



Old Town Scottsdale Media Campaign  
Print, Digital, Out-of-Home, Television  
April through September

# Scottsdale Independent Paradise Valley Independent 2-Page Spread Delivered Monthly April – September Issues

April Issue: High-end Retail

## Old Town Scottsdale's April Calendar

**JAPAN FESTIVAL**  
Yo! Matsuri Discovery Japan Festival  
6-10 p.m. Friday, April 6  
Civic Center Mall | 3939 N. Drinkwater Blvd.

**PURPLETRIDE PHOENIX 2018 5K RUN/WALK**  
7:30-10:00 a.m. Saturday, April 7  
Civic Center Mall | 3939 N. Drinkwater Blvd.

**CYCLE THE ARTS**  
Downtown Family Friendly Ride  
8:30 a.m. - 12:30 p.m. Sunday, April 8  
Scottsdale's Museum of the West | 3830 N. Marshall Way

**INTERNATIONAL JAZZ DAY CELEBRATION\***  
4-9 p.m. Saturday, April 7  
Civic Center Mall | 3939 N. Drinkwater Blvd.

**SUNDAY A'FAIR**  
Noon - 4 p.m. Sunday, April 8  
Civic Center Mall | 3939 N. Drinkwater Blvd.

**SCOTTSDALE CULINARY FESTIVAL\***  
Noon - 9 p.m. Saturday, April 14  
and Noon - 6 p.m. Sunday, April 15  
Civic Center Mall | 3939 N. Drinkwater Blvd.

**NIGHT AT THE STADIUM**  
6-10 p.m. Friday, April 20  
Scottsdale Stadium | 7408 E. Osborn Road

**THE ORIGINAL TASTE 2018**  
7-10 p.m. Saturday, April 28  
along the Scottsdale Waterfront

**SCOTTSDALE ARTWALK\***  
Taste of Scottsdale. Eat, Drink, & Art  
6:30-9 p.m., April 5  
on Main Street and Marshall Way

**OLD TOWN FARMERS MARKET**  
8 a.m. - 1 p.m. every Saturday  
on the corner of First Street and Brown Ave.

\*This event program is supported by visitor taxes provided through the city's event funding programs.

## Old Town Cultural Events & Exhibitions:

**Western Spirit: Scottsdale's Museum of the West**  
**Western Edge: Humor and Playfulness in Contemporary**  
**Western Art (January 9, 2018 - June 3, 2018)**

Presented in partnership with the Scottsdale Gallery Association, this exhibition features a selection of emerging artists of the Greater Western region who are pushing the boundaries of contemporary art. Stephen Morath, *Sunset at the Arizona Line*, acrylic on canvas. Courtesy of Wilde Meyer Gallery. Scottsdale Center for the Performing Arts Scottsdale Museum of Contemporary Art.



Stephen Morath,  
*Sunset at the Arizona Line*, acrylic on canvas. Courtesy of Wilde Meyer Gallery.

## High-end fashion boutiques

are located in Old Town Scottsdale, from Stephanies to Leela's to Carmen all within a walking distance of 5th Avenue and Marshall Way and Steetson area.



### Stephanies

4142 N Marshall Way  
Scottsdale, AZ 85251  
602.508.0848

Women's clothing, shoes & accessories by independent designers showcased in a cool, loft-like space. Love the space you shop in with fabulous designs.



### Leela's

7126 E 5th Ave  
Scottsdale, AZ 85251

Fine unique gifts and hip clothing and accessories in this specialty boutique.



### Carmen

7126 E 5TH Avenue, A  
Scottsdale, AZ 85251  
480.940.1111  
shopcarmen.com

Carmen is a chic clothing boutique with an affinity for local Arizona artists. They offer affordable clothing, jewelry and accessories made by talented independent artisans.



WE SUGGEST AT LEAST ONE DAY OF SHOPPING.

