

Exceptional Experience, Outstanding Livability, Community Prosperity, and Distinctive Character

Our future begins today. Building upon decades of planning and thousands of hours of community involvement, Scottsdale’s General Plan 2035 was approved in November to guide the physical development of Scottsdale and acts as a blueprint to enhance our community aspirations over the next 20 years.

This annual report provides an overview of Scottsdale’s goals, initiatives, and measures. It is organized around the seven strategic goals uses to achieve its mission. These goals are from the voter approved general plan.

If you have comments or suggestions on how we can improve this document, please contact the City Manager’s Office: 480-312-2800 | citymanager@ScottsdaleAZ.



Respect Character and Culture

Scottsdale protects and enhances the community’s unique features



Learn more at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search “general plan”



Scottsdale Stadium

Highlighted Accomplishments

- The inaugural Pac-12 Baseball Tournament was hosted at Scottsdale Stadium and televised nationally, the first of a three-year contract to hold the tournament here.
- “Meet Santa at the Market” – a new event developed in partnership with the Old Town Scottsdale Farmers Market – attracted more than 500 guests, one of 14 new events that bolstered the city’s monthlong Scottsdazzle holiday celebration.
- In November, Scottsdale voters approved the city’s new general plan, which is a policy document setting forth our long-term objectives, principles and expectations for future growth and government.

Looking Forward

- The city will present Scottsdale Super Season, promoting many events and activities to enjoy in the city during the week of Super Bowl LVII.

WestWorld’s Top Events



300,000
Scottsdale
Arabian Horse
Show



281,000
Barrett-Jackson
Collector Car
Auction



49,000
Arizona Bike
Week



13,000
Maricopa
County
Home Show



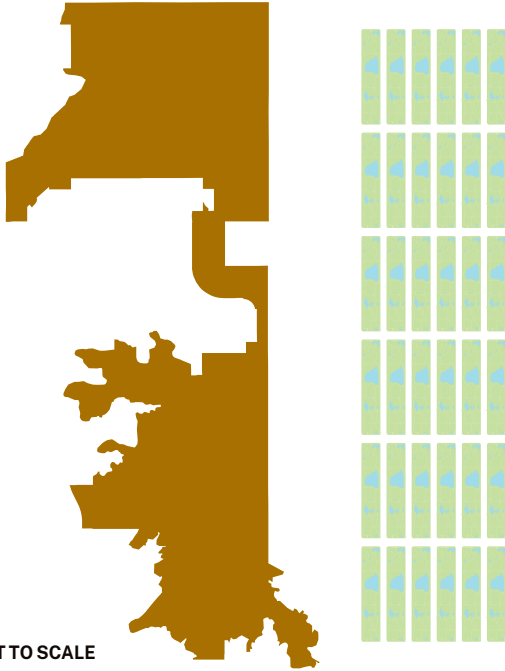
9,700
Goodguys
Car Show



Conserve and Preserve the Environment

Scottsdale leads in the stewardship of the Sonoran Desert environment

The **48 square miles** of Scottsdale's McDowell Sonoran Preserve is the equivalent to **36 of New York City's Central Park**



Highlighted Accomplishments

- Scottsdale worked with the Arizona State Parks Site Steward Program to monitor the cultural sites within the McDowell Sonoran Preserve and trained 15 new volunteers to act as site stewards.
- Construction was completed on a new pollination garden at Pima Park, where some new winged neighbors – butterflies, bees, and birds – are enjoying the new plants.

Looking Forward

- The city will conduct water resource exercises to improve operational resiliency in water-related emergencies.
- The city's first Sustainability Plan will be completed and presented for adoption after intensive collaboration with the Scottsdale community and in partnership with the Scottsdale Environmental Advisory Commission and Arizona State University.



Learn more at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search "preserve"



Collaborate and Engage

Scottsdale fosters transparent, responsive, and collaborative community involvement

Highlighted Accomplishments

- More than 500,000 residents and visitors were engaged and informed by content shared on the city's Twitter, Facebook, Instagram and Nextdoor accounts.
- As part of City Council direction to update the Old Town Scottsdale Character Area Plan and related ordinances, planning staff hosted six open house meetings along with several presentations to City Council and boards and commissions so that the community could learn about and provide feedback on the proposed updates, which are scheduled for Council consideration by the end of 2022.

