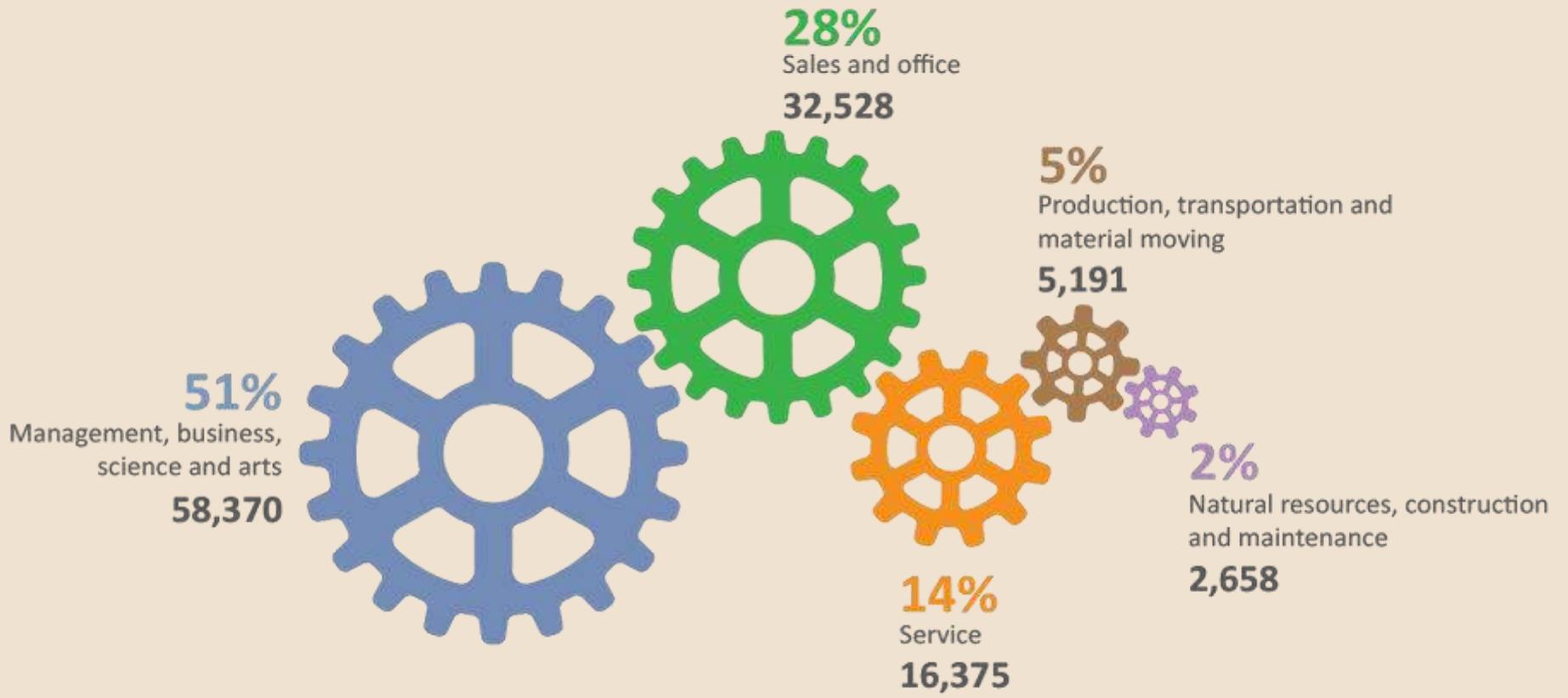
Civilian employed population 16 and over: 115,122



Source: Except as noted, all information in this report is from the U.S. Census Bureau

More demographic information is available in the comprehensive annual financial report available at: www.ScottsdaleAZ.gov/finance





Guiding Scottsdale Forward

An Introduction to Our Leadership

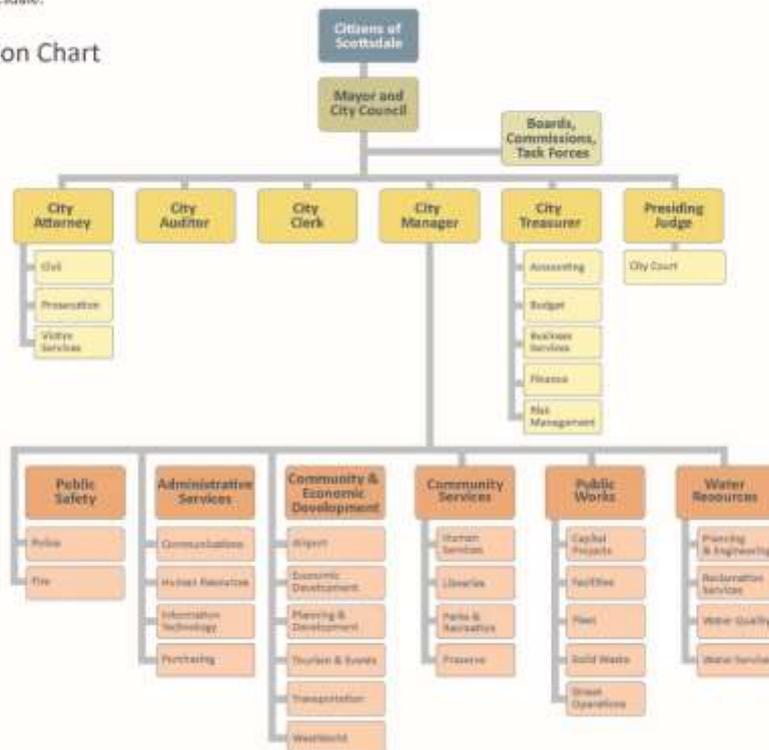
About Scottsdale

The City Council is the governing body for Scottsdale. The council consists of the mayor and six council members who are elected to represent the city at large and serve overlapping, four-year terms. These seven citizens oversee the operations of city government and set policy, approve programs, appropriate funds, enact laws, select charter officers, and appoint residents to serve on advisory bodies. The mayor is the chair of the Scottsdale City Council and presides over its meetings, which are typically held on Tuesdays in the City Hall Kiva Forum located at 3939 N. Drinkwater Boulevard in downtown Scottsdale.

The City Council hires six officers to advise them on policy issues and run day-to-day operations. They are collectively known as the charter officers, because their positions are spelled out in the City Charter, a voter-approved document which describes the organization and authority of city government in Scottsdale. These positions are the city attorney, city auditor, city clerk, city manager, city treasurer and presiding city judge.

Organization Chart

July 2015



Scottsdale City Council



Mayor W. J. "Jim" Lane

Mayor W. J. "Jim" Lane served for four years on the Scottsdale City Council beginning in June 2004, and began his first term as Mayor in January 2009. He was re-elected to the Mayor's Office in 2012 and began his second term in January of 2013. Mayor Lane currently represents the city as a member of the Flinn Foundation's Arizona Bioscience Roadmap Steering Committee. He is the immediate past president and a member of the Arizona Municipal Water Users Association, and a member of the Executive Committee of the League of Arizona Cities and Towns. He is treasurer of the Maricopa Association of Governments Regional Council, a member of the Executive Committee, Economic Development Committee, and past Chair and member of the Transportation Policy Committee. Mayor Lane also serves on the boards of Scottsdale Leadership, Health Records Banking Alliance, the Rio Salado Foundation, and the Scottsdale Convention and Visitor's Bureau. He is a Governor's Appointee to the Arizona Game and Fish Appointment Recommendation Board, and a member of the Municipal Tax Code Commission. Mayor Lane has owned and operated businesses in construction, mining, computer technology, telecommunications, regional aviation and financial consulting. Mayor Lane was also an Adjunct Professor of Business and Accounting at Scottsdale Community College. He holds a Bachelor of Science degree in Accounting from Saint Joseph's University in Philadelphia.

jlane@ScottsdaleAZ.gov, 480-312-2466



Councilwoman Virginia Korte

Councilmember Virginia Korte began her first term on the Scottsdale City Council in January 2013. She has an extensive background in business and non-profit management as well as community service. In 1981 she joined her family business (Ray Korte Chevrolet) to work with and learn from her father where she served in various roles until becoming general manager and dealer in 1991. In 1996, Virginia was named to the Board of Directors of the Scottsdale Area Chamber of Commerce, and in 2002, she was hired as President and CEO. Virginia left the Chamber in 2008 to take on another challenge as President and CEO of Scottsdale Training and Rehabilitation Services (STARIS), where she works today. STARIS is Scottsdale's premier provider of programs and work opportunities for individuals with developmental disabilities. Throughout her time in Scottsdale, Virginia has also served on a wide variety of volunteer boards and committees focused on serving the community.

