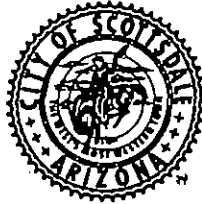


SCOTTSDALE CITY COUNCIL
WORK STUDY SESSION MINUTES
TUESDAY, SEPTEMBER 21, 2021



CITY HALL KIVA
3939 N. DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251

CALL TO ORDER

Mayor David D. Ortega called to order a Work Study Session of the Scottsdale City Council at 5:32 P.M. on Tuesday, September 21, 2021.

ROLL CALL

Present: Mayor David D. Ortega; Vice Mayor Betty Janik; and Councilmembers Tammy Caputi, Tom Durham, Kathy Littlefield, Linda Milhaven, and Solange Whitehead

Also Present: City Manager Jim Thompson, Acting City Attorney Joe Padilla, City Treasurer Sonia Andrews, City Auditor Sharron Walker, and City Clerk Ben Lane

PUBLIC COMMENT – None

1. Housing Affordability Working Group

Request: Presentation, discussion, and possible direction to staff regarding the formation of a Housing Affordability Working Group.

Presenter(s): Shane Stone, Management Associate to the City Manager

Staff Contact(s): Jim Thompson, City Manager, 480-312-2800, jthompson@scottsdaleaz.gov

Community Assistance Manager Irma Hollamby gave a PowerPoint presentation (attached) on the formation of a Housing Affordability Working Group.

Councilmembers requested staff research the following topics and provide follow-up information to the Council:

- Identification on the number of apartments versus condominiums in various zip codes and if we have a higher percentage of second homeowners that are filling these multi-family housing units, whether they are apartments or condominiums.
- Impacts of short-term rentals, and long-term rental incentives, on housing to reduce rent pressures.

NOTE: MINUTES OF CITY COUNCIL MEETINGS AND WORK STUDY SESSIONS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE CITY COUNCIL AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE CITY COUNCIL MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

- Determine other municipalities that have implemented similar programs that we can use for modelling and best practices purposes.
- Identification of multi-housing locations to serve the workforce where they can go to work, attend school, and shop conveniently in non-congested areas.
- Information on the percent of salary spent on housing.
- Explore build-to-rent residential housing options using federal grant funds.
- Provide data to assist the Council in focusing on the issues and identifying solutions.
- Examine current housing supply and demand.
- Identify broader market forces that make residential housing expensive to assist the Council in providing an adequate supply of affordable housing for all income levels.
- Look at legal implications of local government-subsidized housing.
- Apply housing continuum terminology and guidelines to salaries to determine how many people can qualify for various categories.
- Look at the legal implications of local governments mandating developers offer discounted rental rates to those living and working in that municipality.
- Research how the eviction process is impacting affordable housing.
- Explore building co-op apartments with government funding.
- Ensure sufficient infrastructure is in place for new housing.
- Work with regional partners to identify and provide solutions for affordable housing.

2. Old Town Character Infrastructure and Naming Discussion

Request: Review and discuss:

1. The water, wastewater, and transportation infrastructure, sustainability, tourism, and economic development aspects of Old Town Scottsdale.
2. The naming of Downtown or Old Town as a means to provide consistency with the Tourism marketing/branding efforts for this area of the community.

Presenter(s): Randy Grant, Planning, Economic Development, and Tourism Executive Director

Staff Contact(s): Randy Grant, Planning, Economic Development, and Tourism Executive Director, 480-312-2664, rgrant@scottsdaleaz.gov, Brian Biesemeyer, Water Resources Executive Director, 480-312-5683, bbiesemeyer@scottsdaleaz.gov, and Karen Churchard, Tourism and Events Director, 480-312-2890, kchurchard@scottsdaleaz.gov

Planning, Economic Development, and Tourism Executive Director Randy Grant gave a PowerPoint presentation (attached) on the Old Town Character area infrastructure.

Tourism and Events Director Karen Churchard gave a PowerPoint presentation (attached) on marketing/branding efforts and possible names.

Councilmembers made the following recommendations:

- Provide further information on questions related to benefits and costs of development, infrastructure needs in the Downtown area, and identification of the improvements paid for by developers.
- Analyze impact fees to determine if the City is being reimbursed sufficiently, implement consistent structure for the fees, and be flexible in adjusting the fee schedule.
- Continue to use the Downtown 2.0 plan as a guiding document.
- Preserve the existing charm of Old Town, promote tourism, and protect merchants and galleries.

There was Council consensus to retain the name "Old Town".

ADJOURNMENT

MOTION AND VOTE – ADJOURNMENT

Vice Mayor Janik made a motion to adjourn. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Janik; and Councilmembers Caputi, Durham, Littlefield, Milhaven, and Whitehead voting in the affirmative.

The Work Study Session adjourned at 7:43 P.M.

SUBMITTED BY:



Ben Lane, City Clerk

Officially approved by the City Council on October 19, 2021

CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Work Study Session of the City Council of Scottsdale, Arizona, held on the 21st day of September 2021.

I further certify that the meeting was duly called and held, and that a quorum was present.

DATED this 19th day of October 2021.



Ben Lane, City Clerk

Housing Affordability Working Group

City Council Work-Study Session
September 21, 2021

Housing Continuum Terminology



Benefits of Housing Affordability

- Gives community members the option to live and work here
- Improves economic opportunity at all income levels
- Positive health outcomes
- Increases the spending power of individuals and the community
- Supports diverse economic growth

Challenges of Affordable Housing Shortages

- Can displace community members
- Loss of current and potential workers
- Lowers community spending power
- Hinders economic growth

Challenges to Housing Affordability

- High land costs/property values and rising cost of capital and construction
- Historically, Scottsdale has expected a high build quality and a high level of amenities, both of which increase housing costs
 - Open space requirements, low density development, building setbacks, higher parking ratios, quality of building materials
- Neighborhood expectation that nearby development will be of equal or increased value
- Wages not keeping up with increased housing costs



Policies Relating to Affordability

- General Plan (2001) and adopted General Plan (2021)
- Character Area Plans
 - Greater Airpark (2010)
 - Old Town (2018)
 - Southern Scottsdale (2010)
- Strategy: Creation/Preservation of High Quality, Safe + Affordable Housing (1999)
- Zoning Ordinances
- Consolidated Community Development Action Plan (2020)

Programs to Address Affordability

- Federal Funding Allocations
 - HUD Housing Choice Voucher (HCV) Program
 - Family Self-Sufficiency Program
 - HUD Community Development Block Grant (CDBG) Program
 - Green Housing Rehabilitation Program
 - Roof Repair Program
 - Emergency Repair Program
 - HUD HOME Investments Partnership (HOME) Program

Steps Being Taken

- Creation of a comprehensive landlord strategy to maximize landlord participation in affordable housing efforts
- Update to development forecasts
- Completion of a housing inventory and affordability analysis

The Path Forward

- Analysis and projections to provide comprehensive understanding of the situation
- Staff preparation to facilitate an impactful Housing Affordability Working Group
- Work by the direction of the City Council

Old Town Infrastructure & Naming Discussion

Randy Grant, Planning and Economic Development Executive Director
City Council Work Study Session– September 21, 2021

Background

On 8/24, City Council Initiated:

- A. An update the 2018 Old Town Scottsdale Character Area Plan; and
- B. A text amendment to update the Downtown (D), Downtown Overlay (DO), and Planned Block Development (PBD) zoning districts – and other affected sections, as applicable; and
- C. An amendment to the Downtown Infill Incentive District; and
- D. An update to the Old Town Scottsdale Urban Design & Architectural Guidelines



Update Considerations

- Old Town Scottsdale Vision and Values;
- Quality new development and redevelopment;
- Development Type designations, locations, and transitions;
- Use of development flexibility in the Zoning Ordinance and Guidelines;
- Use of downtown land use, district, and development type designations – can be confusing;
- Providing more interconnected, public open space;
- Provide more/stronger development requirements Zoning Ordinance and Guidelines;
- Maintaining, adding, restricting, reducing, or removing Zoning Ordinance base and/or bonus development standards; and
- Consider Zoning Ordinance bonus provisions, if maintained, to provide greater and better-defined public benefits, and re-examine bonus payment calculations

Tonight's Discussion

- Review how water, wastewater, transportation and utility infrastructure are planned, constructed and maintained.
- The naming of Downtown or Old Town as a means to provide consistency with the Tourism marketing/branding efforts for this area of the community.

Old Town Questions:

Transportation Infrastructure

- Can streets accommodate both existing and future development?
- Will multi-modal opportunities help alleviate traffic?

Water/Waste-Water Infrastructure

- Will the City's water reserves be able to handle Old Town growth and development?
- Is the infrastructure in downtown (water and wastewater) breaking down due to age/use?
- How does new development pay for infrastructure improvements?