Looking Forward

- Based on the most recent Community Survey results, qualitative research is being conducted to inform the city of how to better engage younger Scottsdale residents and communities of color.



Reporting issues is EZ **SCOTTSDALE EZ**

Residents made **41,017 requests** using ScottsdaleEZ last year. The number one request? Residential container repair. Have a broken recycling container or other issues? Report it at [ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search "EZ"



Foster Well-Being

Scottsdale promotes a culture of physical and mental health, safety, and well-being

Highlighted Accomplishments

- The Victim Services and Community Services departments launched a pilot program that helped victims overcome transportation barriers associated with accessing legal services.
- 402 families with young children were served and a combined 165 parenting classes were held both virtually and at the Family Resource Center.

Looking Forward

- A new indoor play facility is being designed for the McCormick-Stillman Railroad Park, making publicly accessible play opportunities available to Scottsdale youth year-round.



Connect the Community

Scottsdale connects all community members through safe and efficient mobility options

Highlighted Accomplishments

- After an extensive public outreach process, the City Council approved the 2022 Transportation Action Plan, a 10-year infrastructure roadmap focused on flexible transportation planning, implementing new technology and investing in existing infrastructure. TAP 2022 replaces the 2016 Transportation Master Plan.
- Two Pedestrian Hybrid Beacons – also known as HAWK signals – were installed. These signal-controlled crosswalks make crossing busy streets easier and safer for pedestrians.

Looking Forward

- Development will continue on a web-based performance measure tracking system for the Transportation Action Plan.



5:36 minutes average police response time.



5:21 minutes average Fire response time.



Fire Department public education and outreach connected with **32,704 people**.



Scottsdale libraries welcomed more than **450,000 visitors**.



10 volunteers with Vista del Camino & Paiute Neighborhood Centers



13,331 food boxes provided at senior and community centers.



The McDowell Sonoran Mountain Preserve had **893,000 visits**.



Pedestrian Hybrid Beacon



Advance Innovation and Prosperity

Scottsdale embraces a diverse and innovative economy

Highlighted Accomplishments

- Economic Development launched the Choose Scottsdale HUUB, a new city resource for small businesses, offering free access to technical assistance from consulting professionals, training webinars, workshops, grant opportunities and a two-year membership to the Arizona Small Business Association.
- The city's efforts to retain Axon Enterprises were recognized when the Economic Development department was awarded the Golden Prospector Award from the Arizona Association of Economic Development.

Looking Forward

- A new innovation fund in the city budget will function as a catalyst for projects that will benefit the Scottsdale community, support organizational goals, and deliver on council-driven initiatives.



Revitalize Responsibly

Scottsdale vigorously evaluates the short and long-term impacts of development and redevelopment decisions

Highlighted Accomplishments

- The Scottsdale Planning and Development Department released a **six-minute video** highlighting the planning, revitalization, and economic growth of the city. This video is part of a series that will be released periodically and will focus on the reinvestment occurring in Scottsdale by showcasing what project areas looked like before and after their completion.

Looking Forward

- Following last year’s voter approval of General Plan 2035, the Zoning Ordinance and Character Area Plans will be reviewed to best match Scottsdale’s vision for its future.

The typical Scottsdale household pays less for monthly water, wastewater, trash and recycling service than the average rates for other Valley cities.

