

SCOTTSDALE UPDATE

News for our residents and customers

June/July 2017



GET READY FOR A “SUPER COOL” SCOTTSDALE SUMMER

Sure it's hot, but that doesn't mean summer isn't chill'n in Scottsdale. From day camps and drop-in games to reading programs and special events, there's plenty to do here when temperatures sizzle. Here's a sampler:

McCormick-Stillman Railroad Park's free concert series runs through July 2. Great bands and good times from 7:30 to 9 p.m. every Sunday through July 2. Enjoy train and carousel rides for \$2, children younger than 3 ride free with a paying adult. See the lineup of bands and get info at TheRailroadPark.com

The “Build a Better World” Summer Reading Program runs June 1 through Aug. 1. This free program encourages people of all ages to read, earn points and get rewards. Learn more at ScottsdaleLibrary.org/SummerReading.

Summer day camps run June 5 through July 28 for children in first through eighth grades. Activities include sports, fitness competitions, science experiments, craft projects, arts, special events, excursions and more at locations around the city. Learn more at ScottsdaleAZ.gov, search “summer programs and camps.”

Eldorado Park drop in games for adults runs Fridays from June 9 through Aug. 4. Why should kids have all the fun? Those 18 and older can drop in for scrabble, chess, cards and other fun activities from 9 a.m. to noon. Learn more about Eldorado Park and Community Center at ScottsdaleAZ.gov, search “Eldorado Park.”



TIME TO GET IN THE SWIM OF THINGS

Scottsdale has four terrific aquatic centers that feature pools, swim classes and awesome water features for the kids. Join us for fun, fitness and learning. Get a list of facilities, classes, prices and more at ScottsdaleAZ.gov, search “aquatics.”

You could be a swim mentor, assisting lifeguards in teaching swim lessons to children. Last year, 15 children died in Arizona drowning accidents. We can help prevent these tragedies by ensuring children have swimming skills and safety techniques. Those age 18 and over can serve as swim mentors. You don't need to be an expert swimmer. To volunteer or to learn more, contact Matt Osterhold at 480-312-0206 or email mosterhold@scottsdaleaz.gov.



NEW FIRE STATIONS TAKING SHAPE

The city is moving forward on building three new fire stations and refurbishing another, thanks to bond financing approved by Scottsdale voters in 2015.

“Stations have to be located in the right places so we can get to calls quickly, and they have to be modern and functional,” says Scottsdale Fire Chief Tom Shannon. “Stations are where our crews maintain their equipment, train, recover and prepare for the next call.”

Station 613 is a “temporary” modular facility near Pima and Jomax roads that has been used for more than 20 years. That facility will be replaced with the modern station pictured above. It will be southwest of the intersection of Jomax and Hayden roads and will be the first fire station bond project built. Design of the new \$5.1 million station is complete and construction is expected to begin this summer. Fire crews will move into the new facility during the summer of 2018.

Station 605, located at 75th Street and Shea Boulevard, was built in 1983. An \$800,000 renovation will bring the station up to standards, improve working and living conditions for fire fighters there, and reduce ongoing maintenance costs. The renovation is scheduled to begin this summer and should take about four months to complete.

Station 616 is a temporary modular facility serving Desert Mountain. It will be replaced with a new facility built south of Cave Creek Road near 110th Street. Construction on the \$3.7 million station is in the early stages of design and the city met with residents to review preliminary plans this spring. Construction will begin next summer and take about a year to complete.

Station 603, which serves the McCormick Ranch area, was built in 1971. A better location is needed so crews can respond to emergency calls more quickly. The new location on Indian Bend Road near Hayden has been selected and station design is underway. Construction on the \$6.75 million station is expected to begin at the end of 2018 and will take about a year to complete.

Each of these projects is funded by voter-approved general obligation bonds, which are repaid through the secondary property tax paid by Scottsdale property owners.

Learn more at ScottsdaleAZ.gov, search “construction.”



UNDERSTANDING WHO VISITS SCOTTSDALE IS MORE THAN A MILLION DOLLAR QUESTION

Who visits Scottsdale and why do they come here? That's more than a million dollar question. It's worth an estimated \$2.1 billion. That's the money spent by domestic visitors in Scottsdale every year, according to the latest statistics.

Those visitors to Scottsdale also generate more than \$37 million in sales tax revenue each year, money that stays in our community to repair roads, maintain libraries, train emergency responders and provide other services.

The infusion of visitor cash helps Scottsdale residents enjoy a quality of life that's annually rated among the nation's best.

Knowing who visits Scottsdale and why they come also transcends money. Having answers to those questions improves marketing, helps in planning future events and attractions and ensures we maintain a high standard of life for the next generation.

Scottsdale employs a number of tools to get at those answers and to better understand our visitors.

The city's tourism research program includes tracking hotel market trends, plus using surveys and interviews to understand visitor demographics, interests and motivations. Those tools are always being refined. There's an effort under way to expand research so that it more accurately captures the impact of Scottsdale's foreign visitors.

Here's a sampling of data about our domestic market:

- Approximately 8.6 million people visited Scottsdale in 2015
- California was their most popular state of origin, followed by Arizona, Illinois, Colorado and Florida
- The most popular activities enjoyed by overnight visitors were, in order: shopping; fine dining; swimming; visiting a landmark or historic site; and hiking/backpacking
- Their median length of stay is 3.9 nights
- Ninety-five percent of visitors rate Scottsdale as an excellent (49 percent) or good (46 percent) vacation destination
- Fifty-five percent say they will visit again next year

The Scottsdale Tourism and Events Department website maintains links to a number of reports that feature data on local lodging, visitors and demographics. Find that information at ScottsdaleAZ.gov, search "tourism."

SCOTTSDALE UPDATE is published six times per year by the city of Scottsdale. If you have questions or suggestions, please email communications@ScottsdaleAZ.gov.

General city information:

480-312-3111 or email questions@ScottsdaleAZ.gov

Back to School program needs your support



More than 6,000 low-income students will head back to school later this summer in Scottsdale. There are a number of ways you can help them be successful:

- Donate new clothing and school supplies. Shoes, socks, backpacks, notebooks and pens are just a few of the items that can make a difference.
- Contribute money through Scottsdale Community Partners (formerly Concerned Citizens for Community Health), a 501(c)3 non-profit organization that helps fund the Back-to-School program
- Volunteer before or during the "Covering the Bases" back-to-school event July 26 at Scottsdale Stadium.

To contribute or to learn more, visit ScottsdaleAZ.gov, search "back to school."



RUNNING ON EMPTY

An idling engine wastes up to a half gallon of fuel per hour and delivers ZERO miles per gallon. Idling with the air conditioner on increases fuel waste and tailpipe emissions. Learn about the Clean Cities effort: cleancities.energy.gov.

STAY RED, WHITE AND COOL FOR SCOTTSDALE 4TH OF JULY!

Enjoy a cool, family-friendly, patriotic 4th of July Celebration at WestWorld of Scottsdale Tuesday, July 4, inside the massive air-conditioned Tony Nelssen Equestrian Center. Enjoy food, all-star stunt dogs, bull riding and more! Then step outside for fireworks! Scottsdale residents can purchase \$6 tickets online. Find complete info and buy tickets at Scottsdale4th.com.

THINGS TO DO

For details, search terms in bold at ScottsdaleAZ.gov:

- Downtown Scottsdale **ArtWalk**, every Thursday
- **Green Building lecture** on materials reuse, June 1
- **Hot Import Nights** car show, June 3
- **Musical Instrument Museum** free library program, June 6
- Senior center **pancake breakfasts**, June 14 & 16



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