Sustainability

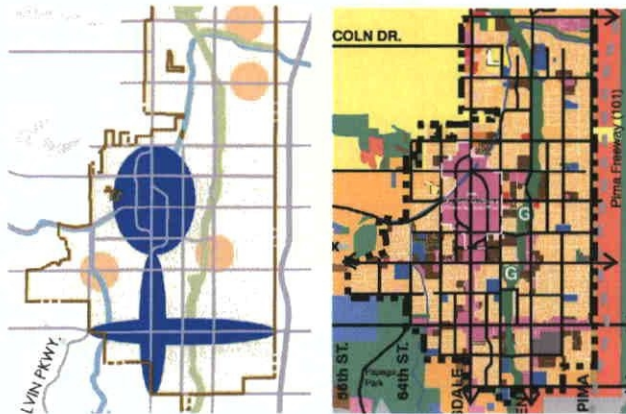
- What can the City do to promote the overall sustainability of Old Town?
- How can the City mitigate the "heat island effect" in Old Town?

Tourism & Economic Development

- Will new residential development (sometimes replacing commercial land uses) have negative or positive effects on both Tourism and Economic Development?

Land Use & Infrastructure

- **Old Town Growth Area** – targeted growth & planned infrastructure
- **Mixed-Use Neighborhoods** – concentration of a variety of uses
- **Development Review** – analyzes impacts and coordinates infrastructure improvements



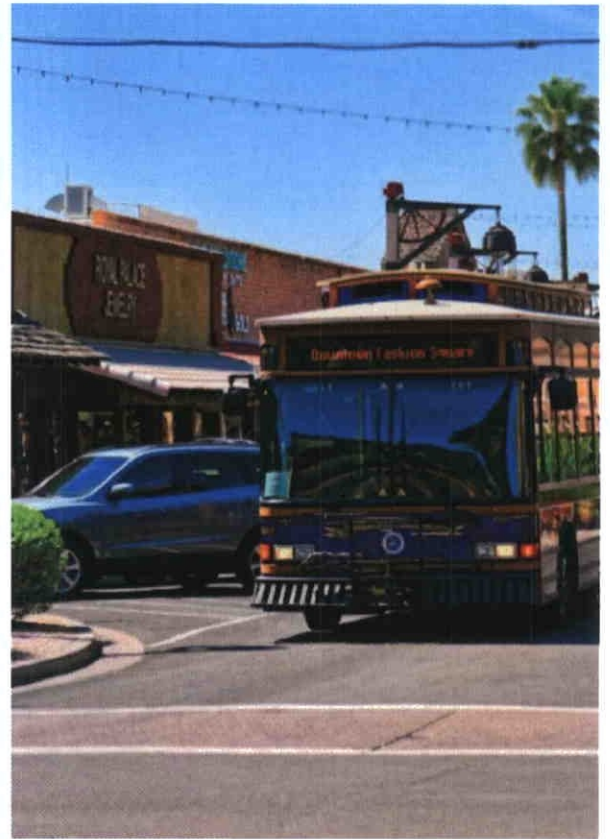
Transportation

Question

- Can streets accommodate both existing and future development?
- Will multi-modal opportunities help alleviate traffic?

Transportation Today

- All primary roadway segments in Old Town have reasonable to extensive excess capacity
- The primary times of congestion are on the east-west arterials that connect to the Loop 101 in the peak hours
- Wait times normally do not exceed more than 1 signal to proceed



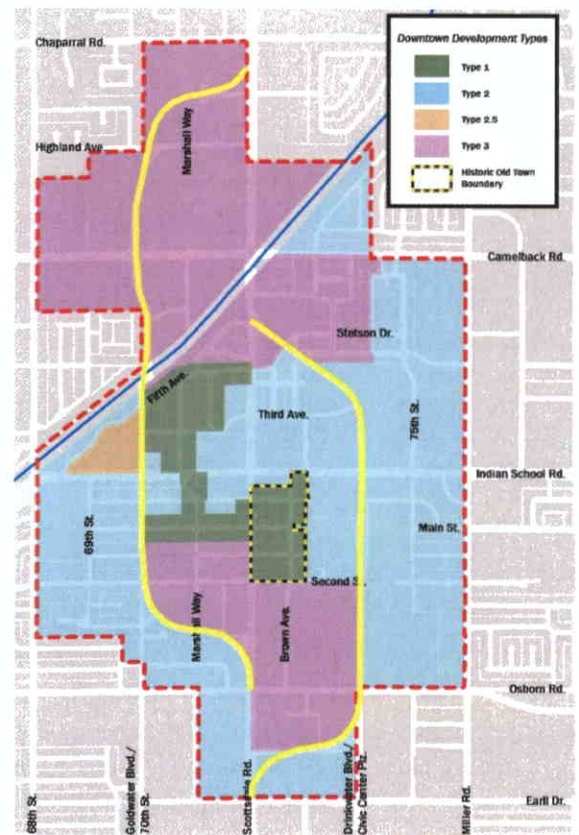
Transportation

Questions

- Can streets accommodate both existing and future development?
- Will multi-modal opportunities help alleviate traffic?

Transportation Today

- Drinkwater and Goldwater Boulevard couplets were built to accommodate higher intensity development and to avoid straining Scottsdale Road
- Instances where development was anticipated but did not occur can provide excess roadway capacity for all other areas of Old Town
- The City is now considering modifying the couplets, providing room for non-auto uses by restriping or narrowing the street, and adding bicycle and pedestrian infrastructure, coinciding with the City's current effort to update the Transportation Master Plan (now Transportation Action Plan).



Water & Wastewater

Questions

- Will the City's water reserves be able to handle Old Town growth and development?
- Is the infrastructure in downtown (water and wastewater) breaking down due to age/use?
- Does new development pay for infrastructure improvements?

Water & Waste-water Today

- The long-term drought and the pending Colorado River shortage declaration is a serious situation, it is also a scenario that Scottsdale Water has been planning and preparing for over several decades.
- Scottsdale Water actively plans for replacement of aging infrastructure (both drinking water and wastewater) through the Division's integrated master planning efforts.
- The process of updating water and wastewater impact fees is underway with a Council vote on new fees scheduled for September. These fees help to ensure that growth pays for growth.



Old Town Infrastructure

Development Proposals

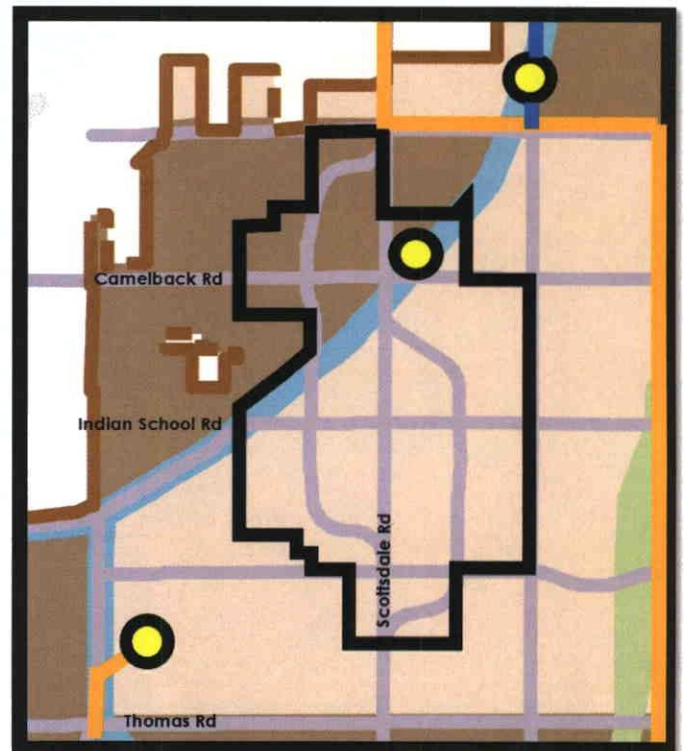
- Staff reviews impacts on existing or future city infrastructure:
 - Transportation
 - Water/Sewer
 - Stormwater
- City engineering staff analyze potential impacts on these infrastructure systems based upon applicant-submitted, design reports
 - Traffic Impact Model Assessments - transportation
 - Basis of Design Reports - water/sewer analysis
 - Stormwater Studies
 - Assessment of current conditions + future demands
- If impacts identified:
 - required to be addressed
 - construction of new/additional infrastructure or
 - upgrading of existing infrastructure by project developer
 - new users become rate payers in system



Water and Wastewater (2018)

- Land Use Assumptions Report (LUA)
 - ✓ LUA projects 10 year changes in land use and population densities (residential/employee) for water and wastewater services
 - ✓ LUA helps city plan for infrastructure to accommodate new growth and the capital costs - including private sector “proportionate share”
 - ✓ LUA anticipates the most intense growth north of the canal and south near the medical campus in downtown
 - ✓ LUA also anticipates residential and employment growth in other areas of downtown
 - ✓ Council adopted the 2017 LUA along with adjusted fees to cover the “proportionate share” costs for infrastructure – **no substantial impacts for Development Types expansion**
- New development is required to provide report for water/wastewater specific to their needs/impacts

Electrical Services



Infrastructure - SRP Capacity (2018)