\$72	Chandler
\$98	Scottsdale
\$99	Average
\$135	Mesa

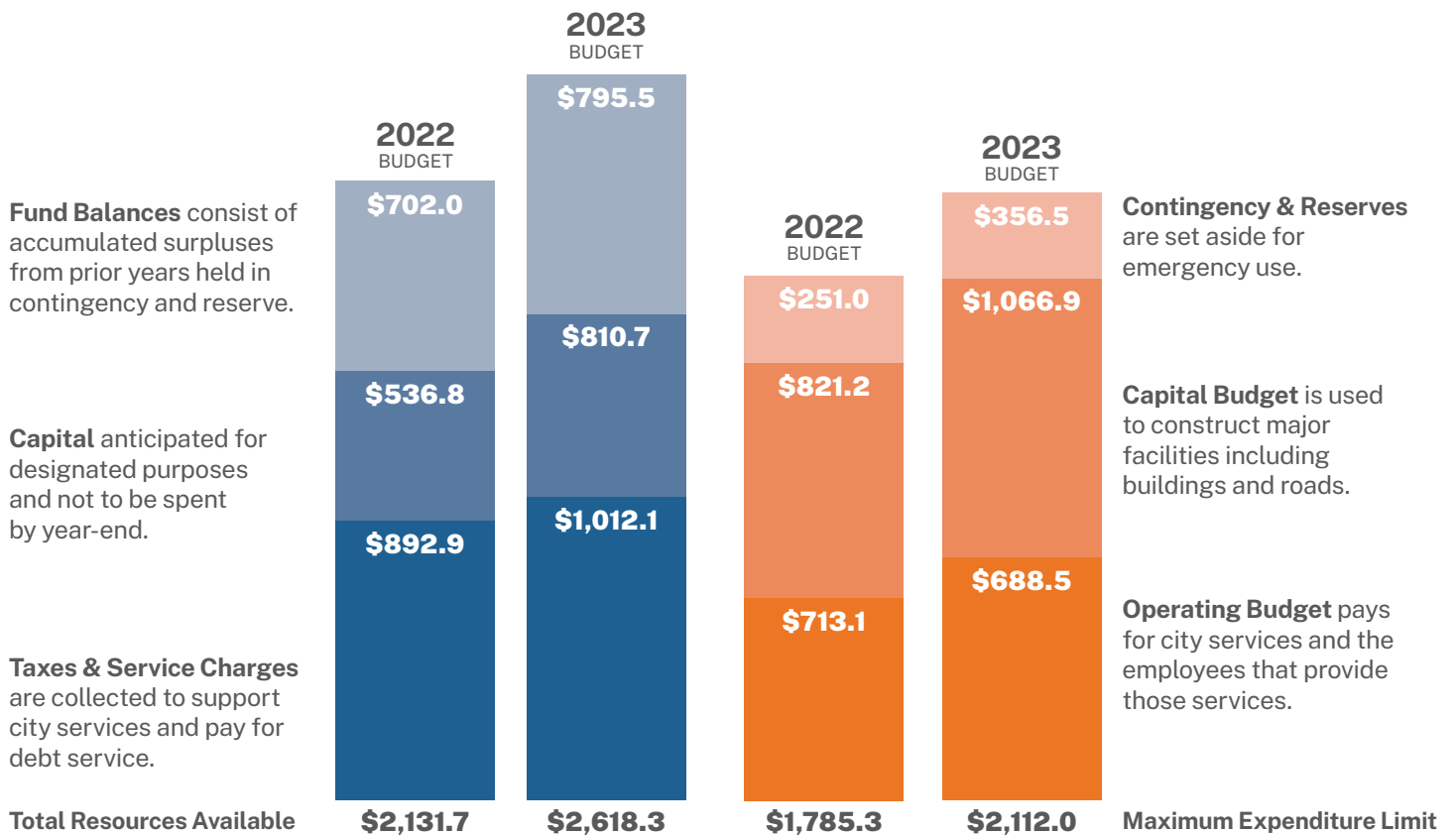
Actual bills may vary based on actual usage and size of property.
Source: City of Tempe 2022

Resources and Expenses

Scottsdale is required by law to adopt a budget each year and cannot spend more than the total budgeted amount. This includes all city funds for the fiscal year ending June 30. These numbers were adopted by the City Council in June 2023. The city’s financial statements are audited annually by an independent auditor. The most recent audit for 2022 received a clean opinion.

Resources (in millions of dollars)

Expenses (in millions of dollars)



[Learn more at ScottsdaleAZ.gov](https://www.scottsdaleaz.gov), search “finance”

Some numbers may not add correctly due to rounding.