**MORE IF YOU'RE AN EXPERT.**

In the olden days, everyone dressed so drab. Today, our town is colored with hundreds of designer, southwestern and Native American stores and boutiques. Clothes, shoes, accessories, furniture, art — come build everything from new outfits to new wardrobes to new rooms in your home, depending on your ambitions. Start at 4th Avenue & Marshall and shop from there.

OLDTOWNSCOTTSDALEAZ.COM  
at Sunset Shopping District, Linda Stricker

**Old Town**  
SCOTTSDALE

# Scottsdale Independent Paradise Valley Independent 2-Page Spread Delivered Monthly April – September Issues

### Old Town Scottsdale's May Calendar

**ARTWALK\***  
Every Thursday 7 - 9 p.m.  
Along Main Street and Marshall Way

**OLD TOWN FARMERS MARKET**  
Every Saturday 8 a.m. - 1 p.m.  
On the corner of First Street and Brown Ave.

**CINCO DE MARIO\***  
Saturday, May 5 11 a.m. - 6 p.m.  
Civic Center Mall

**RUGGED & REFINED**  
Saturday, May 5 8 a.m. - Noon  
Marshall Way between First Ave. and Main Street

**VIVA!**  
Saturday, May 5 7 p.m.  
Along the Scottsdale Waterfront

**WHEELS TO WELLNESS WALK**  
Sunday, May 6 9 a.m.  
Fifth Avenue and Goldwater Blvd.

**ARIZONA RESTAURANT WEEK**  
May 8 - 27  
Throughout the City of Scottsdale

**BACON AND BEER CLASSIC**  
Saturday, May 12 Noon - 4 p.m.  
Scottsdale Stadium

**BLOCKCHAIN FOR ART**  
Friday, May 4 and Friday, May 18 5 - 9 p.m.  
3616 N. Scottsdale Road

**MORE PLEASE**  
Friday, May 25 7 - 10 p.m.  
3616 N. Scottsdale Road

\*this event program is supported by visitor taxes provided through the city's event funding programs.

**SMoCA:  
Scottsdale Museum of Modern Art**  
A MUSEUM DEDICATED TO CONTEMPORARY ART,  
ARCHITECTURE AND DESIGN.  
7374 East Second Street  
Scottsdale, AZ 85251  
480.874.4666

**UNWIND @SMOCA**  
Sat, May 5, 3:30 a.m.

**ARTIST TALK: CLAUDIO DICOCHEA**  
Thu, May 10, 7:00 p.m.

**CURATOR TALK: ANDREA HANLEY**  
Thu, May 24, 7:00 p.m.

**HOURS:**  
Tuesday Noon - 5 p.m.  
Wednesday Noon - 5 p.m.  
Thursday Noon - 9 p.m.  
Friday Noon - 9 p.m.  
Saturday Noon - 9 p.m.  
Sunday Noon - 5 p.m.



### Rediscover Marshall Way

**Schmooze Workspace and Cafe**  
4222 N. Marshall Way | Scottsdale, AZ 85251 | schmooze-coffee-juice-bar-coworking-scottsdale.business.site

The Best Place in Town for Schmoozing. We have taken the co-working office space and coffee house to another level. We cater to professionals, entrepreneurs and businesses that want a private club-like setting for meetings, recruiting, coffee or schmoozing.



**The Paper Place**  
4130 N Marshall Way # C  
Scottsdale, AZ 85251  
thepaperplaceaz.com

Invitations for all of life's celebrations! Find hundreds of choices traditional and contemporary, for weddings, bar and bat mitzvahs, showers and all types of occasions from these top lines: B.T. Elements, Carlson Craft, Caspani, Checkerboard, Crane, Dauphine Press, Designers Fine Press, Elum, Embossed Graphics.

**Frank & Lupe's Old Mexico Restaurant**  
4121 N Marshall Way | Scottsdale, AZ 85251 | frankandlupe.com

BIENVENIDOS AMIGOS! For over 25 years we have been bringing you, our guests, the best Mexican food from our best family recipes. We are honored to serve you and continuously strive to bring you excellent and authentic New Mexican cuisine. Experience the best and authentic Mexican food in our Old Town Scottsdale Arizona or Socorro New Mexico restaurants. Enjoy from delicious appetizers, steaks, Mexican dishes, desserts and much more. We are a family and you are part of the Frank & Lupe's family. Mi casa es su casa at Frank on Lupe's!