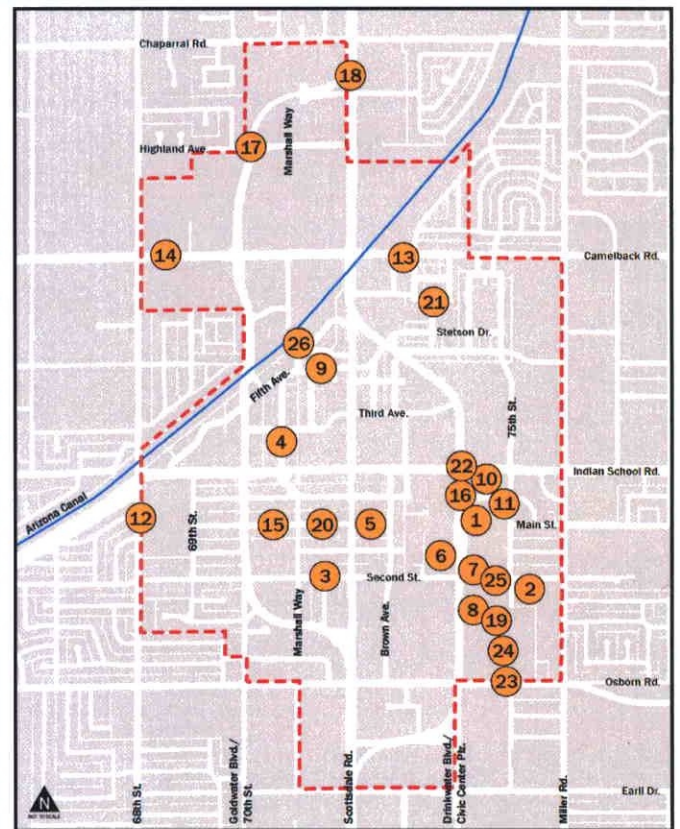
- Existing electrical load is 30MW
- The Substation located east of Camelback/Scottsdale Road is currently capable of serving over 50MW electrical load and can accommodate future expansion to 80MW if/when required
- Current circuitry also has connections to substations southwest (56th Street/Indian School) and northeast (Hayden/Jackrabbit) – allows for more load support, if necessary
- **No additional substations are required for this area**

Infrastructure – APS (2021)

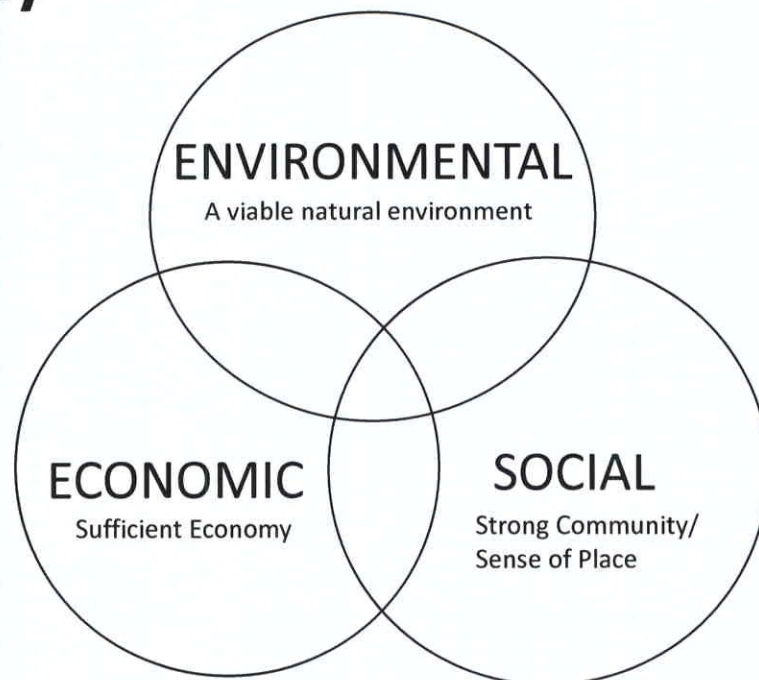
- Old Town Area served by two substations Camelback (5120 N. Miller) and Papago Buttes (3065 N. 64th Street).
- Infrastructure is built upon an interconnected grid.
 - Offsite improvements will allow for future excess capacity in Old Town; next 10 years, excess capacity is forecasted.
- Expressed the ability to provide safe, reliable power to anyone who needs it.
- **No additional substations are required for this area**

Capital Projects: 5 Year Funded

MAP #	Project Description
1	Replace Aging Infrastructure and Improve Public and Event Spaces on Civic Center Plaza
2	Build 200 Space Parking Lot off 75th Street to Serve the City Court and Scottsdale Stadium
3	Build Roadway and Pedestrian Improvements along 2nd Street from Drinkwater Blvd to Goldwater Blvd
4	Build Roadway and Pedestrian Improvements along Marshall Way North of Indian School Road
5	Build Roadway and Pedestrian Improvements along Main Street from Scottsdale Road to Brown Avenue
6	Renovate and Modernize the Stage 2 Theater at the Scottsdale Center for the Performing Arts
7	Provide Free Public WiFi at the Civic Center Plaza
8	Renovate and Expand the Civic Center Jail and Downtown Police Facility to Meet Demand
9	Improve 5th Avenue from Scottsdale Road to Goldwater Boulevard
10	Install Parasol Solar Shade Structure at City Hall Parking Lot
11	Install Solar Systems at Civic Center Campus
12	68th Street: Indian School Road to Thomas Road
13	Camelback Road and Saddlebag Trail Pedestrian 1-hybrid Beacon
14	Camelback Road Sewer Improvements
15	Downtown Main Street Streetscape & Pedestrian Improvements
16	Drinkwater Underpass Public Art
17	Goldwater Boulevard and Highland Avenue Intersection Improvement
18	Goldwater Boulevard Pedestrian and Bicycle Underpass at Scottsdale Road
19	Jail Dormitory Phase III
20	Old Town Pedestrian Improvements
21	Old Town Streetlight Replacements
22	One Civic Center Pocket Park
23	Osborn Road Complete Street Hayden Road to Scottsdale Road
24	Scottsdale Stadium Renovations Phase 2
25	Sky Room at Civic Center Library
26	Stetson Plaza Splash Pad Entertainment Project



Sustainability



Sustainability

Question

- Do Old Town development efforts address ways in which to both mitigate the heat island effect while providing for a comfortable pedestrian environment?

Sustainability Today

- Old Town Urban Design and Architectural Guidelines supports efforts to reduce urban heat island effects and provide pedestrian comfort.

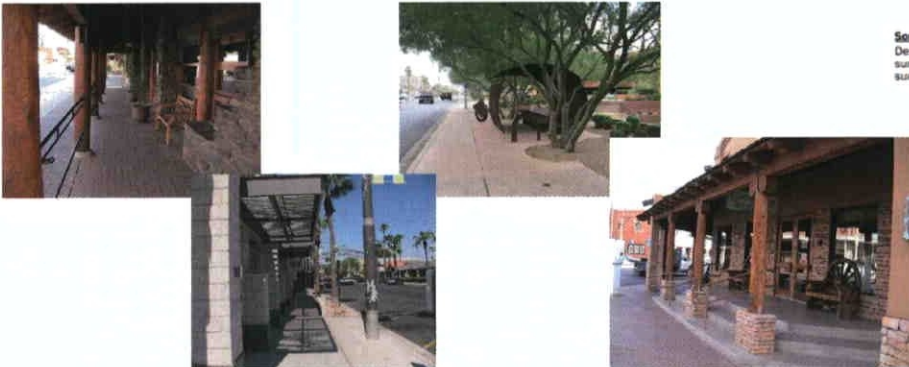
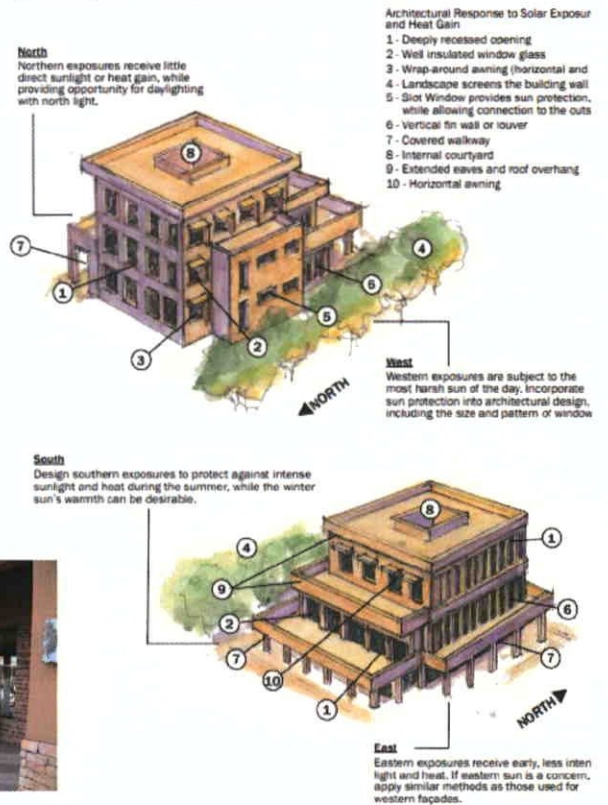


