

Scottsdale Spotlight

Welcome to the latest SCOTT newsletter. Please share this with your friends and colleagues and encourage them to subscribe to future editions: <https://goo.gl/bxa2hW>

Let's connect

SCOTT would like to connect with you. Our aim is to build collaborations and share ideas with everyone in Scottsdale. Do you need a speaker for your board, club, business or group of any kind in the city? Then let's hook up. We'll offer an interactive, educational program that helps us all get better connected to our city and its future. Just email director Don Henninger at donh@scottsdale.com and he will follow up.

The SCOTT perspective



Don Henninger
Executive Director

A few days ago, a group of leaders talked about the exciting potential of its downtown.

They marveled at how there were a number of projects coming on line that could transform their city into an innovation district and position it for success and prosperity for years to come.

It wasn't Scottsdale. It was Mesa, and that sure caught my eye.

The convergence of Benedictine University, the Mesa Arts Center and the extension of light rail were the ingredients in their mix. In addition, Arizona State University caught wind of all this and is talking about establishing a presence there, too. Developers now are looking at projects to add residents.

Sorry, but the words "innovation" and "downtown Mesa" rarely showed up in the same sentence. Until now.

That model essentially worked to revive downtown Phoenix. And that resurgence is still strong. There are a dozen or so major high-rise developments that will soon bring changes to its skyline and more momentum from a downtown that has finally found its magic.

Gilbert and Chandler continue to make substantial progress energizing their downtowns. And you can see the ongoing expansion that keeps Tempe on the move.

Which brings me to Scottsdale. What is our downtown doing to stay fresh, progressive and relevant? There has not been a lot of public discussion yet outside of the core stakeholders in our downtown about possibilities. But there soon will be. There are a couple projects about to enter the public spotlight that will put Old Town Scottsdale on the move in a similar way.

As they come on line in the weeks ahead, we hope residents from across the city will be open to the possibilities of what they can do. Some are saying our downtown is coming to a fork in the road and now is the time to seize the moment and bring these ideas to reality.

We are hosting a forum March 1 in partnership with the Scottsdale Independent to discuss some of these opportunities. Old Town Scottsdale, in our eyes, remains the best city in the Valley. But it will need to continue to evolve if it is to stay financially healthy and ultimately competitive with all the cities around us.

In Tribute to Fred Unger

Scottsdale lost one of its strongest visionaries with the death of Fred Unger on Jan. 20. Fred left a lasting impact and will be missed by so many, including all of us at SCOTT, where Fred was a board member and guiding influence. Fred had been working for a long

Scottsdale. In the weeks ahead, details of what he envisioned will become visible to all. The project, under the direction of his son, Carter, will be moving forward. At SCOTT, we think it is a remarkable opportunity for the city, and we'll be reviewing that soon. For now, we are holding Fred and his family close to our hearts.

--Don Henninger

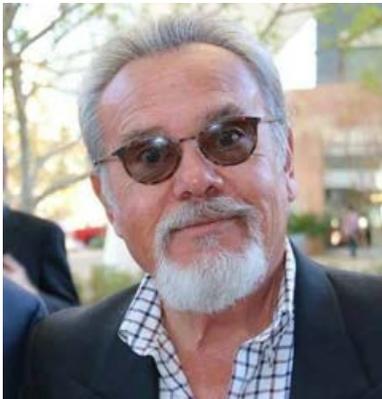
Events

"The changing face of downtown Scottsdale"

Presented by the Scottsdale Independent and SCOTT

7:30-9:30a.m., Thursday, March 1, Scottsdale Community College

Email: scottsdalenews@newszap.com limited special rates-RSVP by Friday, February 9



Denny Brown responds

Name a Scottsdale resident you admire and why.

Sasha Weller with the Scottsdale Fire Department. As I heard in a meeting one day: "Everyone likes a firefighter". But what makes Sasha special, he has concerns for our community beyond the normal job description. Sasha has worked tirelessly to help our folks with food insecurity. Sasha developed the 12 Months of Caring program which addresses the fact that people go hungry 12 months out of

the year, not just at the holidays.

What does Scottsdale do right?

I agree, tourism. There was a period of time where Scottsdale lost its warm and fuzzy. Events were given over to business and lost warmth. Those days are gone. The Parada is back, Scottsdazzle brought families to our downtown. And our independently owned restaurants and bars continue to raise the bar.

Where does Scottsdale need improvement?

We need affordable housing. Seniors who have lived in Scottsdale a long time need affordable downsized living space that takes care of folks on limited retirement income. Affordable housing also benefits young families who want to start their lives in Scottsdale. Our schools need families along with businesses that depend on a youth market.

email to donh@scottsdale.com. We'll share the responses in the weeks to come.

News to Know

Destination downtown? Go to Old



Town Scottsdale

Scottsdale's vibrant downtown, complete with its western charm, the arts, parks, shopping, restaurants and more, will be marketed as Old Town Scottsdale, the name preferred and used by the majority of tourists and residents.

Check it out! <http://bit.ly/2nmOukM>

Take Action

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