**Blue Clover Distillery**  
7042 E Indian School Rd  
Scottsdale, AZ 85251  
bluecloverdistillery.com

Founded by Weston Holm, Duane and Scott Koch - longtime friends who work hard and love to entertain - Blue Clover creates premium small-batch spirits that embody the journey of generations that came before. The Holm family landed in America in the 1920s with grand dreams for the future and a passion for hard work. During this journey to the states, our Danish and Irish ancestors.



May Issue: Rediscover Marshall Way



WHAT TOURISTS LOVE ABOUT US,  
**LOCALS SHOULD TOO.**

Sometimes we forget about the world-renowned destination right in our backyard. Old Town isn't every town. What makes us unique are the countless surprising discoveries - local restaurants, patio bars, designer and Southwestern boutiques, art galleries and historic museums - found at every bend of our quaint streets. We still have the same old west charm, but we always feel new. Come down and experience the new for yourself.

**\*Old Town  
SCOTTSDALE**

OLDTOWNSCOTTSDALEAZ.COM  
© Schmooze Workspace and Cafe

# Scottsdale Independent Paradise Valley Independent 2-Page Spread Delivered Monthly April – September Issues

## Stay Cool with Specialty Sips in Old Town Scottsdale

As the weather heats up, Scottsdale's finest and most unique bar and restaurant offerings dial up their warm weather offerings to help keep guests cool and refreshed all summer long.



**Craft 64**  
6922 E. Main St.  
Scottsdale, AZ 85251  
480.946.0542  
craft64.com

Open in Scottsdale for three years and counting, Craft 64 takes their dedication to scratch-made food and locally sourced beverages to the next level. James Swann, Craft 64's co-owner, says "We source products and ingredients as locally and organically as we possibly can; make our own mozzarella, dough for our artisan wood-fired pizza and focaccia; and partner with local brewers and distilleries." Craft 64 features more than 30 local beers on tap, including eight of their own craft beers brewed at Sun Up Brewery in Phoenix. For summertime, Craft 64 offers four new specialty cocktails and brews. In conjunction with Scottsdale's own Blue Clover Distillery, Craft 64's brand new Clover Kicker mule features Blue Clover's vodka, pamplemousse liqueur and the best ginger beer available; and the Peacemaker includes Roger Clyne's Moonshine Tequila and passion fruit liqueur. Seasonal brews for summer include the Frolic, featuring mosaic hops infused with organic grapefruit; and the Master Big, an American wheat ale with cucumber and lemon.

## Hula's Modern Tiki

7213 E. First Ave. | Scottsdale,  
AZ 85251 | 480.970.4852  
hulamoderntiki.com

Open in Scottsdale since 2014, Hula's Modern Tiki offers guests an urban twist on the traditional tiki bars of the 1950s, serving up unique cocktail concoctions and authentic and exotic yet approachable Polynesian fare. Owner Dana Muli relates a visit to Hula's to a mini staycation, saying, "We like to keep our guests entertained in an atmosphere where they feel like they can get away from it all, even if it's just for a few hours. Hula's offers a temporary vacation from everyday life." For the summer time, Hula's Tropical Itch cocktail, featuring fresh passion fruit puree, Triple Sec, cranberry orange and pineapple juices, a combination of Gold, Dark and 151 Rum, plus Jim Beam, is a refreshing sip of escapism for locals and tourists alike.



## Old Town Gringos

4209 N. Craftsman Ct. | Scottsdale, AZ 85251  
480.423.3800 | oldtowngringos.com

Old Town Gringos features a two-level, open-air atmosphere with four bars, live swing seating, interactive games, live music, DJs spinning tunes into the wee hours of the morning, and full menu service until 2:00 a.m. nightly. With a wide array of tacos, mini sliders, salads and "headliners" such as specialty mac and cheese varieties, fajitas, skewers and burritos on the music- and pop-culture-themed menu, diners won't leave Old Town Gringos hungry. The libations menu offers specialty cocktails and mules with creative themed names such as the popular Iggy Pop mule, featuring fig-flavored Figenza vodka, lime juice and ginger beer. Guests can order their mule "Chris Farley style" – a 96-ounce pour of their preferred mule served in a massive copper mule mug (served to a minimum of four).