vkorte@ScottsdaleAZ.gov, 480-312-7456



Councilman Guy Phillips

Councilman Guy Phillips began his first term on the Scottsdale City Council in January 2013. Councilman Phillips was raised in Phoenix where he graduated from Camelback High School in 1977. He moved to Scottsdale in 1994. He attended Maricopa Community College and subsequently started the air conditioning contracting business that he still owns and operates today. He is also a general contractor whose business was one of the first to implement Scottsdale's Green Building Program. In addition to being a licensed contractor, Councilman Phillips is a licensed realtor. He is a member of the Better Business Bureau, the Arizona Small Business Association, the North Scottsdale Chamber of Commerce, the Heritage Foundation, the National Rifle Association, and the Arizona Archaeological Society. Scottsdale is where Guy Phillips met his wife Cora, and together they raised a family of five children who all attended Scottsdale public schools.

gphillips@ScottsdaleAZ.gov, 480-312-2374



**Councilwoman
Suzanne Klapp**

Councilwoman Suzanne Klapp began her first term on the Scottsdale City Council in January 2009, and was re-elected to a second term which began in January 2013. She has 37 years of broad management experience in manufacturing, distribution and retail operations. She began her career with the Whirlpool Corp. where she worked for 14 years in a variety of staff

and operations management positions in marketing, internal and external communications, human resources, production and material control. She moved to Scottsdale in 1998 and since then has owned custom framing retail stores in Scottsdale and Phoenix. Councilwoman Klapp is active in the Scottsdale Area Chamber of Commerce, Rotary Club of Pinnacle Peak, Women of Scottsdale, and Legislative District 8 Republican Committee. She is a graduate of Valley Leadership and is on the Advisory Board of Scottsdale Leadership. She also serves on the Maricopa Association of Governments Domestic Violence Council and the City Council's Audit Subcommittee. She holds a Bachelor of Arts degree in English and Journalism from the University of Evansville and a Master of Business Administration from Southern Methodist University.

sklapp@ScottsdaleAZ.gov, 480-312-7402



**Councilwoman
Kathy Littlefield**

Kathy Littlefield began her first term on the Scottsdale City Council in January 2015. Councilwoman Littlefield has 25 years of extensive financial and management experience. She co-founded (with her husband Bob Littlefield, who served three terms on the Scottsdale City Council from 2002 to 2015) and continues to manage a successful Scottsdale-based computer

company, NetXpert Systems, Inc. Her previous professional experience includes several years working in the Budget Office of the City of Plano, Texas. Councilwoman Littlefield was President of her Civitan Club (an organization that helps developmentally disabled and underprivileged children) and was chosen "Civitan of the Year" for her efforts during her term of office. Currently she is active in the Daughters of the American Revolution working to help our nation's veterans and their families, and the Mayflower Society. Councilwoman Littlefield is a Scottsdale native. She attended the Scottsdale Unified Schools Ingleside Elementary and Arcadia High and graduated with distinction from Arizona State University in 1970 with a bachelor's degree in business education.

klittlefield@ScottsdaleAZ.gov, 480-312-7412



**Councilwoman
Linda Milhaven**

Councilwoman Linda Milhaven began her first term on the Scottsdale City Council in January 2011. She has served in numerous volunteer capacities including Chair of the Board of Trustees of the Scottsdale Cultural Council, Chair of the Board of the Scottsdale Area Chamber of Commerce and Chair of the Board of the Better Business Bureau. She was a member of Class VIII of

Scottsdale Leadership and in 2009 earned their Frank B. Hodges Alumni Achievement Award. She returned to the area to make Scottsdale her home in 1989. As part of her 30-year banking career, she was a community bank president in Scottsdale from 1993 to 2005. She graduated from Paradise Valley High School. She holds a Bachelor of Arts degree in Psychology from Wellesley College and a Masters in Business Administration from Columbia University.

lmilhaven@ScottsdaleAZ.gov, 480-312-7454



**Councilman
David N. Smith**

David N. Smith began his first term on the Scottsdale City Council in January 2015. Councilman Smith has more than 40 years of senior financial management experience, mostly in the public service and not-for-profit sectors. He served as Scottsdale's city treasurer and chief financial officer from October 2009 until he retired in July 2013. Prior to that, he served as

vice chair of Scottsdale's citizen budget review commission. Before his service with the city of Scottsdale, Councilman Smith was the chief financial officer (CFO) for Amtrak from 2004 to 2007 and served as the CFO for the Tennessee Valley Authority, the nation's largest electric utility, from 1995 to 2003. He and his wife Diana owned and published the Scottsdale Airpark News from 1986 to 1997. Councilman Smith earned a bachelor's degree in business administration and accounting from Northwestern University and a master's degree in finance from Northwestern's Kellogg School of Management.

dnsmith@ScottsdaleAZ.gov, 480-312-7423



Charter Officers



Fritz Behring
City Manager
fbehring@ScottsdaleAZ.gov
480-312-2800



Bruce Washburn
City Attorney
bwashburn@ScottsdaleAZ.gov
480-312-2659



Sharron Walker
City Auditor
swalker@ScottsdaleAZ.gov
480-312-7867



Carolyn Jagger
City Clerk
cjagger@ScottsdaleAZ.gov
480-312-2411



Jeff Nichols
City Treasurer
jenichols@ScottsdaleAZ.gov
480-312-2364



Joseph Olcavage
Presiding Judge
jolcavage@ScottsdaleAZ.gov
480-312-7604



For more information about Scottsdale's organization and leadership, go to ScottsdaleAZ.gov and search "directory."



Welcome to Scottsdale, Arizona

A world-class community

Located in the beautiful Sonoran Desert, Scottsdale is nestled between Paradise Valley and the McDowell Mountains. Scottsdale is a premier community known for a high quality of life with attractive residential, working and shopping areas. It is an internationally recognized visitor destination and a thriving location for business.

Scottsdale consistently ranks among the nation's best places to live, with top-rated schools, award winning parks, low crime and a vibrant economy. Downtown Scottsdale is home to many restaurants, retail shops, art galleries, and hotels. Scottsdale McDowell Sonoran Preserve, in the city's northern reaches is the largest urban wilderness area in the United States. There are recreational opportunities for everyone with many golf courses, tennis courts, parks, pools, bike paths, and trails.

Scottsdale was founded by Army Chaplain Winfield Scott in 1888, but was not incorporated until 1951 when Scottsdale was a small community of 2,000 residents situated on about two square miles of land. Today, Scottsdale has more than 225,000 residents spread across 185 square miles.





All work and all play

Business

Scottsdale is one of the state's leading job centers with a diverse economy built on medical research, high-tech innovation, tourism and corporate headquarters. Scottsdale is home to nearly 18,000 businesses supplying over 150,000 jobs. The high-tech innovation center SkySong, located just a few miles from Downtown, is designed to help companies grow through a unique partnership with nearby Arizona State University. Downtown is an emerging center for high-tech businesses. Farther north, the Scottsdale Cure Corridor is a partnership of premier health care providers and biomedical companies seeking to advance medicine and patient care through cutting-edge research.

Tourism

With great weather, fantastic scenery and a calendar full of special events, Scottsdale is among the most popular tourist destinations in Arizona. More than 9 million people visit Scottsdale annually. The city boasts many hotels and resorts, restaurants, and spas. That activity adds up to big business. The annual economic impact of Scottsdale visitors is estimated at more than \$4 billion. Annual tax revenue generated by visitors was estimated around \$38 million – representing about one in every five city tax dollars.

Special Events

Every January through March, Scottsdale captures the national spotlight with an eclectic mix of sport and cultural events that draw thousands of spectators and millions of television viewers. Scottsdale resorts annually host both Fiesta Bowl teams and the city's Downtown becomes the focal point for pep rallies and fan parties. The Barrett-Jackson Collector Car Auction headlines a week of local automotive attractions and becomes the star of more than 40 hours of live TV coverage. The Waste Management Phoenix Open unfolds at the Scottsdale Tournament Players Club, featuring more national TV coverage and the largest, loudest galleries in golf. The All Arabian Horse Show – among the largest horse shows in the nation – and Scottsdale's festive Parada del Sol Parade and Rodeo follow later. In March, Major League Baseball takes center stage. Downtown Scottsdale serves as the spring home of the San Francisco Giants and makes the city a headquarters for visiting fans and media from across the nation.