Figure 10 - Exposure to Sunlight & Heat Gain



Sustainability

City of Scottsdale & ASU Intergovernmental Agreement

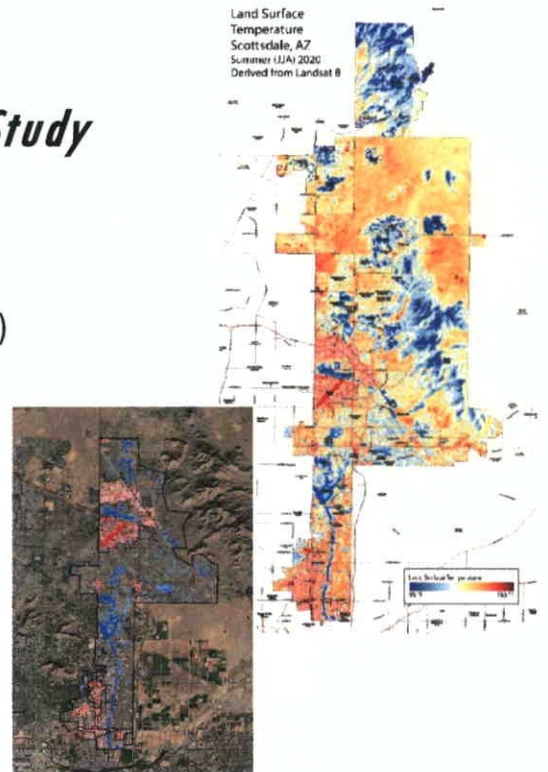
- 3-Year Sustainability Policy and Implementation Strategies Agreement
- First Year FY 2020-2021- *Identifying Strategies for a Cooler Scottsdale Study*
- Heat Study of Scottsdale's Suburban and Urban Areas with a Focus on Three Urban Growth Areas (GP)
 - Airpark
 - McDowell Road and South Scottsdale Road Corridors
 - Old Town

Sustainability

Identifying Strategies for a Cooler Scottsdale Study

- Generalized Findings:
- Increase Tree Canopy
- Reduce Areas of Dark Surfaces (parking lots and roofs...)
- Provide Pedestrian Cooling Amenities through Building Integrated and Free-Standing Structured Shade
- Reduce Waste Heat Emissions via Energy Efficiency Building Methods and Reduce Internal Combustion Engine Use (Cars...)
- Evaluate current Codes and Guidelines related to Heat and potentially strengthen as appropriate

ASU Rob and Melani Walton
Sustainability Solutions Service
Arizona State University



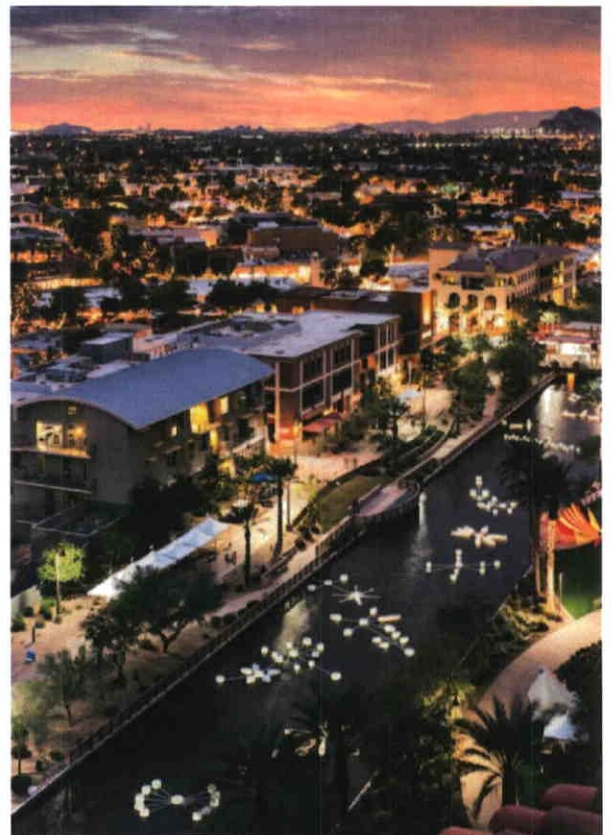
Tourism & Economic Development

Perception

- The erosion of commercial land by high density residential development will have a negative affect on on both Tourism and Economic Development within Old Town.

Tourism & Economic Development Background

- FY 2016/17, the city contracted with CSL international to conduct research, meetings, site visits, surveys, and public involvement regarding Old Town Scottsdale for economic and planning analysis of Scottsdale's downtown area with a focus on maximizing tourism economic performance and creating a highly-desirable and vibrant downtown
- Downtown 2.0, plan intended to guide City tourism leadership in defining the organizational structures, financial resources, and a return-on-investment rational for investing in Scottsdale's Old Town visitor/tourism industry.
- The study included an increased emphasis on events and festivals, temporary art, pocket art parks, art trails, and monumental public art – highlighting the need for additional residential population downtown as well as more office users to increase support of Tourism and downtown businesses year-round.



Downtown 2.0 Recommendations

Destination Growth Initiatives

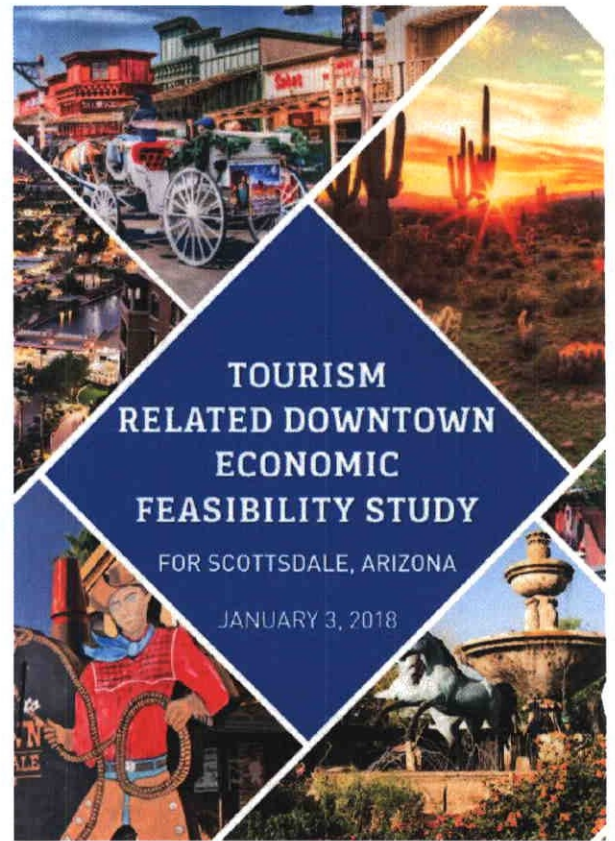
- Shoulder Season Festivals
- Increase Downtown Resident Population
- Creative Class Office Recruitment
- Re-Energize Arts & Culture Brand
- Downtown Art Installations and Music Programming
- Implement Public Space Master Plan and Walkability Initiatives
- Install Selection of Public Pocket Art Parks

Destination Transformation Initiatives

- Develop a New Hotel and Conference Center
- Develop New Citywide Festival
- Increase Residential Population
- Increase Downtown Commercial Space
- Large-Scale Transformational Project Development

Downtown Organizational Approach

- Create a New Downtown Scottsdale, Inc. Organization
- Create a Business Improvement District, managed by Downtown Scottsdale, Inc.
- Enhance Financial Tools to Encourage Desired Downtown Development



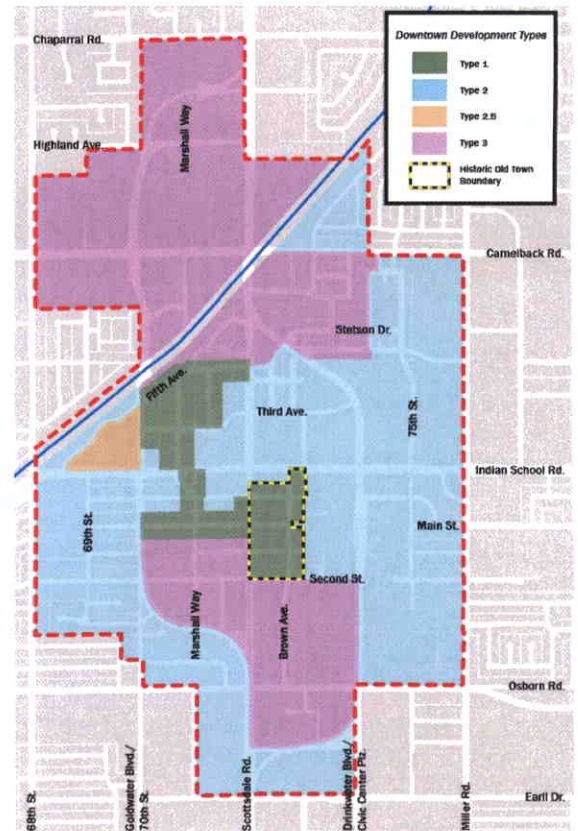
Tourism & Economic Development

Question

- Will new residential development (sometimes replacing commercial land uses) have negative or positive effects on both Tourism and Economic Development?