### IGGY POP MULE — OLD TOWN GRINGOS

**INGREDIENTS:**

- 1.5 oz. Figenza fig flavored vodka
- 5 oz. fresh squeezed lime juice
- Bundaberg Ginger Beer

**PREPARATION:**

1. In a shaker glass, add vodka, lime juice and shake
2. Strain into a classic Figenza Copper Mule Mug
3. Top with ginger beer

## Dierks Bentley Whiskey Row

4420 N. Saddlebag Tr., #105, | Scottsdale, AZ 85251  
480.945.4200 | dierkswhiskeyrow.com

Dierks Bentley's Whiskey Row opened in Scottsdale in July 2013 as the first ever pop-country nightclub of its kind, combining high-end nightlife amenities such as bottle service with the laid-back vibe of a country bar. With live entertainment every Thursday night, a from-scratch menu with highlights such as the Chicken and Waffles with honey jalapeno glaze and the top-selling Whiskey Burger, popular cocktails such as the Tequila Mockingbird, Spring Fling Redneck Cocktail and the Dierks Lemonade (the latter which is 25 percent off all summer long from May 25-September 3, 2018), there is always a reason to stop into Dierks Bentley Whiskey Row.



### DIERKS LEMONADE — DIERKS BENTLEY WHISKEY ROW

**INGREDIENTS:**

- 1.5 oz. Jack Daniels
- 75 oz. simple syrup
- Handful of fresh raspberries
- 75 oz. Lemon juice
- 1/2 lemonade
- 1/2 soda water

**PREPARATION:**

1. Put three raspberries in a mixing glass, then add 75 oz. simple syrup and 75 oz. lemon juice and muddle.
2. Add ice and 15 oz. of Jack Daniels into a mixing glass.



ONE THING'S CERTAIN.  
YOUR PALATE WON'T  
BE SHORT-CHANGED.

In the old days, a skillet full of bacon sizzling over a campfire was the day's culinary masterpiece. Today, Old Town's award-winning culinary scene is expansive, diverse and infuses unique cooking styles and cuisine from around the globe. Whatever you are in the mood for, we have it.

OLDTOWNSCOTTSDALEAZ.COM  
Culinary Dropout, Room 246, Waterfront

Old  
Town  
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# Phoenix Magazine April Doctor Issue

WALKABLE. SHOPPABLE. PALATABLE  
**OUR TOWN  
IS VERY ABLE.**

Find hundreds of designer shops, art galleries, restaurants, museums, bars and nightclubs all squeezed into one heck of an exciting experience. If you haven't been recently, we recommend you go.

[OLDTOWNSCOTTSDALEAZ.COM](http://OLDTOWNSCOTTSDALEAZ.COM)