Scottsdale's Top Destinations



WestWorld



Pinnacle Peak Park



TPC Scottsdale



Preserve Gateway



Scottsdale Airport / Airpark



McCormick-Stillman Railroad Park



Scottsdale Fashion Square



Indian Bend Wash Greenbelt



Downtown Scottsdale



Scottsdale Stadium



Scottsdale Museum of the West



SkySong the ASU Scottsdale Innovation Center



Scottsdale's Top Destinations



WestWorld



Pinnacle Peak Park



TPC Scottsdale



Preserve Gateway



Scottsdale Airport / Airpark



McCormick-Stillman Railroad Park



Scottsdale Fashion Square



Indian Bend Wash Greenbelt



Downtown Scottsdale



Scottsdale Stadium



Scottsdale Museum of the West



SkySong the ASU Scottsdale Innovation Center





What others are saying

Scottsdale is consistently rated as one of the top places to live in the nation, and has been ranked among the best-run cities in the nation. Scottsdale's strong tourism industry keeps taxes low and city service levels high. Scottsdale is one of only a handful of cities nationwide to enjoy a "AAA" bond rating from all major financial rating organizations. Here is what other people are saying about Scottsdale:

"The city packing the heaviest post-65 punch in America sits just off the northeastern fringe of Phoenix, luring newcomers -- or retaining longtime locals -- with plenty of play and rays." - **MSN Money**

"Scottsdale bills itself as "The West's Most Western Town." It's also a richer, safer sister to Arizona's capital, Phoenix. Scottsdale residents earn almost \$40,000 more in median household income. They can spend that money in the seven small districts of Scottsdale's downtown area, which house more than 80 art galleries." - **Bloomberg Businessweek**

"Now if you are looking for the best of everything, then Scottsdale is your city... It is home to top rated spas, resorts, restaurants and an amazing selection of retail stores. Along with having the best of everything, you will be impressed with how safe you will feel in Scottsdale." - **AreaVibes**

"Come playtime, Scottsdale shines. Indian Bend Wash, a 7½-mile greenbelt, links five community parks; McDowell Sonoran Preserve, a 16,000-acre sanctuary, is open for hiking, biking, and horseback riding." - **Sunset Magazine**

"Scottsdale's climate attracts full-time residents and visitors, and the city's web-savvy businesses are connecting tourists and locals alike with the area's outdoor activities, restaurants and shops." - **Google eCity**

"The city's finances have long been characterized by strong management, sound fiscal policies and generally strong reserves." - **Moody's**

"The city has a mature and diversified local economic base, anchored by healthcare, tourism, business and professional services, and technology." - **FitchRatings**

"Sunny Scottsdale was able to vault to the number one spot... You could take the kids to a tournament at TPC Scottsdale; or perhaps, even play it... One thing that separates adults from children is their affinity for mud. Mighty Mud Mania is an annual event in Chaparral Park." **MyLife.com**

"Scottsdale's best features are its beautiful natural environment and its arts and cultural amenities. The charm of old town, the uniqueness of its southwestern heritage, the trolley system, well-maintained parks, art events and diverse businesses have "something for everyone" which appeals to residents and tourists alike. The sense of community, safe neighborhoods and quality roads add to its appeal." - **Future Leaders Town Hall**

"If you think Arizona's resort town is nothing but golf courses and overpriced steaks, you're in the dark. Epic hikes, stellar sushi, and a world-class shopping scene -- this is the new Scottsdale" **Sunset Magazine**

The mission of the City of Scottsdale is to provide Simply Better Service for a World-Class Community. Here are some key statistics about the world-class community that we serve.

Simply Better Service 
for a World-Class Community

52 HOTELS
18,977 ROOMS

18,000
BUSINESSES

70+
ART GALLERIES
& MUSEUMS

37 CHARTER & PUBLIC SCHOOLS
26,233 ENROLLMENT

ABOUT 790 RESTAURANTS

51
GOLF COURSES



52 HOTELS
18,977 ROOMS

18,000
BUSINESSES

70+
ART GALLERIES
& MUSEUMS

37 CHARTER & PUBLIC SCHOOLS
26,233 ENROLLMENT

ABOUT **790** RESTAURANTS

51
GOLF COURSES



Scottsdale employees provide services that help keep the community safe and healthy.

Scottsdale employees provide services that enhance the quality of life of residents and visitors.

30,165 acres of PRESERVE LAND

42 PARKS

4 URBAN LAKES

975 TOTAL ACRES

4 FITNESS FACILITIES

70 ATHLETIC FIELDS

11 TRAILHEADS
and 115 miles of
NON-MOTORIZED TRAILS



4 AQUATIC FACILITIES



2 SKATE PARKS

55 TENNIS COURTS
2 TENNIS CENTERS

6 COMMUNITY CENTERS



45 miles of PAVED PATHWAYS

36 PLAYGROUNDS

40 BASKETBALL COURTS
30 VOLLEYBALL COURTS



1 RAILROAD PARK

5 LIBRARIES

7 SPRAY PADS

3 OFF-LEASH AREAS

3 EQUESTRIAN FACILITIES

2 SENIOR CENTERS



4 POLICE STATIONS



347 POLICE VEHICLES



15 FIRE STATIONS



39 FIRE RESPONSE VEHICLES



6 WATER FACILITIES



304 TRAFFIC SIGNALS



51 SOLID WASTE TRUCKS



10,941 FIRE HYDRANTS



2,958 equivalent 12' wide
Lane Miles of Road

2,079 miles of WATER MAINS

1,716 miles of SANITARY SEWERS

30,165 acres of PRESERVE LAND

42 PARKS

975 TOTAL ACRES

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45 miles of paved pathways

36 PLAYGROUNDS

36 PLAYGROUNDS

40 BASKETBALL COURTS and 30 VOLLEYBALL COURTS



1 RAILROAD PARK



5 LIBRARIES



3 OFF-LEASH AREAS



3 EQUESTRIAN FACILITIES



2 SENIOR CENTERS



As the West's Most Western Town, our roots are reflected in the arts, culture and events in Scottsdale. There are more than 70 public art works in Scottsdale. Here are some of our favorite equine sculptures in the public art collection.



Passing the Legacy
by Herb Mignery



Bronze Horse Fountain
by Bob Parks



The Yearlings
by George-Ann Tognoni



Jack Knife
by Ed Mell



Water Mark
by Laura Haddad and Tom Drugan



Impulsion
by Jeff Zischke

Scottsdale's Museum of the West opened in January 2015

The museum celebrates the art, history and culture of the American West. It features exhibitions of Western art, historic artifacts and compelling stories of the old and new West. The \$11.4 million, 43,000 square-foot museum is owned by the City of Scottsdale and operated by a nonprofit. For more information go to ScottsdaleMuseumWest.org.

Photo by Bill Timmerman

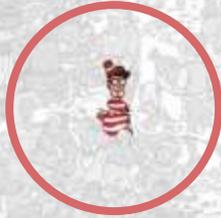


You're in
LUCK!





clutter



clarity



**IF YOU
CAN'T
CONVINCE
THEM
CONFUSE
THEM**

“effective information visualization (is) premised on:

simplicity

(complex notions simplified to save time for reader);

transparency

(visual honesty and responsibility in sourcing);

creativity

(design that is memorable and understandable);

sociability

(easily shared and improved)”



simplicity

Scottsdale Statistics Fiscal Year Ending June 30



2009

5-Year Trend

2014

Acres of land acquired for the McDowell Sonoran Preserve

25



2,365

Annual attendance at parks, community centers and libraries (in millions)

8.7



7.8

Total number of filed charges heard and resolved by the City Court

137,887



83,441

Responses by the Fire Department to calls for emergency services

23,953



28,544

Average Fire Dept. travel time to calls for emergency services (in minutes)

4:23



4:27

Total crimes per thousand (Scottsdale Uniform Crime Report, Part 1) *

34.3



27.8

Average Police Department response time to emergency calls (in minutes)

5:07



5:04

Drinking water supplied (million gallons per day)

69.4



70.2

Homes serviced by residential trash and recycling collections

78,607



80,354

New jobs created in targeted industries

394



1,069

Average hotel occupancy rate

59%



66%

Total citywide transit ridership (in millions)

3.5



2.6

Scottsdale Airport takeoffs & landings

169,972



142,248

Maintained landscaped medians and rights of way (in millions of square feet)

17.0



22.5

Maintained city facilities (in millions of square feet)