Tourism & Economic Development Today

- The 2018 Old Town Scottsdale Character Area Plan incorporated goals and policies focused on tourism targeted growth industries; quality of life factors for employers, and employees; and, increased responsiveness to changing trends or needs.
 - This included the ability for downtown redevelopment efforts to seek greater development allowances for both office and residential land uses.
- City Council adopted Scottsdale's Economic Development Five-Year Strategic Plan in April 2021.
 1. Grow existing industries
 2. Attract investment
 3. Strengthen startup ecosystem
 4. Make inclusion/diversity a priority
 5. Build talent
 6. Enhance the City's brand



Tourism & Economic Development

Old Town Vs. Downtown

- In 2017/18 rebranding effort was led by City Tourism leadership and other local stakeholders having identified the need to further invest in marketing Scottsdale's unique downtown.
- The City and Experience Scottsdale combined efforts to strategize and execute various branding, advertising, and beautification tactics.
- A brand awareness campaign was developed to help drive additional local visitors to the then "Downtown".
- Scottsdale's Tourism Department retained the advertising agency HAPI (\$150,000 research and rebranding contract) to create the strategy.
- The firm conducted extensive research to evaluate perceptions of Scottsdale's Downtown held by residents in Scottsdale and both the Phoenix and Tucson metro areas
 - Survey: "Old Town Scottsdale" utilized twice as much as "Downtown Scottsdale"
 - Social Media: "#oldtownscottsdale" utilized 15 times more than "#downtownscottsdale"
- Following outreach with hundreds of stakeholders the decision was made to rebrand Downtown as Old Town.
- Since the rebranding and marketing change was made, the city has spent \$450,000 annually to promote Old Town Scottsdale.



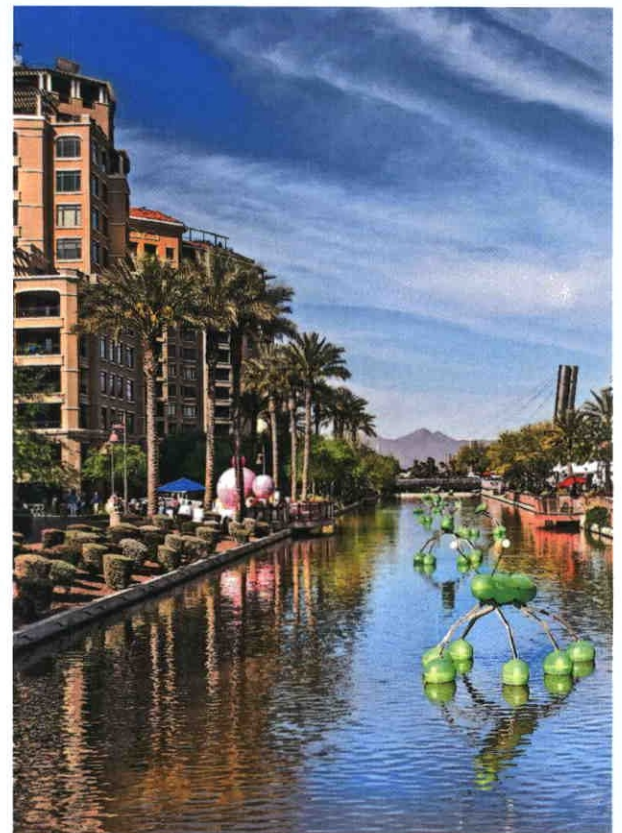
Discussion Summary

Infrastructure

- Old Town Growth Area - Targeted growth
- Collectively managed and coordinated
 - City departmental staff
 - Master-planning efforts
 - Development review

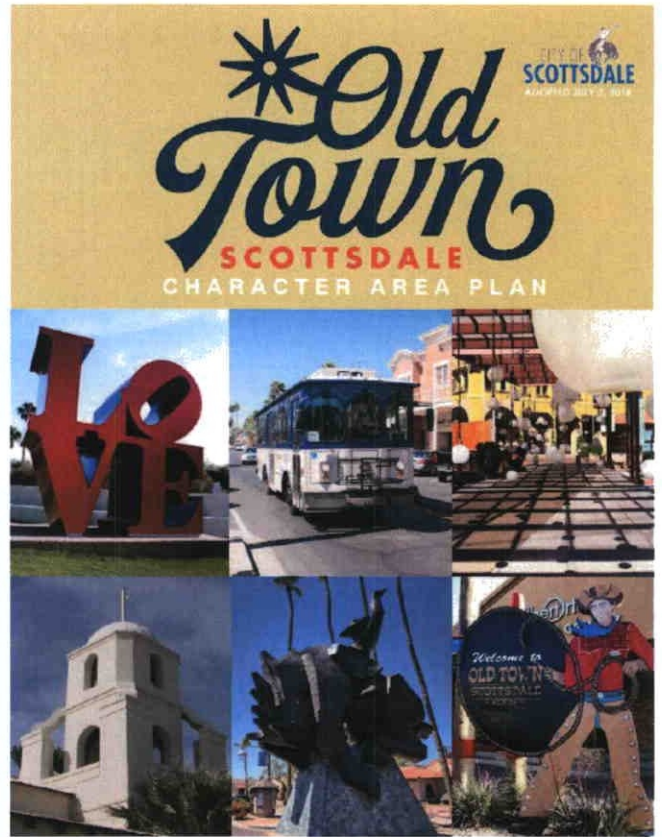
Old Town Vs. Downtown

- Visitor and Marketing-driven
- Campaign centered on branding, advertising, and beautification
- Initial and ongoing investment



Tonight's Discussion

- Review how water, wastewater, transportation and utility infrastructure are planned, constructed and maintained.
- The naming of Downtown or Old Town as a means to provide consistency with the Tourism marketing/branding efforts for this area of the community.



Old Town Infrastructure & Naming Discussion

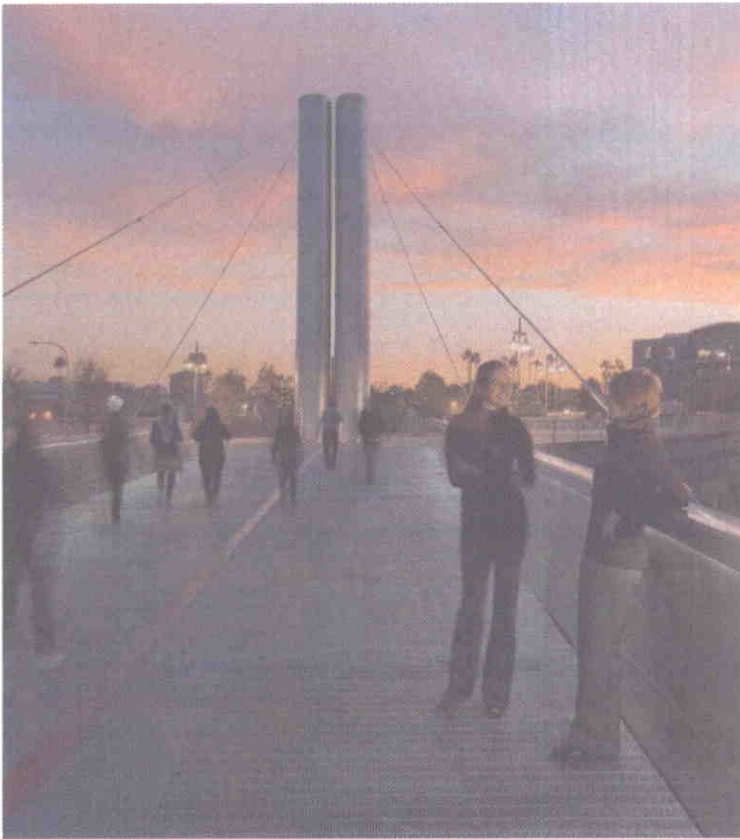
Randy Grant, Planning and Economic Development Executive Director
City Council Work Study Session– September 21, 2021

2018 Brand Awareness Campaign



Objectives

- Improve top-of-mind awareness among Valley residents all year, including summer
- Drive website and retail traffic to generate more revenue



Preparation

- Consumer research and stakeholder research to better understand perceptions of the brand
- Align consumer perceptions and stakeholder needs to evolve the brand and develop campaign

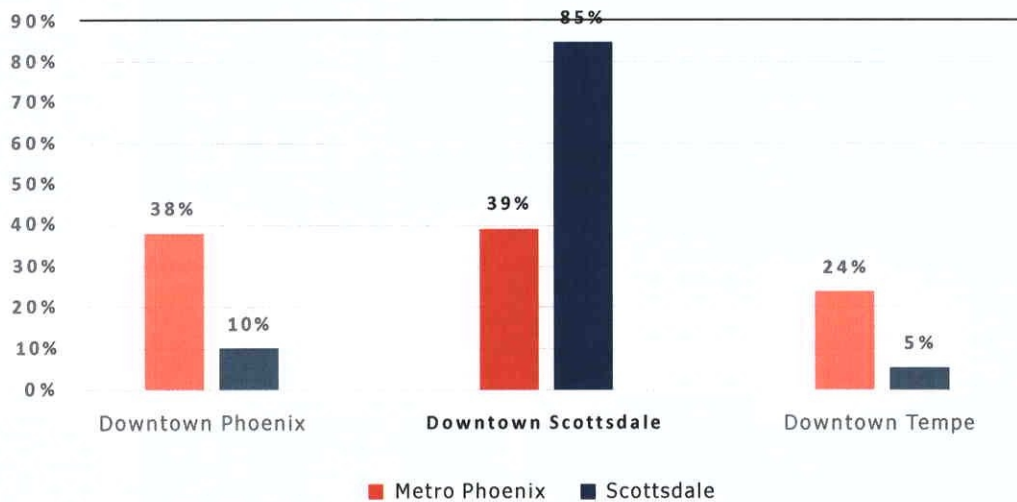
What Did the Research Tell Us?