**\*Old Town**  
SCOTTSDALE

**Where Magazine  
April – September Issues  
Resort/Hotel In Room**



COME UNWIND OR  
**COME DO THE  
EXACT OPPOSITE.**

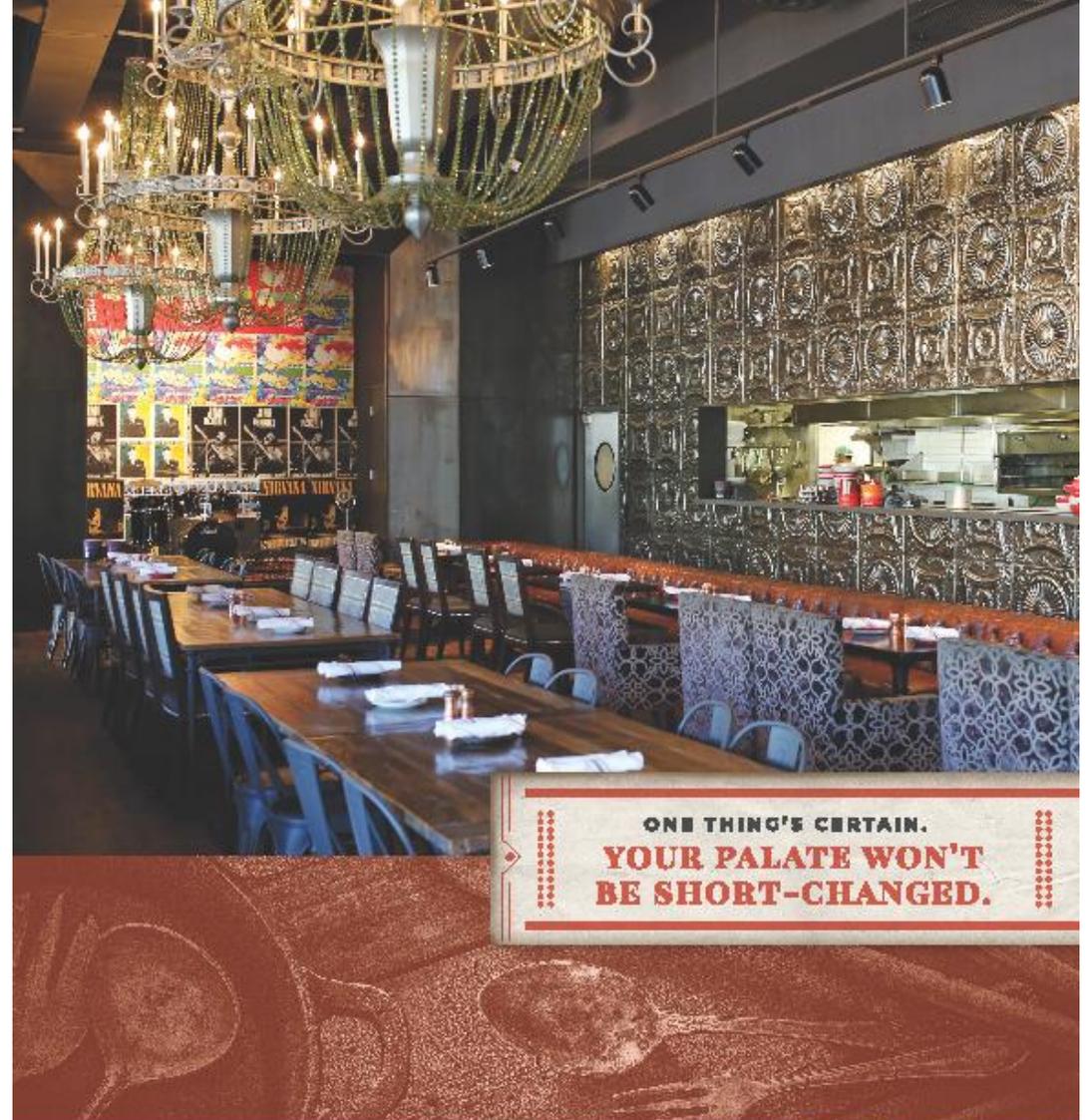
*Old Town Scottsdale* is chock-full of public art installations, museums, galleries, spas and restaurants. It is also chock-full of bars, nightclubs, shopping and year-round activities. Whatever you are in the mood for, we have it.

[OLDTOWNSCOTTSDALEAZ.COM](http://OLDTOWNSCOTTSDALEAZ.COM)

**Old  
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May Issue

# Where Magazine April – September Issues Resort/Hotel In Room



*In the old days*, a skillet full of bacon sizzling over a campfire was the day's culinary masterpiece. Today, Old Town's award-winning culinary scene is expansive, diverse and infuses unique cooking styles and cuisine from around the globe. Whatever you are in the mood for, we have it.