2.3



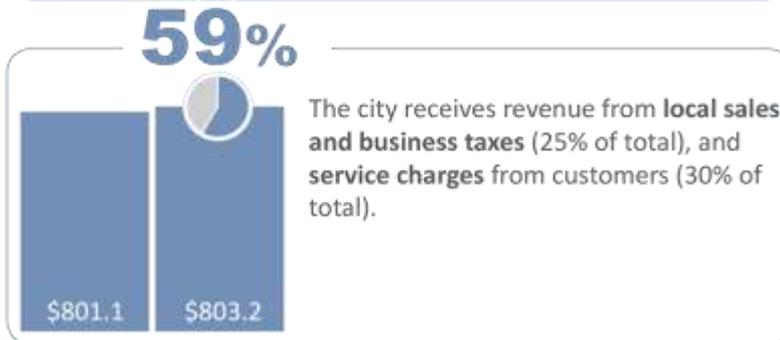
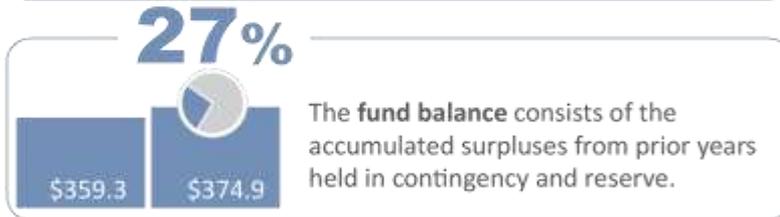
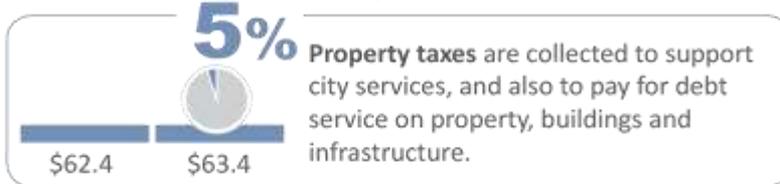
3.3

transparency

2014 actual

2015 budget

What financial resources are available for the City of Scottsdale? (in millions of dollars)

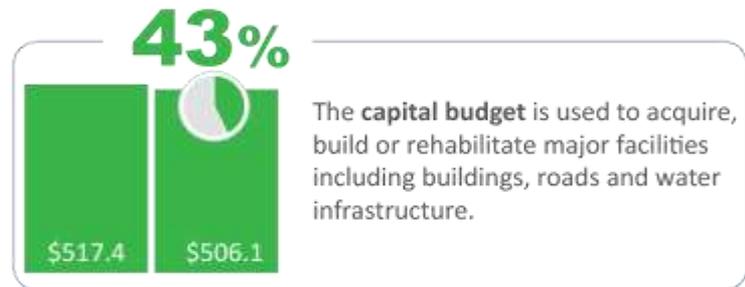


\$1,355.8 2014 actual Total financial resources available

2014 actual

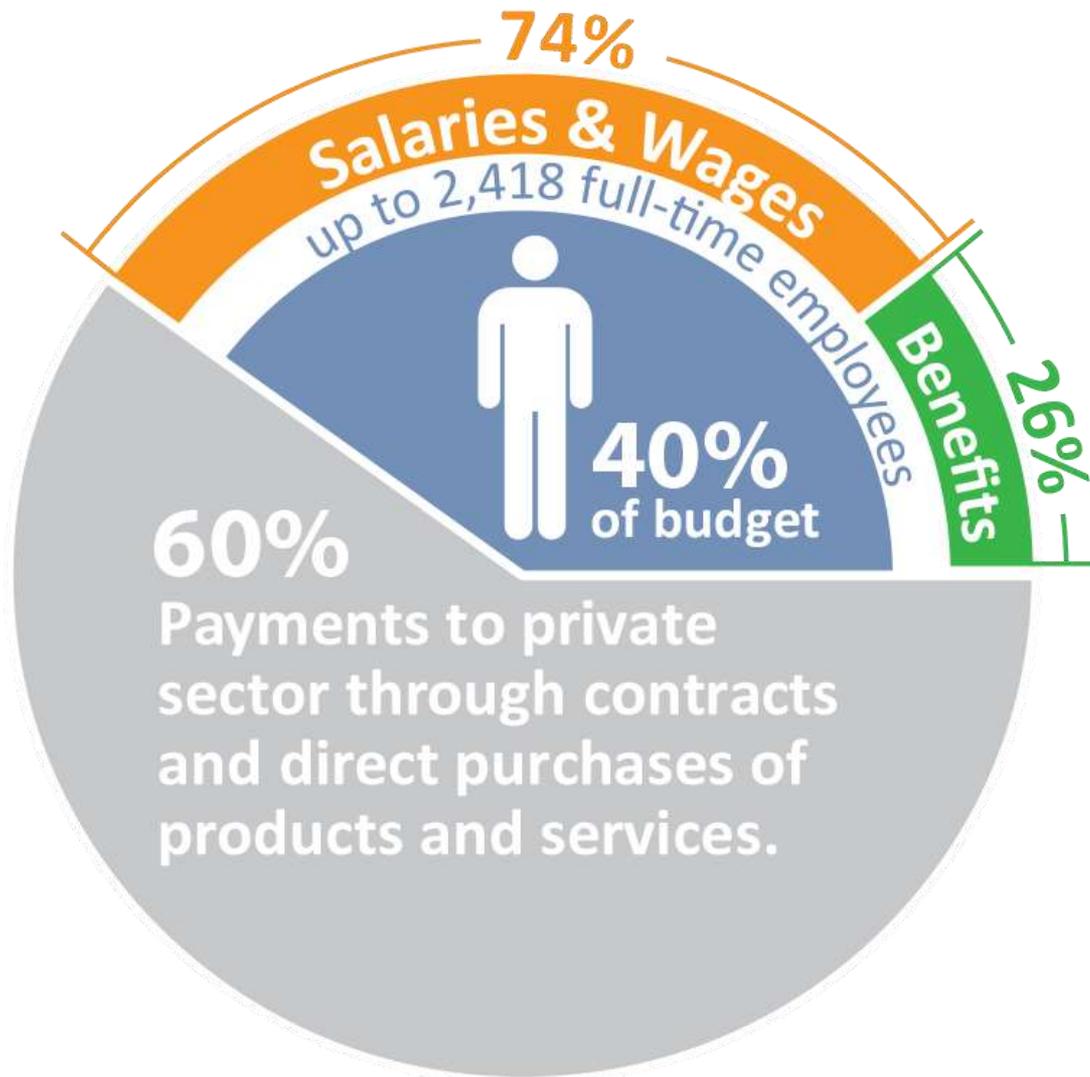
2015 budget

What are the expenses for running the City of Scottsdale? (in millions of dollars)



\$1,192.9 2014 actual Maximum expenditure limit

creativity



sociability



ScottsdaleAZgov

Posted by Scotty Scottsdale [?] · 23 hours ago

Estimated City Property Tax on a \$250,000 House
Source: City Budget offices. Based on adopted FY 2014/15 rates.



Tempe
\$609



Glendale
\$538



Phoenix
\$455



Peoria
\$360



Scottsdale
\$311



Mesa
\$296



Chandler
\$295



Gilbert
\$266

Estimated City Sales Tax on a \$25,000 Car
Source: Arizona Department of Revenue As of Aug. 1, 2014



Glendale
\$550



Phoenix
\$500



Tempe
\$450



Peoria
\$450



Mesa
\$418



Scottsdale
\$413



Chandler
\$375



Gilbert
\$375

Monthly Residential Utility Bill
Source: City of Tempe. Typical water, garbage and sewer charges as of July 2014



Mesa
\$100



Glendale
\$82



Phoenix
\$77



Tempe
\$70



Peoria
\$69



Scottsdale
\$69



Gilbert
\$63



Chandler
\$63



Write a comment...



Marie Cannon It seems like Scottsdale provides better services, too. We get more bang for our buck. 😊

