



Feb. 1, 2018

HEADLINES

City introduces new Old Town Scottsdale logo and campaign. While the city for years has referred to the area as Downtown Scottsdale, with "Old Town" at its historic core, a clear majority of local consumers and business owners refer to the entire downtown area as Old Town Scottsdale. The [new brand and marketing campaign](#) will build on that.

Get wild for Western Week in February. For the second consecutive year, the city is hosting a variety of events that combine traditions of the city's Old West roots with modern day Western-style family fun. Western Week runs Feb. 5-11 and includes the 65th Annual Scottsdale Parada del Sol Parade and Trail's End Festival Feb. 10. [Get a complete list of activities.](#)

Some vegetation beneath power lines in the McDowell Sonoran Preserve is being cut back. [The work is taking place](#) to maintain public safety, protect infrastructure and reduce wildfire hazard. The project corridor runs northeast from Scottsdale Road just north of Happy Valley Road and is expected to be complete by early March.

Caution: native wildlife active now. Bobcats, coyotes, javelina, raccoons and skunks can sometimes be seen in neighborhoods this time of year. Help to discourage urban wildlife from living in your area by removing essentials of wildlife habitat such as water, food and shelter.

VIDEO OF THE WEEK

Here's a teaser of what you can expect at this year's [Parada del Sol](#), Saturday, Feb. 10.

EVENTS

Waste Management Phoenix Open continues through Sunday. Find out why this tournament boasts the largest galleries in golf and has earned the nickname "The Greatest Show on Grass." The [Phoenix Open](#) runs through Feb. 4, at the [Tournament Players Club of Scottsdale](#), 17020 N. Hayden Road. [Get traffic restriction information.](#)

Something for everyone Saturdays in Old Town Scottsdale. Listen to [Arizona's](#)

[Singing Cowboy](#) serenade the crowd in Historic Old Town. His performance ends at the [Rusty Spur Saloon](#); catch a free carriage ride from the [Old Town Livery](#), 3802 N. Brown Ave.; watch Hollywood Stuntman Hall of Famer Johnny Hot Shot in "western" action near the intersection of Brown Avenue and Main Street; and experience blacksmithing demonstrations at [Cavalliere's](#) Blacksmith Shop on the corner of Brown Avenue and Second Street. You can also enjoy musical performances throughout the [Arts](#) and [5th Avenue](#) areas. The fun takes place from 1 to 4 p.m. each Saturday.

Browse the [city calendar](#) for more events.

FOR YOUR INFORMATION

Do you know a person or place that embodies the Spirit of Scottsdale? Scottsdale's Neighborhood Advisory Commission wants to recognize the people and places that personify the "Spirit of Scottsdale." How someone or a place contributes to Scottsdale physically, aesthetically or socially are all reasons to nominate. Nominations are open through April 15. [Get more information and nominate today!](#)

Residents invited to share comments regarding flight path changes. The Federal Aviation Administration and the city of Phoenix have entered into a settlement regarding changes to the flight paths out of Sky Harbor Airport. Residents are invited to three [public workshops](#) to voice their concerns and can also [comment online](#).

Lifeguard classes start Tuesday. Are you at least 15 years old and looking for a great summer job? [Become a lifeguard](#) with the city of Scottsdale. Certification classes run through spring. Once you're certified, you can apply to work for the city.

PROGRAMS & SERVICES

February is American Heart Month. Schedule a free hands-only [CPR class](#) for your group, company or organization through the Scottsdale Fire Department.

AARP offers free tax preparation to those who qualify at senior centers, starting Monday. The program is available Feb. 5 through April 17 at the Scottsdale senior centers. Schedule an appointment by calling the Via Linda Senior Center at 480-312-5810 or the Granite Reef Senior Center at 480-312-1700.

Residents can register for emergency response training. Community Emergency Response Teams are volunteers who participate in a [six-week course](#) where they learn practical skills needed to safely assist others in the event of an emergency or disaster.

Sign up for fun activities for tots, artists and athletes. Spots are still open for Scottsdale Parks and Recreation classes. We offer a variety of classes in a range of areas - art, fitness, language - you name it. [Browse the schedule](#).

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