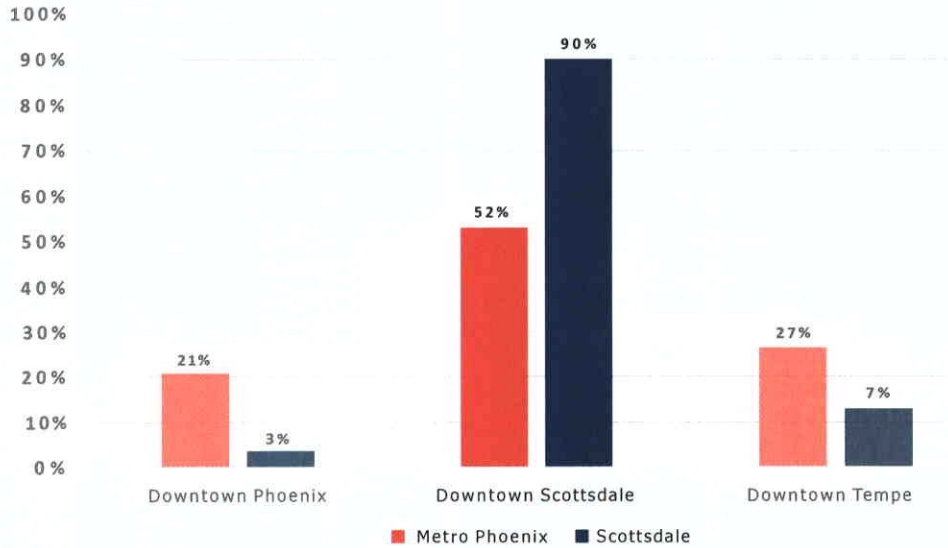
What People Like About Us

- Restaurants
- Shopping
- Nightlife
- Galleries
- Variety
- Safety
- Walkability
- Western History
- Sophisticated
- Charming
- Unique
- Upscale

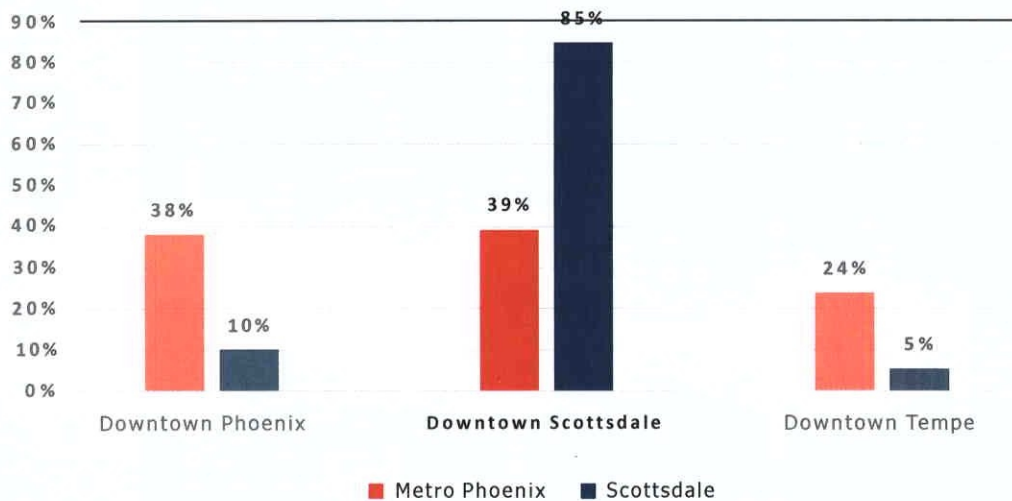
Most appealing weekend destination.



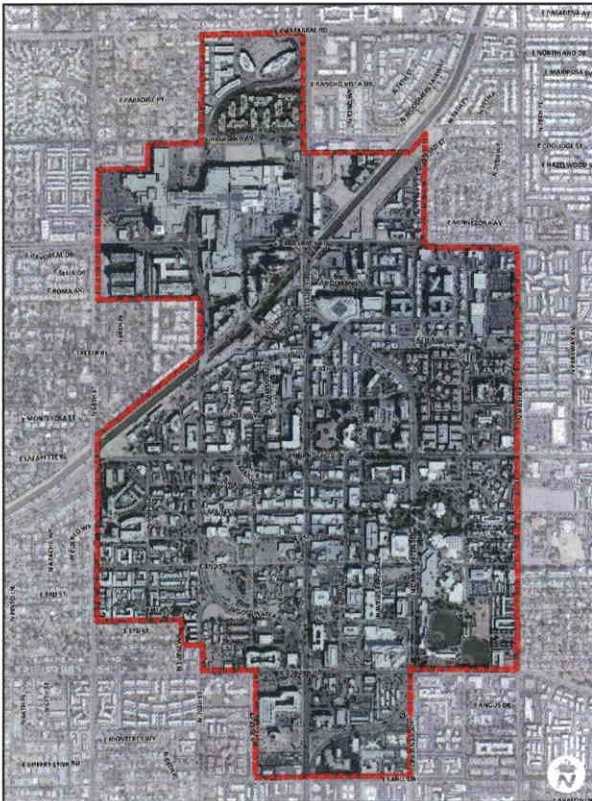
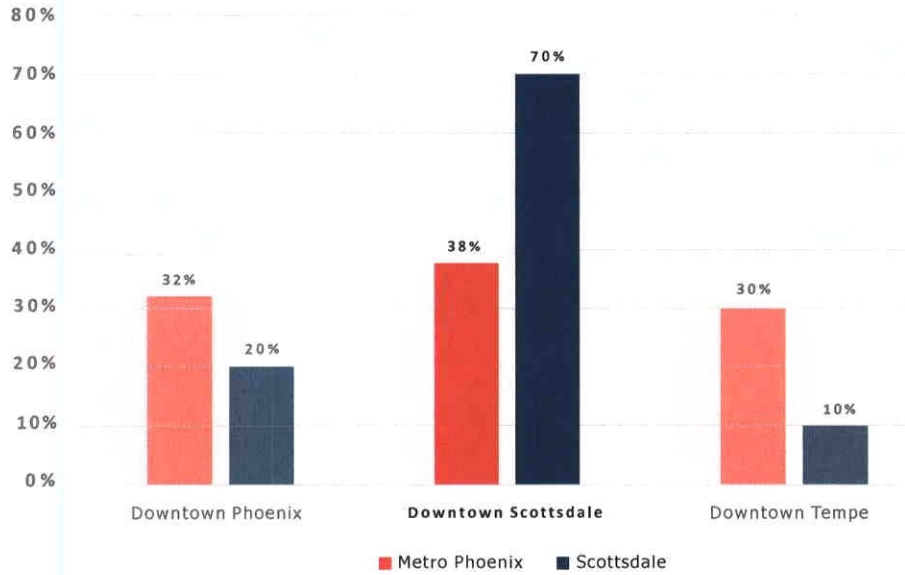
Where residents feel most comfortable.



Where I feel the safest.



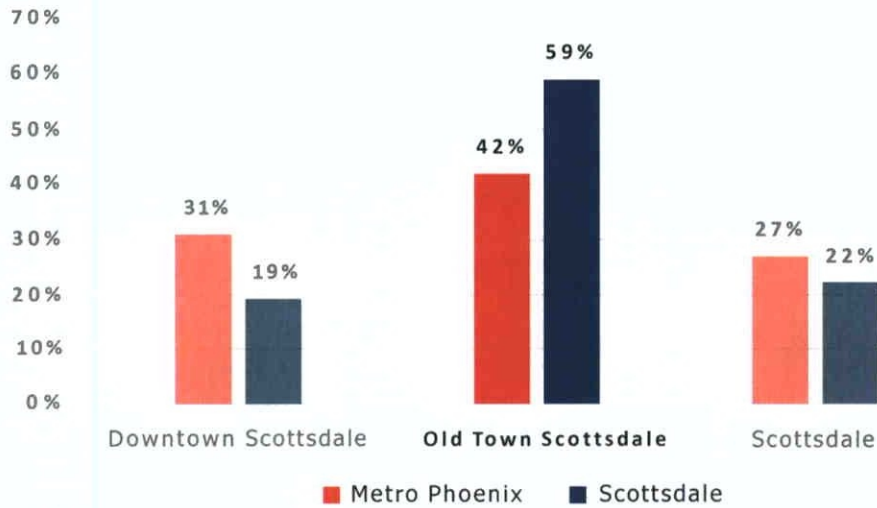
Always something fun to do.



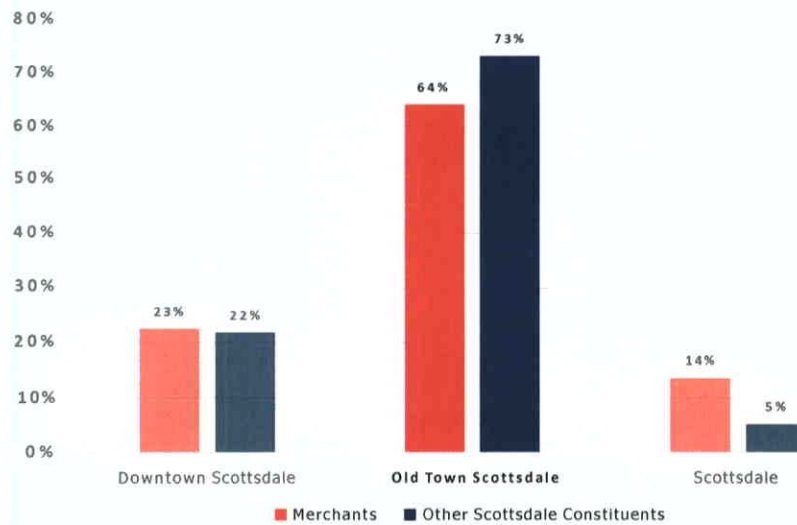
Downtown Scottsdale

- This map was shown to respondents, and then they were asked to share how they refer to the area.