Unlike · Reply · 🔄 2 · 22 hours ago

The three principles of **simplicity**

Empathize

Perceive others needs
& expectations

**BEGINNING
OF TIME**

2003

FIVE BILLION GIGABYTES

WEDNESDAY

FRIDAY





**what
you want
to say**



**what
they need
to hear**

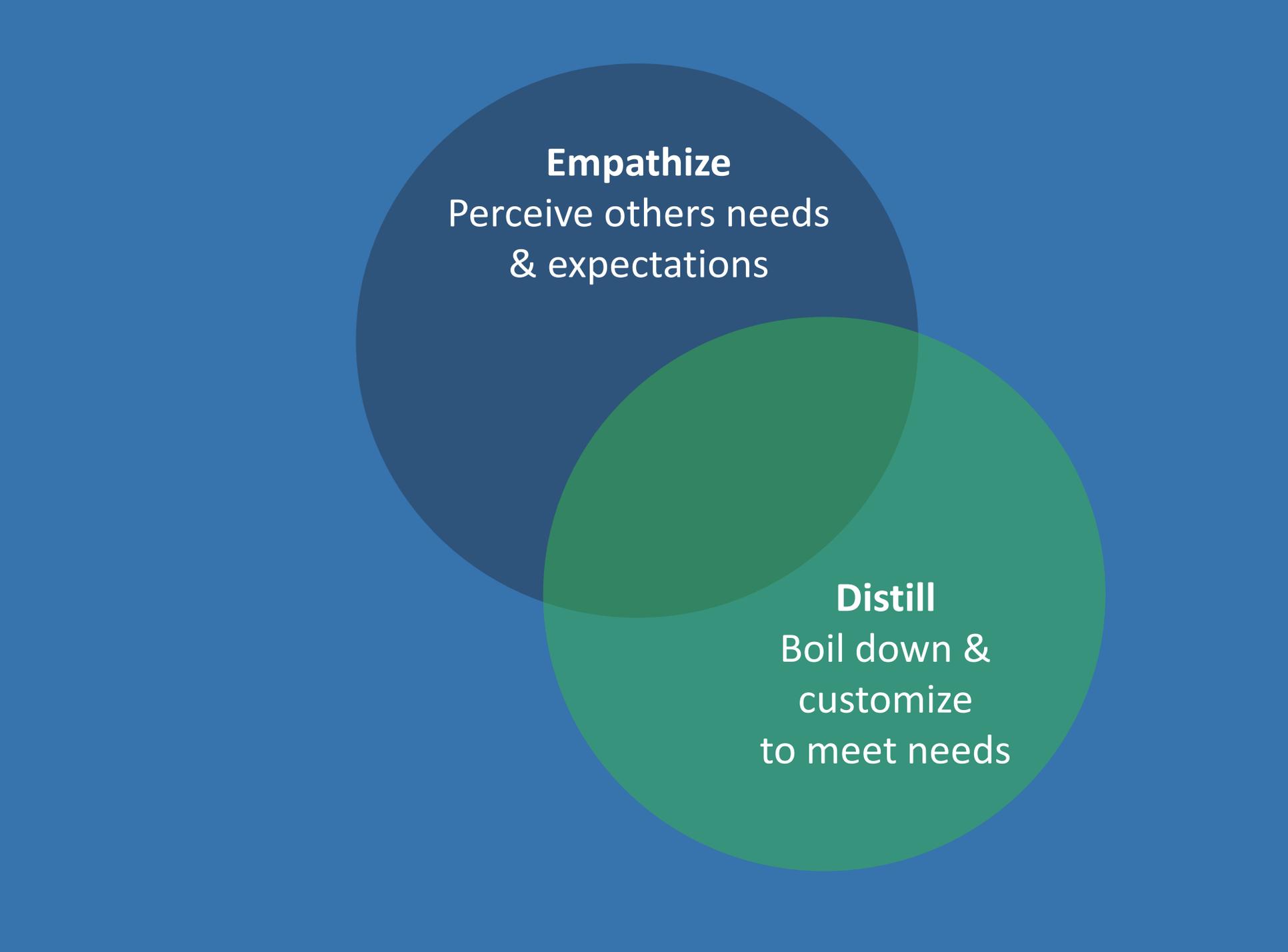
40 hours

640,000 words

1,600 pages

25 reports





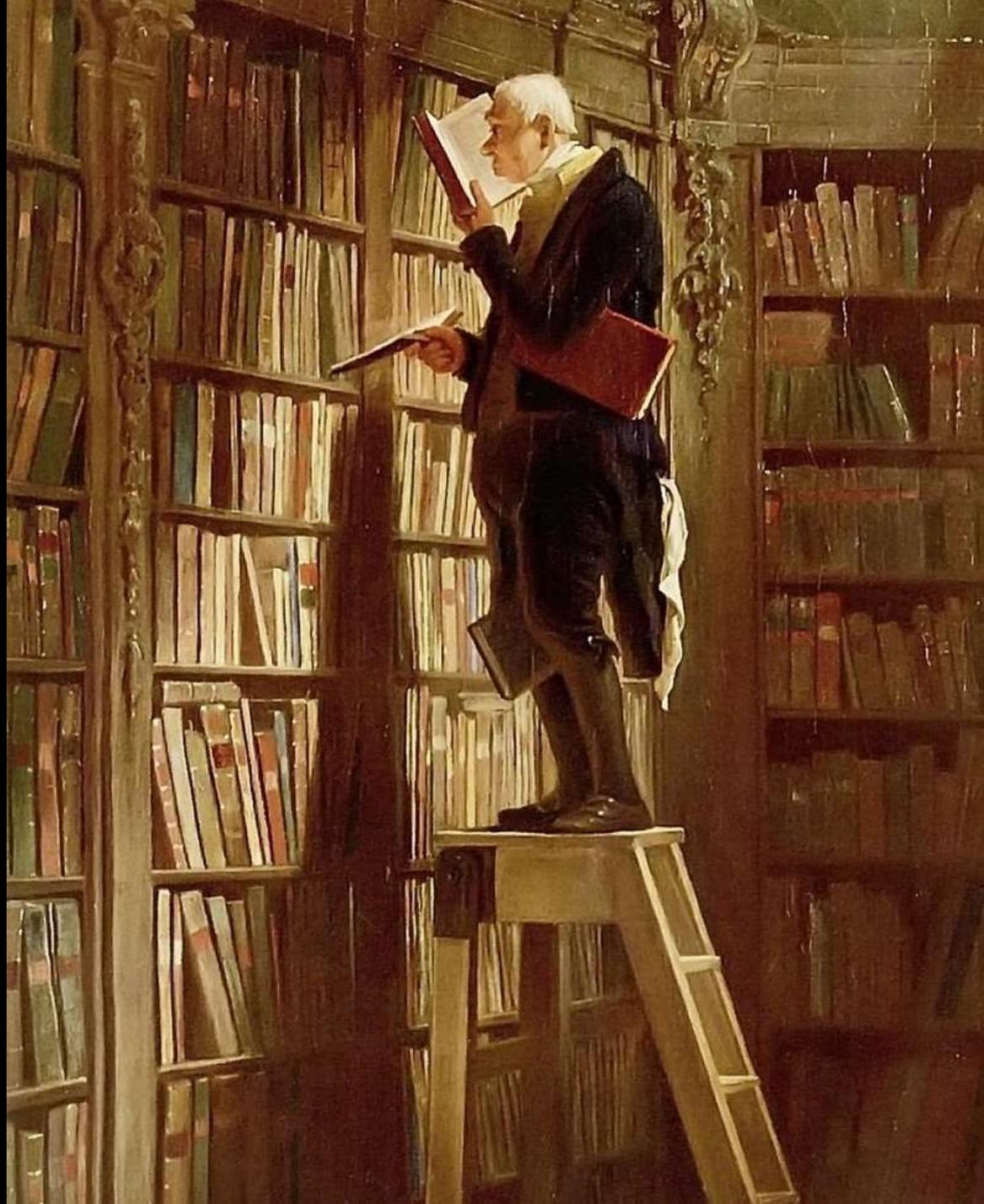
Empathize

Perceive others needs
& expectations

Distill

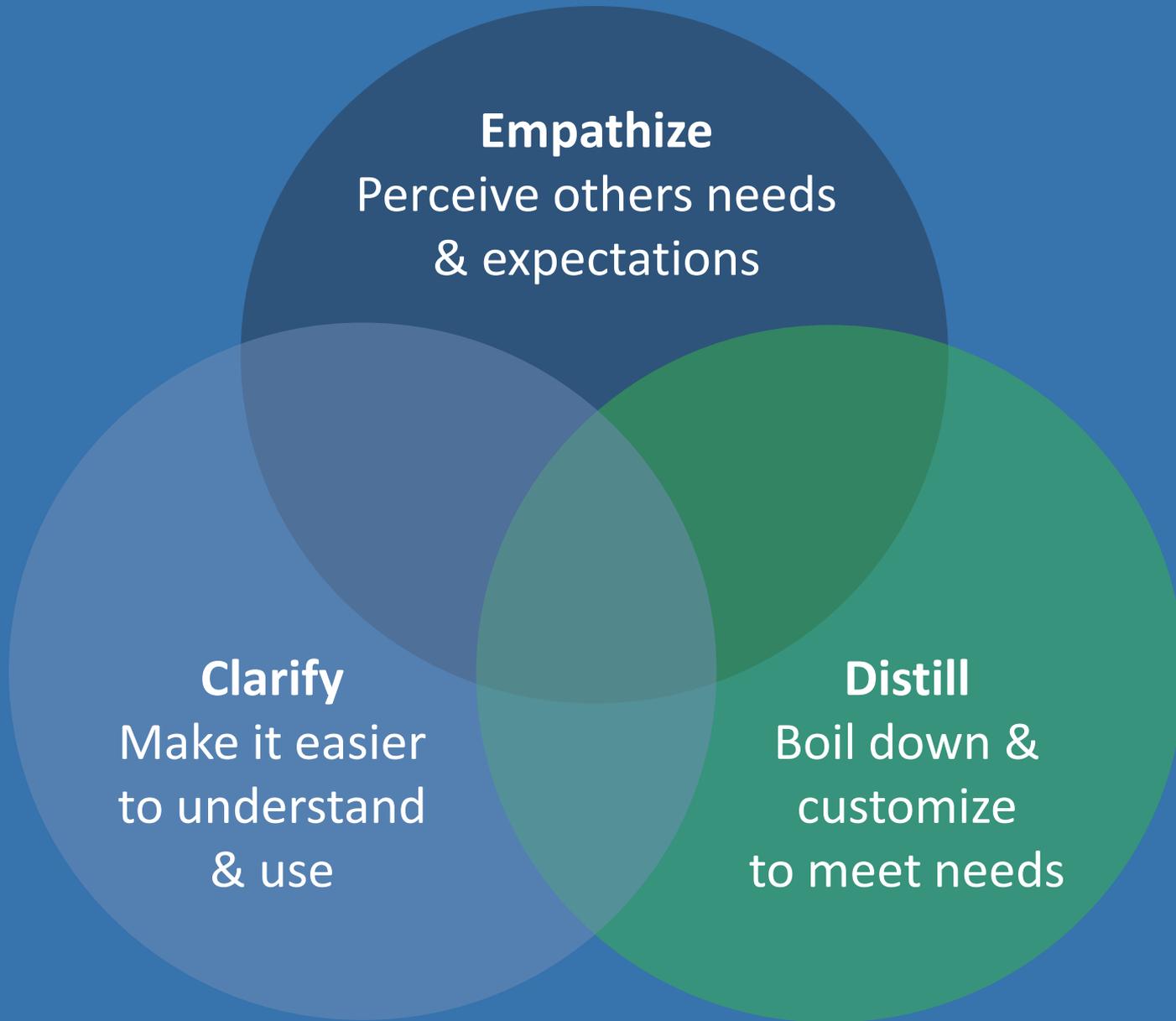
Boil down &
customize
to meet needs