[OLDTOWNSCOTTSDALEAZ.COM](http://OLDTOWNSCOTTSDALEAZ.COM)

Culinary Dropout, Scottsdale Winefront

**Old  
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June/July/August Issue

# Modern Luxury Magazine April – May Issues



GET LOST IN A PIECE OF ART.  
**THEN GET LOST  
IN ANOTHER.**

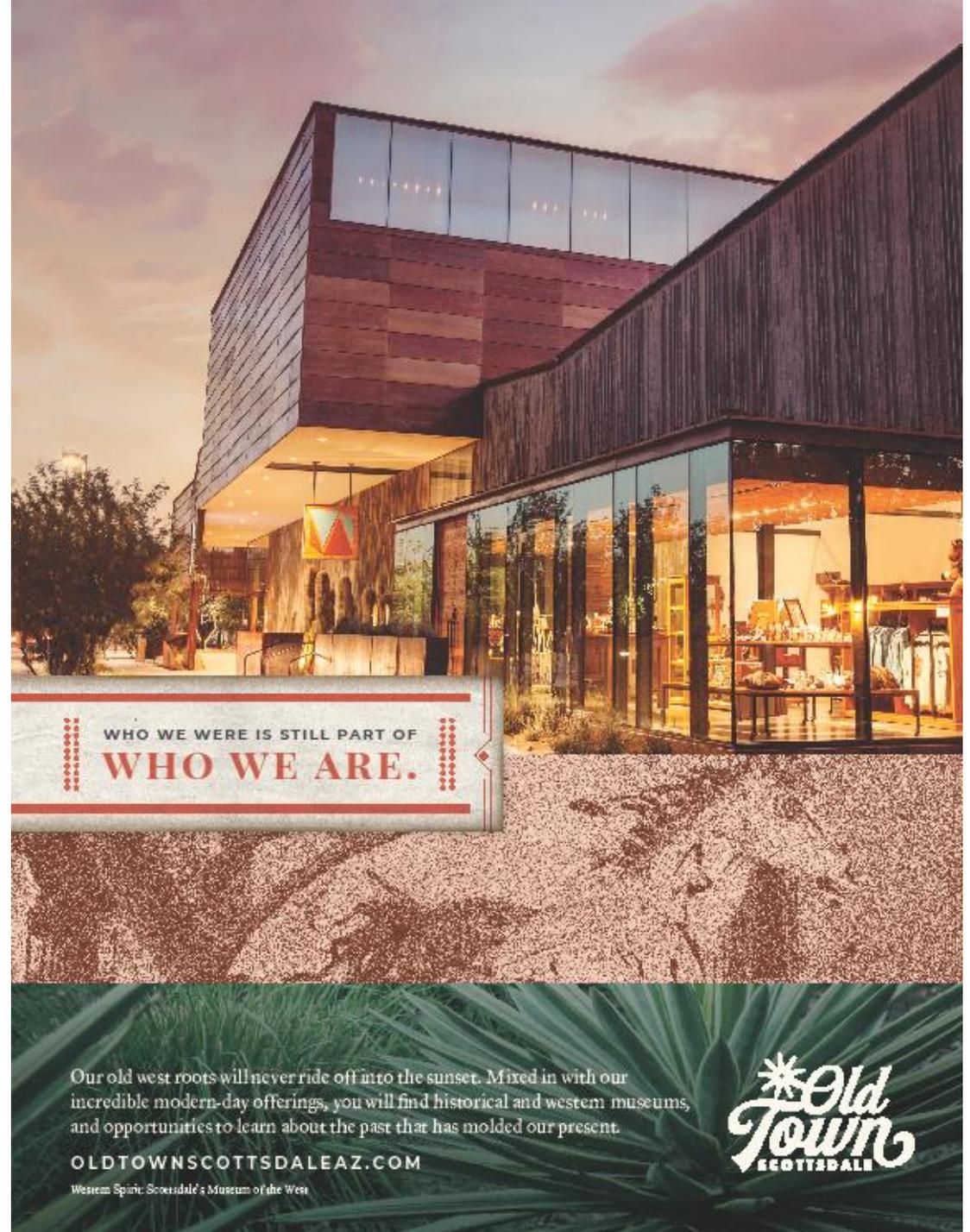
*Old Town* is an art lover's paradise. Just the sheer volume of art galleries is inspiring, let alone the diversity of mediums and quality of work. Find all styles of unique creations from our world-famous artists at weekly Thursday night ArtWalks — great for collectors or the casual art appreciator.