What do consumers call us?



What name do you most often hear others use to describe the area?



Social Media & Online Searches – 1/22/18

INSTAGRAM HASHTAGS



- 69,756 people used the hashtag #oldtownscottsdale
- 4,690 people used the hashtag #downtownscottsdale

FACEBOOK CHECK-INS



- 164,405 people checked in to Old Town Scottsdale
- 2,186 people checked in to Downtown Scottsdale

GOOGLE SEARCHES



- 18,100 average monthly searches for Old Town Scottsdale
- 2,900 average monthly searches for Downtown Scottsdale

*As of 1/22/18



Key Differentiators

- Sophisticated / Upscale
- Diversity of Experiences
- Walkable / Safe
- Old West Charm





Campaign Development

- Develop a new brand logo and creative campaign, based on the research findings
- Create a new website for the brand
- Develop a comprehensive marketing campaign that drives Valley residents to the area

19

Target Audiences

AGES
21-35
Household Income of \$50,000+
Nightlife, Shopping, New Experiences

AGES
35-50
Household Income of \$100,000+
Dining, Entertainment, Family

AGES
50+
Household Income of \$150,000+
Culture Seekers, Art, Fine Dining

20



Award Winning Campaign

Tourism and Events wins six advertising awards for Old Town rebranding. The Phoenix Chapter of the American Advertising Federation presented [ADDY Awards \(PDF\)](#) for the Old Town Rebrand Campaign, including three gold level awards (for magazine print, outdoor board advertising and integrated campaign), one silver award (for magazine print) and one bronze (for outdoor board). The Tourism and Events Department was also awarded the coveted Judge's Choice Award for the entire campaign. (March 2019)



Award Winning Campaign

JUDGES CHOICE



ADAM MCKEOWN
JUDGES CHOICE
HAPI - OLD TOWN
SCOTTSDALE
REBRAND



Award Winning Campaign

PRINT ADVERTISING

37A MAGAZINE ADVERTISING - FULL PAGE OR LESS SINGLE UNIT

- Award:** **GOLD AWARD**

Entrant: HAPI

Advertiser: Scottsdale Tourism & Events Department

Title: Scottsdale - When We Wake

Credits: Jason Mackert, Creative Director
Mike Viera, Art Director
Denny Stovler, Director of Strategy and Account Supervision
- Award:** **SILVER AWARD**

Entrant: HAPI

Advertiser: Scottsdale Tourism & Events Department

Title: Old Town Scottsdale - Come Live With Us

Credits: Jason Mackert, Creative Director
Jason Mackert, Copywriter
Mike Viera, Art Director
Denny Stovler, Director of Strategy and Account Supervision
- Award:** **BRONZE AWARD**

Entrant: Grand Canyon Education

Advertiser: Grand Canyon University

Title: GCU Feel The Thunder Campaign

Credits: Chad Wilson, Creative Director
Krisen Parker, Art Director
Rylee Deane, Illustrator & Motion Graphics Animator
Brandon Sullivan, Photographer
Kathie McCord, Sr. Graphic Designer
Jake Jackson, Videographer & Editor
Gina Sandoz, Videographer
Adam Gurney, Videographer
Scott McDonald, Videographer



Award Winning Campaign

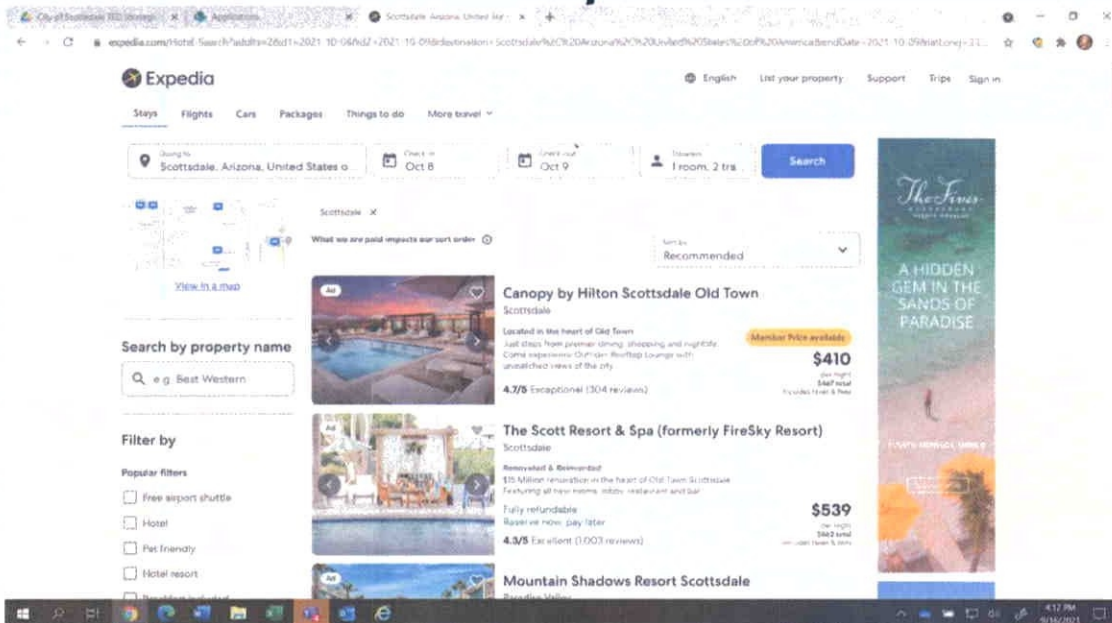
CROSS PLATFORM

72C INTEGRATED ADVERTISING CAMPAIGNS - CONSUMER CAMPAIGN-LOCAL

- 1. Award: **LOCAL AWARD**
Entrant: Grand Canyon Education
Advertiser: Grand Canyon University
Title: GCU Feel The Thunder Campaign
Credits: Chad Wilson, Creative Director
Jason Foppe, Art Director
Kyle Dieker, Illustrator & Motion Graphics
Animation
Brandon Sullivan, Photographer
Kevin McDonald, Sr. Graphic Designer
Jake Jackson, Videographer & Editor
Gina Linscott, Videographer
Aron Stanley, Videographer
Scott McDonald, Videographer
- 2. Award: **GOLDEN AWARD**
Entrant: MAPI
Advertiser: Scottsdale Tourism and Events Department
Title: Old Town Scottsdale Rebrand
Credits: Jason Haskett, Creative Director
Copywriter
Mika Vera, Art Director
Chris Crosby, Art Director
Sybil Alamo, Art Director
Denny Sobelak, Director of Strategy and Account Supervision



Online Searches - Expedia



Online Searches - Expedia

The screenshot shows the Expedia website search results for Scottsdale, Arizona. On the left, there are filters for 'Popular locations' (Old Town, Grand Canyon University, Arizona State University, Phoenix Convention Center, Mesa Farm Stadium, Pappas Center, Chase Field, Phoenix Zoo, Camelback Mountain, Scottsdale Fashion Square) and 'Meal plans available' (Breakfast included, Lunch included). The main content area displays several hotel listings:

- Scottsdale Resort at McCormick Ranch**: Fully refundable, Reserve now, pay later. 4.5/5 Wonderful (2,007 reviews). Price: \$326 per night (taxes & fees included). A badge says 'We have 4 left at 20% off!'. A vertical banner on the right says 'WIDE OPEN SPACES' with a 'LEARN MORE' button.
- Discover New Mexico**: Experience ancient adobe ruins & caves in the spirit of enlightenment.
- The Scott Resort & Spa (formerly FireSky Resort)**: Fully refundable, Reserve now, pay later. 4.3/5 Excellent (1,007 reviews). Price: \$539 per night (taxes & fees included).
- The Saguaro Scottsdale**: Price: \$229 per night (taxes & fees included).