**You are
a curator.**





Don't hide the T-Rex.



Empathize

Perceive others needs
& expectations

Clarify

Make it easier
to understand
& use

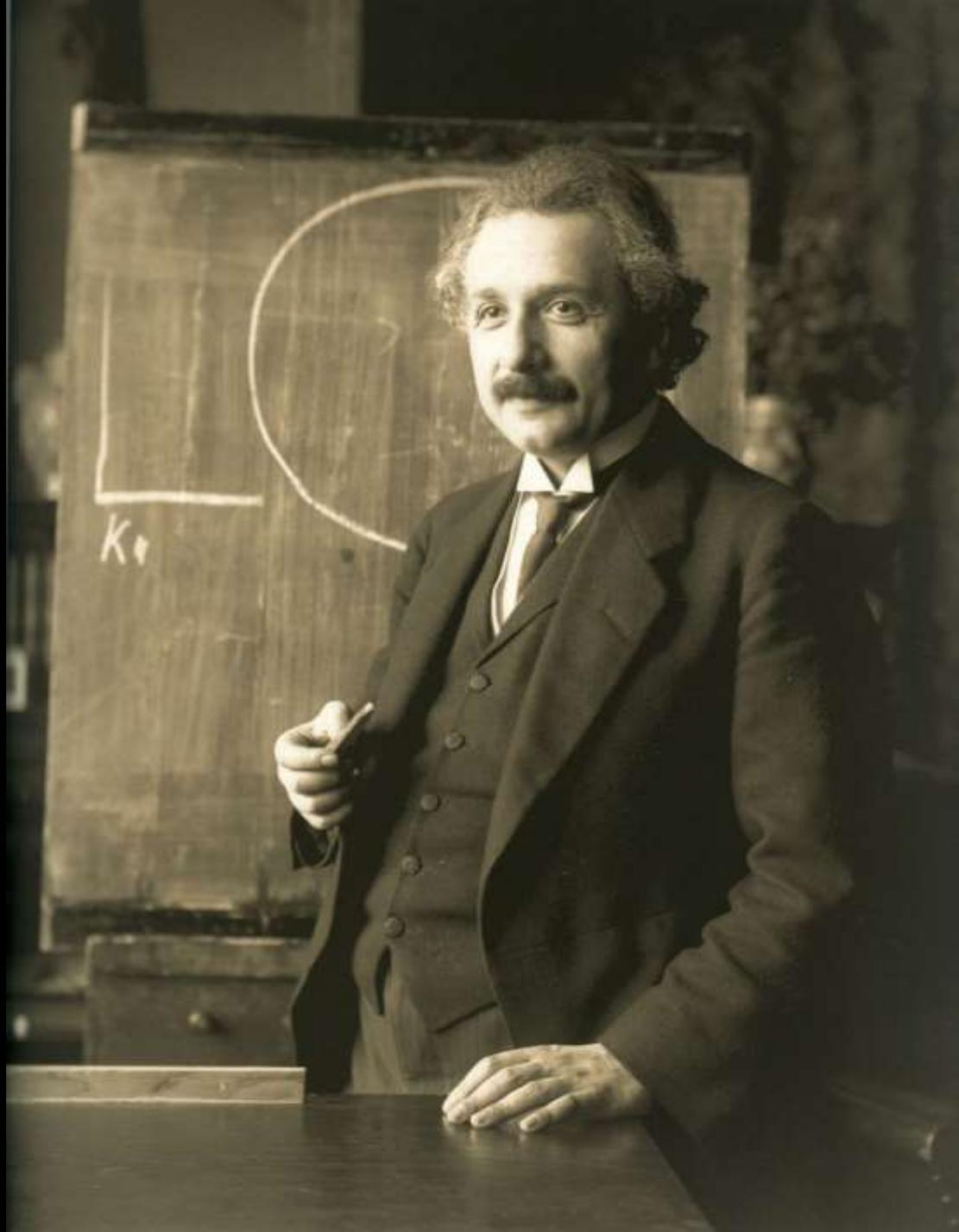
Distill

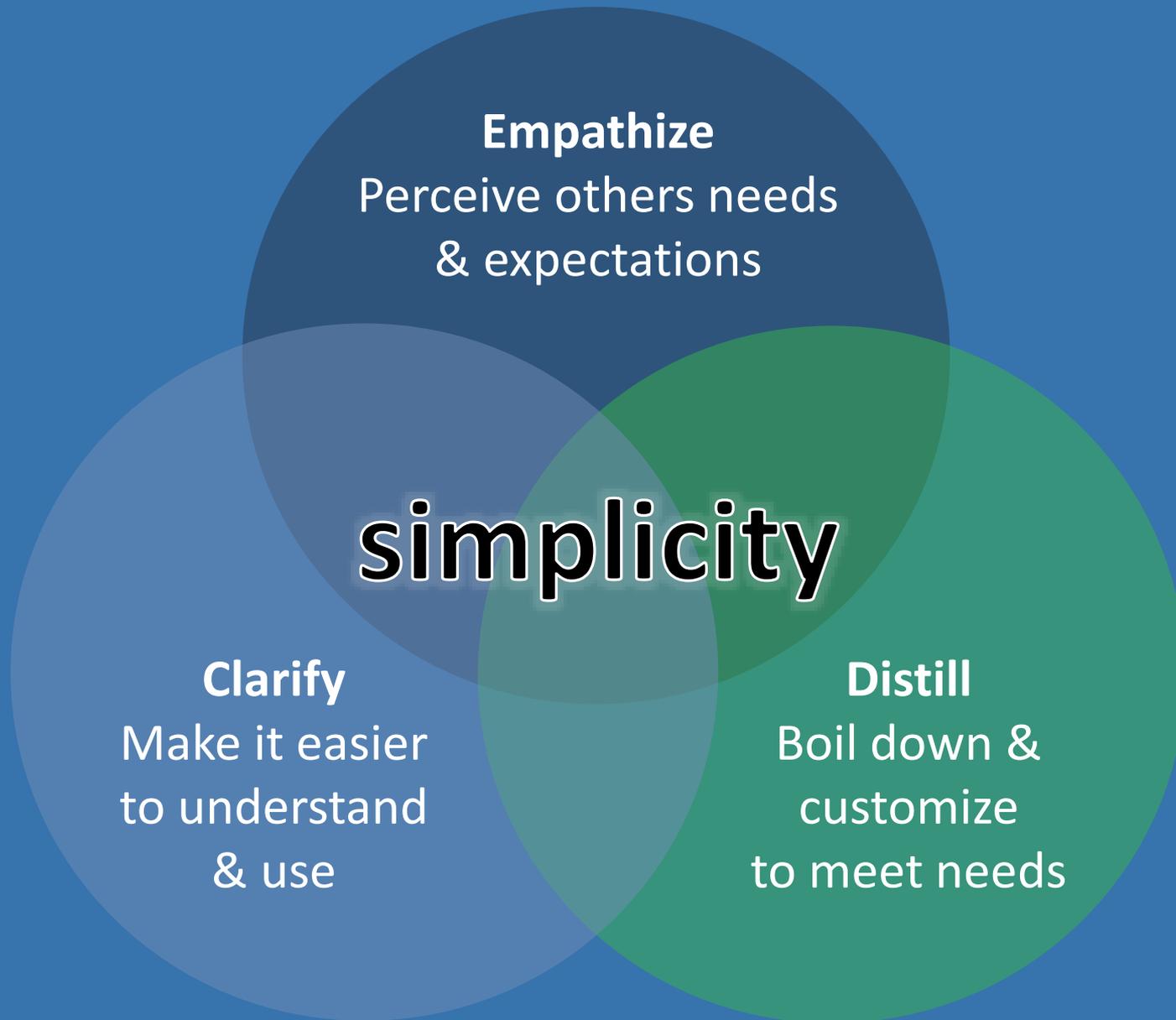
Boil down &
customize
to meet needs

“It can scarcely be denied that the supreme goal of all theory is to make the irreducible basic elements as simple and as few as possible without having to surrender the adequate representation of a single datum of experience.”

from “On the Method of Theoretical Physics.”