[OLDTOWNSCOTTSDALEAZ.COM](http://OLDTOWNSCOTTSDALEAZ.COM)

Thursday ArtWalk at Calvin Charles Gallery

**Old  
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**AZ Historic Preservation Conference**  
**June 6-8**  
**Old Town Scottsdale, Hotel Valley Ho**



**Clear Channel Outdoor  
3 Static Billboards  
7 Digital Billboards  
Throughout Metro Phoenix  
Month of May**

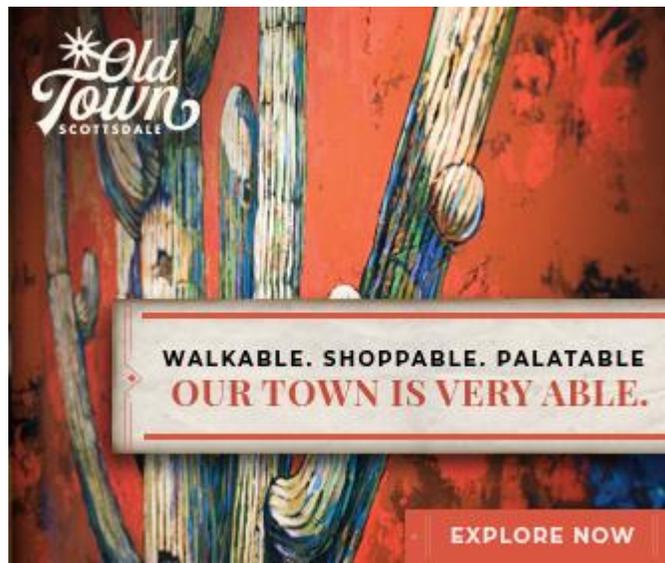


Live area: 14' x 48' Finished area: 15' x 49'



Live area: 14' x 48' Finished area: 15' x 49'

Google Paid Search  
Google Display Banners  
Google Pre-Roll Video  
Mid April - September



Google Paid Search  
Google Organic Search  
Google Display Banners  
Google Pre-Roll Video  
Mid April - September



# Facebook Static Mid April - September

 **Old Town Scottsdale AZ**  
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Come unwind or come do the exact opposite. Truth is, if you are looking for something to do, you will most likely find it here.  
[#OldTownScottsdaleAZ](#)



**Canal Convergence, Soleri Plaza** [Learn More](#)

**Culinary Dropout**

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Who we were is still part of who we are. [#OldTownScottsdaleAZ](#)



**Home - Old Town Scottsdale**  
Our historic museums provide a first-hand glimpse and appreciation for our old west heritage, but we still have the same old west charm. And we always feel new.

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Who we were is still part of who we are. [#OldTownScottsdaleAZ](#)



**Welcome to Old Town Scottsdale**  
We still have the same old west charm, but we always feel new. Come down and experience the new for yourself.

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Our pools accommodate any sized staycation. [#OldTownScottsdaleAZ](#)



**Welcome to Old Town Scottsdale**  
Gone are the days of soaking in tin wash basins filled with fire-warmed well water. Thanks to our world-famous resorts, Old Town sets the bar relaxingly high for staycations.

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**Cox Cable**  
**:30 Spot**  
**Mid April - September**

[https://www.facebook.com/oldtownscottsdaleaz/videos/10155426801747196/?comment\\_id=10155431616967196&notif\\_id=1524678258800725&notif\\_t=video\\_comment&ref=notif](https://www.facebook.com/oldtownscottsdaleaz/videos/10155426801747196/?comment_id=10155431616967196&notif_id=1524678258800725&notif_t=video_comment&ref=notif)

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