Online Searches - Tripadvisor

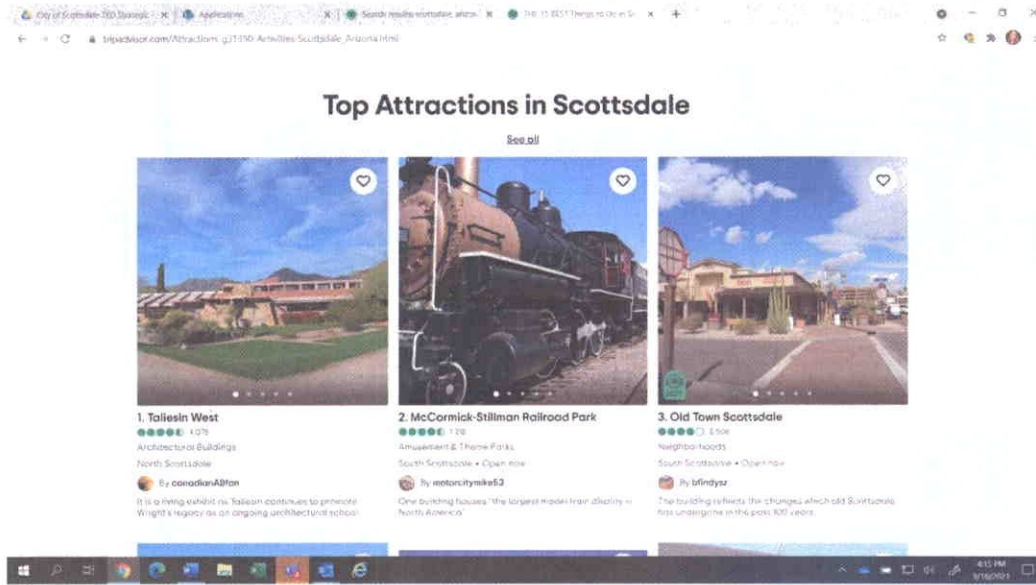
The screenshot shows the Tripadvisor website search results for Scottsdale, Arizona. The search bar contains 'scottsdale, arizona' and the location is set to 'Scottsdale'. The results are categorized under 'All results'.

Top results matching "scottsdale, arizona"

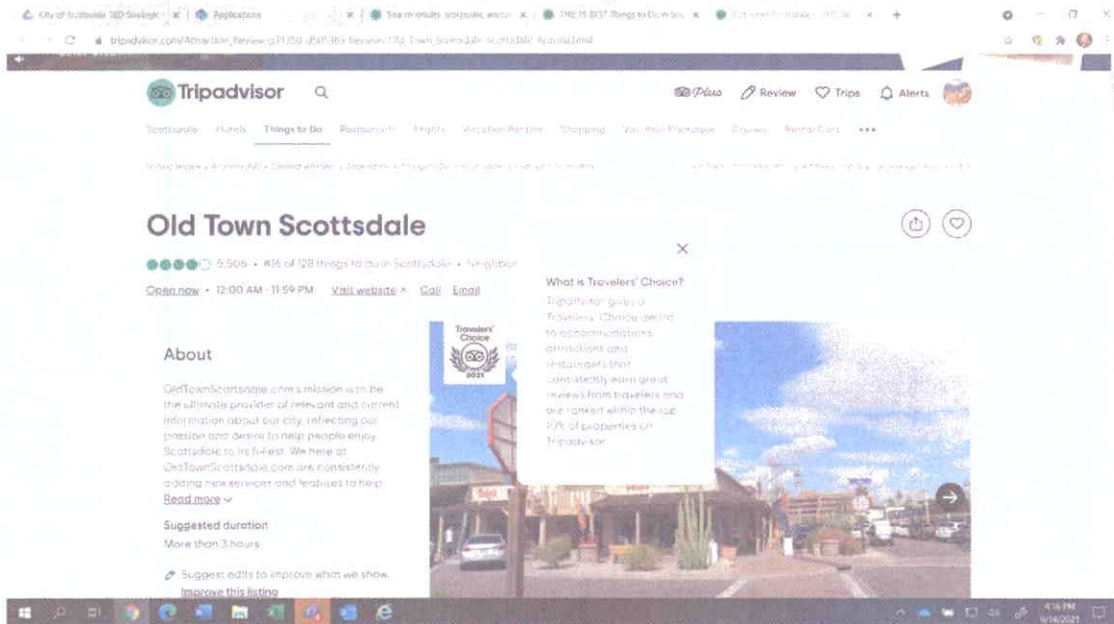
- Scottsdale**: Arizona, United States. 238,372 reviews and opinions. Description: Scottsdale has more spas per capita than any other city in the U.S. - so whether you're looking for the latest spa technology or a new age, balneology, there's sure to be something for you.
- Old Town Scottsdale**: 5.5/5 reviews. Scottsdale, Arizona. Description: Old Town Scottsdale has tons of restaurants, art galleries and pretty shops. Oh...
- Scottsdale Plaza Resort**: 4.0/5 reviews. 7200 N Scottsdale Rd, Scottsdale, Arizona.

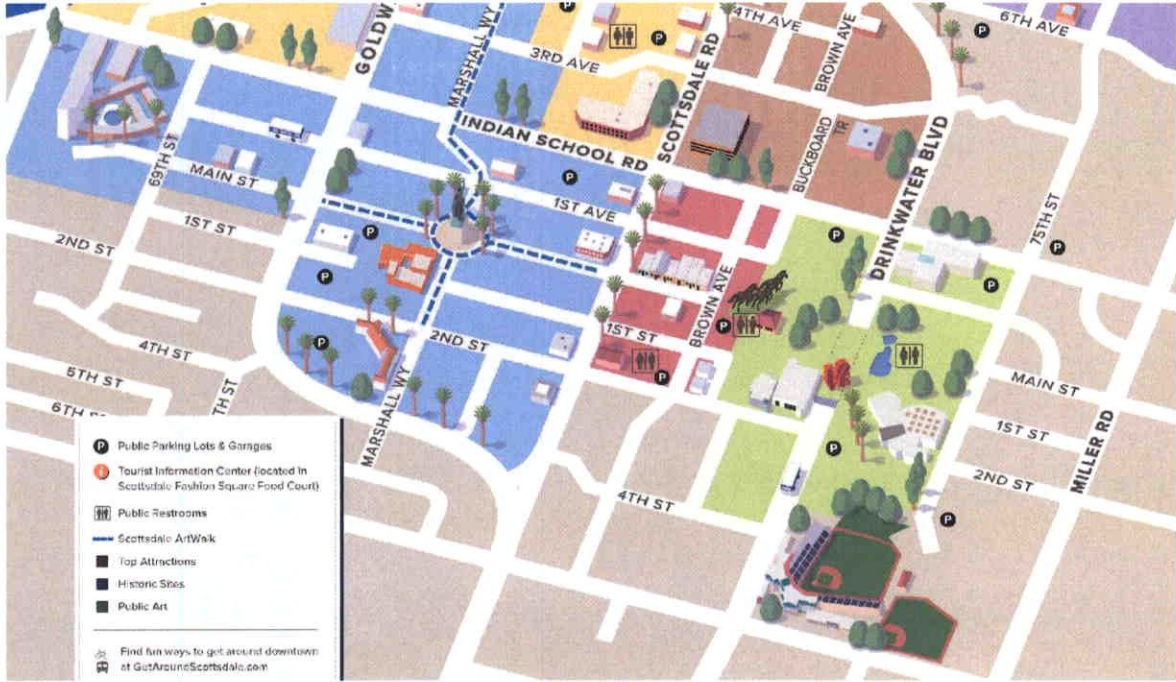
On the right side, there is a vertical banner for 'FLY FISHING? BRAVEL BIRDS?' with a 'LEARN MORE' button.

Online Searches – Tripadvisor



Online Searches – Tripadvisor





OLD TOWN SCOTTSDALE

THE DISTRICTS

Downtown Scottsdale is the energetic heart of our city, in a little more than one square mile, you can explore nine easily walkable districts filled with art galleries, shops, restaurants, museums and nightclubs.



ARTS DISTRICT

Fine art galleries, wine-tasting rooms, Scottsdale's Museum of the West, the Scottsdale Artists' School and the Thursday night ArtWalk all make this district buzz.



CIVIC CENTER PARK

The park's 71 acres of lush lawns, public art and bubbling fountains also house the Scottsdale Museum of Contemporary Art and Scottsdale Center for the Performing Arts.



OLD TOWN SCOTTSDALE

The long-time local favorite boasts diverse of unique shops, award-winning restaurants and the famous Old Town Movie Fountain.



SCOTTSDALE FASHION SQUARE

The largest shopping destination in the Southwest, Fashion Square is home to more than 250 premium retailers, a 14-screen luxury cinema and multiple restaurants.



BROWN & STEUBEN DISTRICT

The award-winning historic properties, bars and famed brick tile saloons, which may come in handy if you're planning a night on the town in the downtown Entertainment District.



ENTERTAINMENT DISTRICT

The feedback day-to-day energy of the district explodes after dark, with celebrity sightings, live bands and master mixologists showing off their talents at upscale nightclubs and bars.



HISTORIC OLD TOWN

The historic corner of downtown is fun and funky, with a dockside Old West Flan, Western venue (Antiques, Native American jewelry and historic sites are a few of the treasures you'll find here).



SCOTTSDALE WATERFRONT & SCOTTSDALE DISTRICTS

These districts on the north and south banks of the Arizona Canal, respectively, house some of the city's most popular restaurants and boutiques.

Social Media & Online Searches - 2021

INSTAGRAM HASHTAGS



- 236,420 people used the hashtag #oldtownscottsdale (vs. 69,756 in 2018)
- 16,223 people used the hashtag #downtownscottsdale (vs. 4,690 in 2018)

GOOGLE MONTHLY SEARCHES



- 33,100 average monthly searches for Old Town Scottsdale (vs. 18,100 in 2018)
- 5,400 average monthly searches for Downtown Scottsdale (vs. 2,900 in 2018)



OldTownScottsdale



OldTownScottsdale



OldTownScottsdaleAZ.com