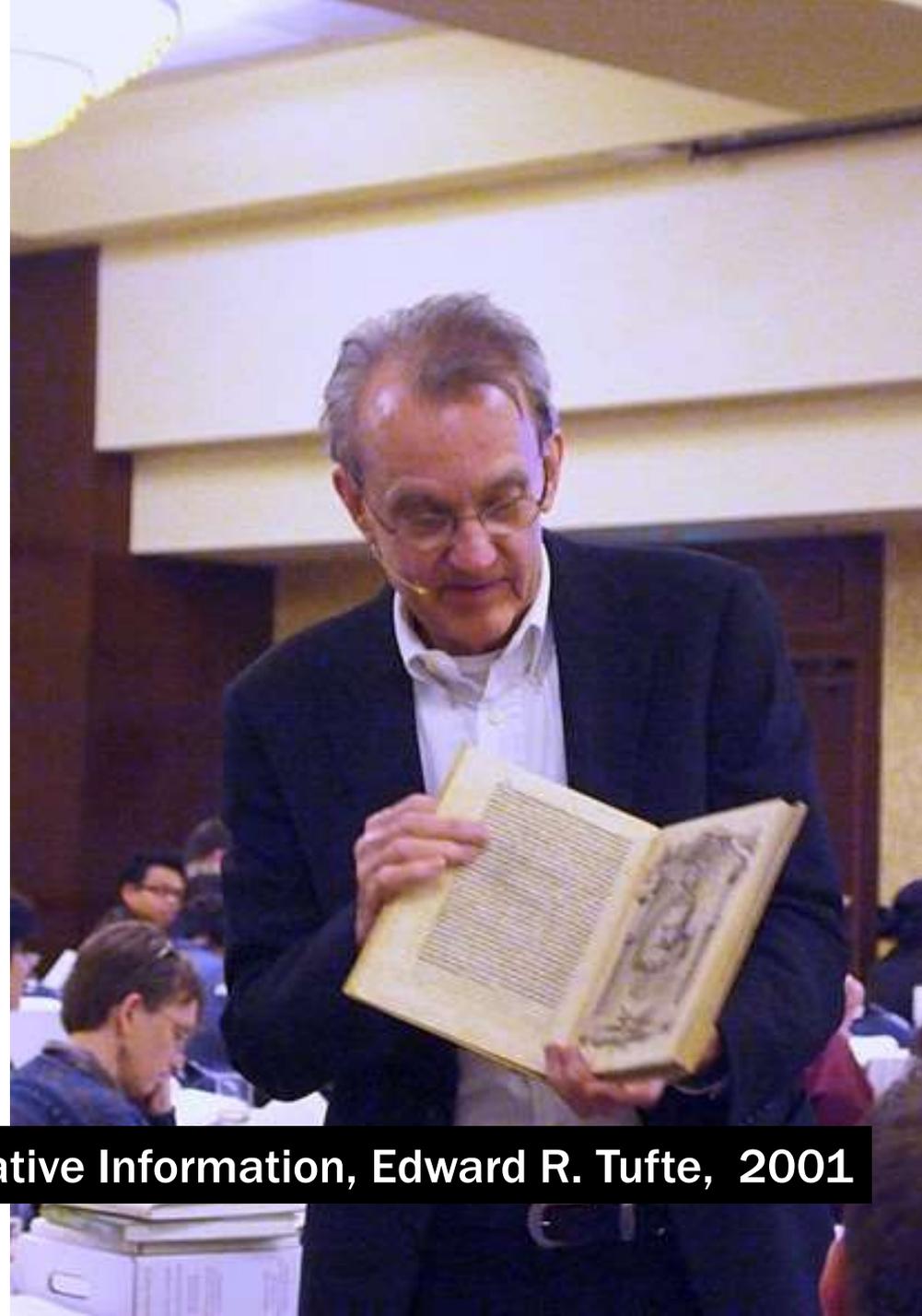
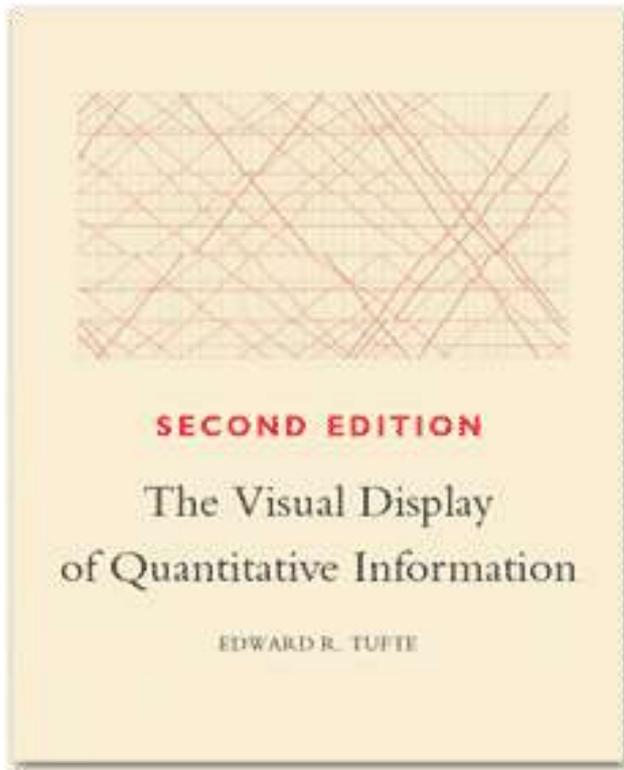
Albert Einstein (1933)





From: "Simple: Conquering the Crisis of Complexity," Alan Siegel and Irene Etzkorn (2013)

Edward R. Tufte



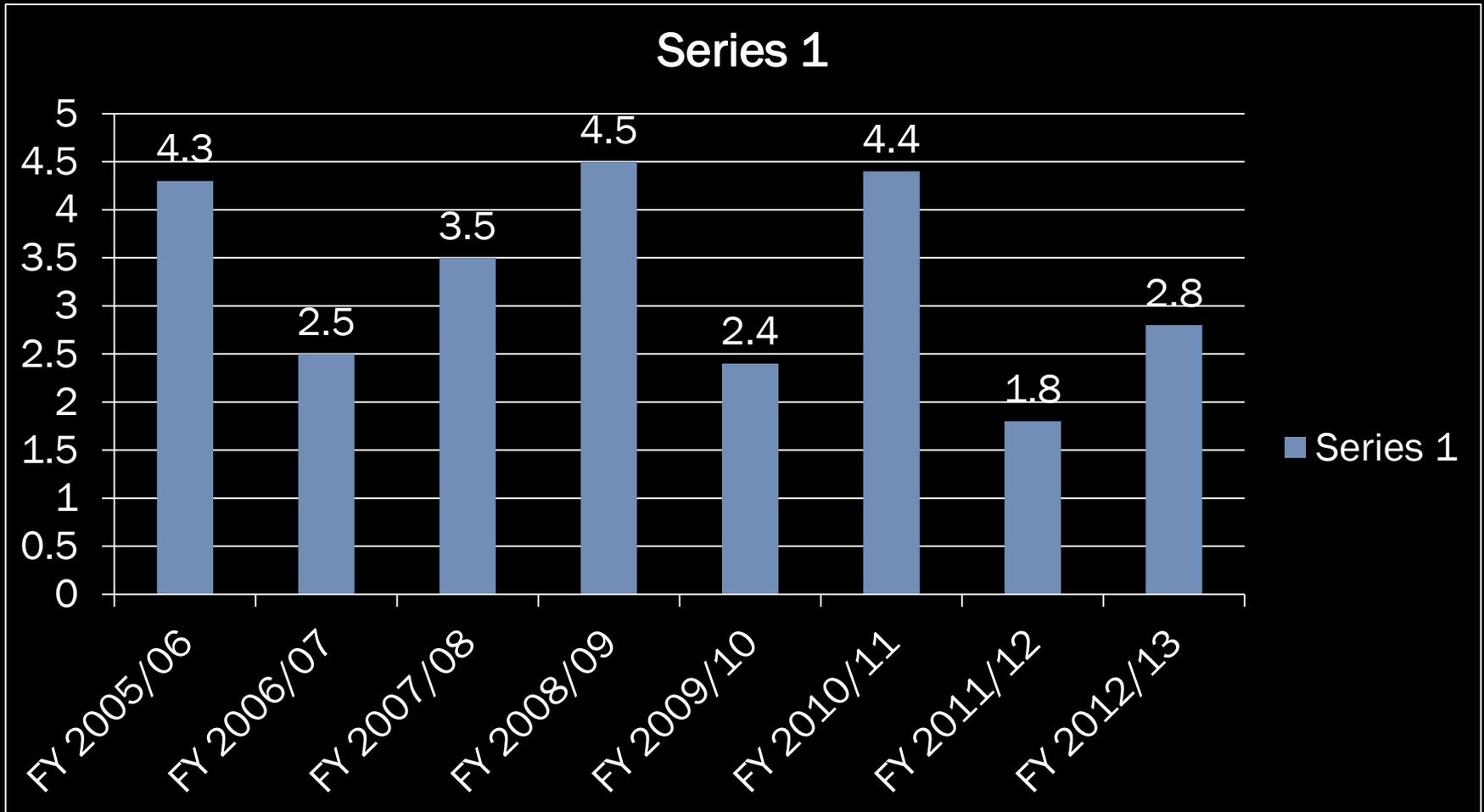
The Visual Display of Quantitative Information, Edward R. Tufte, 2001



@EdwardTufte

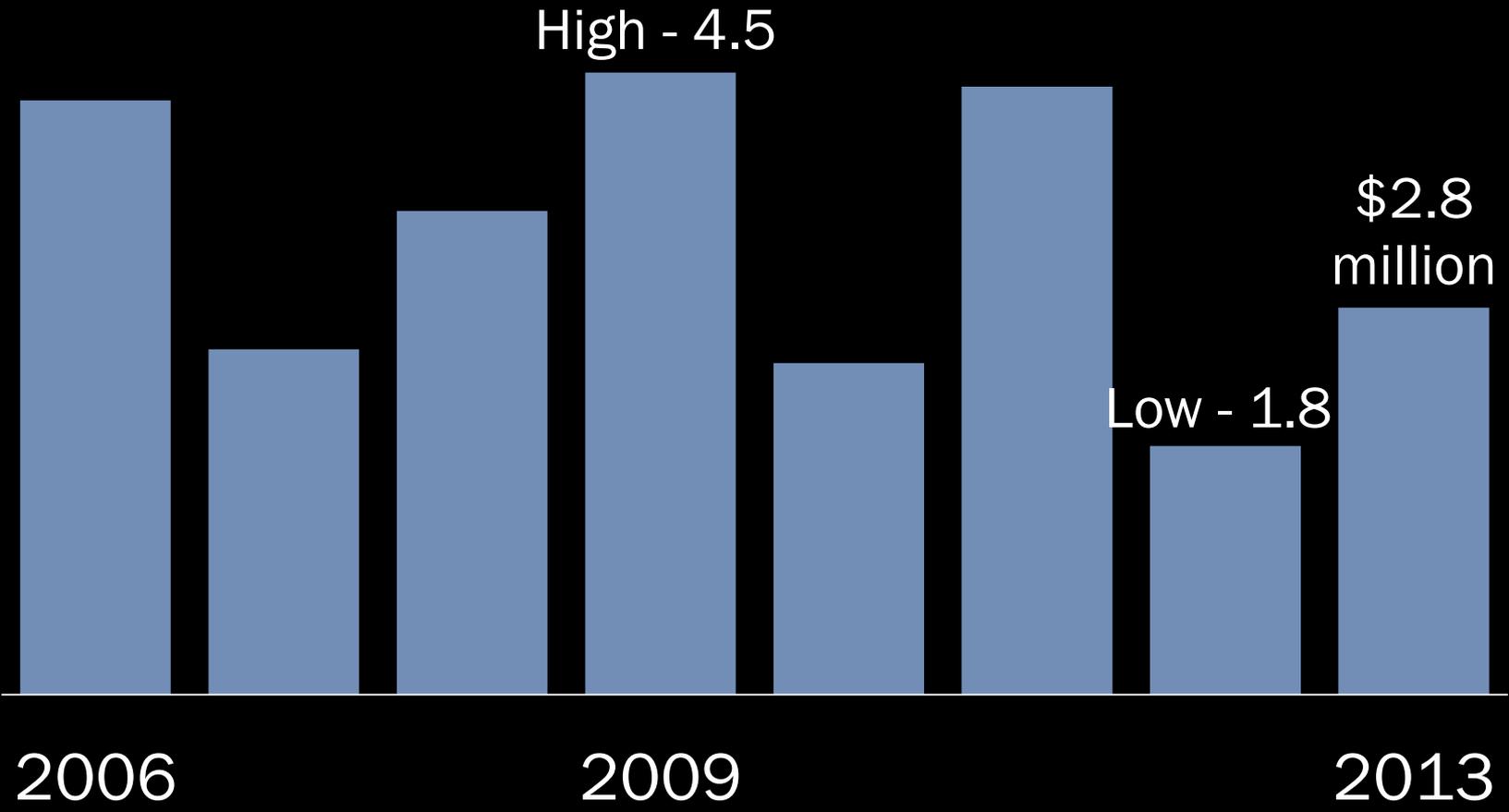
Remove Chartjunk

“interior decoration of graphics generates a lot of ink that does not tell the viewer anything new.”



Increase Data-Ink

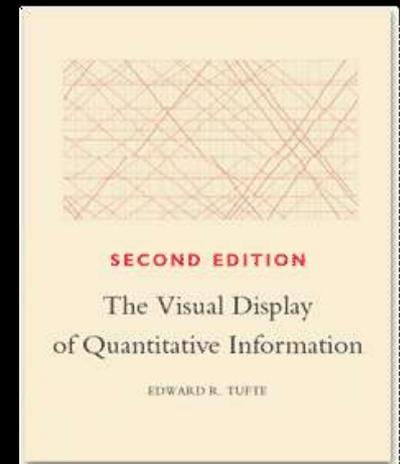
“data graphics should draw the viewer’s attention to the sense and substance of the data, not to something else.”



Accessible Complexity: The Friendly Data Graphic

Characteristics of friendly graphics

- ❑ words are spelled out
- ❑ words run from left to right
- ❑ little messages help explain data
- ❑ avoid elaborately encoded shadings, crosshatching and colors
- ❑ labels are placed on the graphic itself; no legend is required
- ❑ graphic attracts viewer, provokes curiosity
- ❑ colors, if used, are chosen so that color-deficient and color-blind (5 to 10 percent of viewers) can make sense of the graphic (blue can be distinguished from other colors by most color-deficient people)
- ❑ Type is clear, precise, modest
- ❑ Type is upper- and lower-case, with serifs



The image is a reproduction of the famous fresco 'The Creation of Adam' by Michelangelo. It shows two hands reaching towards each other, with a small gap between the index finger of the hand on the right and the index finger of the hand on the left. The background is a cracked, aged wall.

**Perfection is finally
attained not when
there is no longer
anything to add...**

**but when there is no
longer anything to
take away ...**

Antoine de Saint Exupéry

“...the public feels strongly that government has a responsibility to provide understandable financial information to the public.”

Harris Interactive Survey (2010)



MENU

What are you looking for?



NEWS RESIDENTS BUSINESS THINGS TO DO

FEATURED NEWS

Innovation Arizona Summit

Leaders in science, technology and education will gather in Scottsdale Oct. 1.

[Read More](#)

 A featured news card with a blue-tinted background image of a large crowd of people at a conference or summit. The text is overlaid on the left side of the image.

RECENT NEWS

- Transportation Master Plan update process underway**
Comment on the first draft of a new Transportation Master Plan for Scottsdale. The public can learn more about the plan and provide feedback at a series of meetings through November.
- Film and discussion will take viewers "Beyond Right & Wrong"**
A powerful film about conflict and conciliation will be screened in Scottsdale Oct. 1 followed by a discussion with someone whose story is featured.



For more information go to
ScottsdaleAZ.gov and search “performance”

