

**SCOTTSDALE CITY COUNCIL
REGULAR MEETING MINUTES
TUESDAY, JANUARY 27, 2026**



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

CALL TO ORDER

Mayor Lisa Borowsky called to order a Regular Meeting of the Scottsdale City Council at 5:02 P.M. on Tuesday, January 27, 2026 in the City Hall Kiva Forum.

ROLL CALL

Mayor Borowsky asked City Clerk Ben Lane to conduct the roll call.

Present: Mayor Lisa Borowsky; Vice Mayor Adam Kwasman; and Councilmembers Jan Dubauskas, Barry Graham, Kathy Littlefield, Maryann McAllen, and Solange Whitehead

Also Present: City Manager Greg Caton, Interim City Attorney Luis Santaella, City Treasurer Sonia Andrews, Acting City Auditor Lai Cluff, and City Clerk Ben Lane

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Vice Mayor Kwasman.

INVOCATION

Councilman Graham introduced Pastor Jason Fritz, with Illuminate Community Church, to give the invocation.

MAYOR'S REPORT

Mayor Borowsky thanked residents for attending the 2026 State of the City Address and expressed her appreciation to the Scottsdale Chamber of Commerce and the Fairmont Scottsdale Princess for hosting the event which is viewable on multiple platforms, including the Mayor's webpage and the City's YouTube channel.

Mayor Borowsky invited residents and visitors to join in the excitement of Western Week for the West's Most Western Town, noting the event is one of the most cherished annual celebrations.

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.

SCANNED

MAR 18 2026

BY



Mayor Borowsky announced the Parada del Sol Parade and Trails End Festival, which brings our Western heritage front and center through one of the nation's largest horse-drawn parades and discussed the Pony Express delivering a special proclamation to Western Spirit: Scottsdale's Museum of the West at high noon on Friday, January 30, 2026. She hoped many residents and visitors could attend these events.

MINUTES

Request: Approve the following Council meeting minutes from November 2025:

- a. **Special Meeting Minutes of November 3, 2025**
- b. **Executive Session Meeting Minutes of November 3, 2025**
- c. **Regular and Work Study Meeting Minutes of November 3, 2025**

MOTION AND VOTE - MINUTES

Councilwoman Whitehead made a motion to approve the Special Meeting Minutes of November 3, 2025; Executive Session Meeting Minutes of November 3, 2025; and the Regular Meeting and Work Study Session Minutes of November 3, 2025. Councilwoman McAllen seconded the motion, which carried 7/0, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

CONSENT AGENDA

1. **Butterfields Pancake House & Restaurant Liquor License (93-LL-2025)**
Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses & Control for a new Series 12 (Restaurant) State liquor license for an existing location with a new owner.
Location: 7388 E. Shea Blvd.
Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210, tcurtis@scottsdaleaz.gov
2. **Jacksons #807 Liquor License (94-LL-2025)**
Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses & Control for a location transfer of a Series 9 (Liquor Store) State liquor license for an existing location with a new owner.
Location: 14717 N. Northsight Blvd.
Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210, tcurtis@scottsdaleaz.gov
3. **Crown Castle Pima Inn AT&T AZL00217 (38-UP-2011#3)**
Request: Adopt **Resolution No. 13564** for a Conditional Use Permit, including modifying an existing Type 4, Alternative Concealment, Wireless Communication Facility located on an existing 63-foot-tall artificial palm tree, with associated ground-mounted equipment with Multi-Family Residential District, Planned Community District (R-5 PCD) zoning.
Location: 7330 N. Pima Road
Staff Contact(s): Erin Perreault, Planning & Development Services Senior Director, 480-312-7093, eperreault@scottsdaleaz.gov
4. **Verizon PHO Poinsettia (12-UP-2015#3)**
Request: Adopt **Resolution No. 13557** for a renewal of a Conditional Use Permit for an existing Type 4, Alternative Concealment, Wireless Communication Facility co-located on

an existing 60-foot-tall artificial pine tree, with associated ground-mounted equipment with Multi-Family Residential District (R-5) zoning.

Location: 12000 N. 90th Street

Staff Contact(s): Erin Perreault, Planning & Development Services Senior Director, 480-312-7093, eperreault@scottsdaleaz.gov

5. CSI Conditional Use Permit (CUP) Renewal 2026 (9-UP-2015#4)

Request: Adopt **Resolution No. 13586** for a renewal of an existing Conditional Use Permit for a Marijuana Use (Dispensary), including an amendment to eliminate the five-year timing stipulation, at a 3,770 square foot facility with Industrial Park District (I-1) Zoning.

Location: 14980 N. 78th Way, Suite 204

Staff Contact(s): Erin Perreault, Planning & Development Services Senior Director, 480-312-7093, eperreault@scottsdaleaz.gov

6. Temporary Vehicle Storage Conditional Use Permit (3-UP-2024#2)

Request: Adopt **Resolution No. 13563** for a Conditional Use Permit for vehicle storage on a ±3.11-acre site with Highway Commercial District (C-3) zoning.

Location: 8740 E. Frank Lloyd Wright Boulevard

Staff Contact(s): Erin Perreault, Planning & Development Services Senior Director, 480-312-7093, eperreault@scottsdaleaz.gov

7. Roadway Abandonment at 7617 E. Thunderbird Road (6-AB-2025)

Request: Adopt **Resolution No. 13556** authorizing the abandonment of a 25-foot roadway easement along the northern property line with existing Single-Family Residential District (R1-35) zoning.

Location: 7617 E. Thunderbird Road

Staff Contact(s): Erin Perreault, Planning & Development Services Senior Director, 480-312-7093, eperreault@scottsdaleaz.gov

8. 68th Street Sidewalk Improvement Project Right-of-Way Acquisition

Request: Adopt **Resolution No. 13574** authorizing:

1. The acquisition of easement interests in certain real property by dedication, donation, or purchase, or the exercise of the power of eminent domain as a matter of public necessity for sidewalk improvements.
2. The duly authorized disbursing agents of the City of Scottsdale to pay all sums necessary to acquire the real property interests, as well as to pay for such title reports, appraisals, title insurance, escrow fees, and all closing costs as may be necessary for the acquisition of those real property interests.
3. The City Manager, or designee, to approve revised or substituted legal descriptions and specify additional or other property interests to be acquired for this project. The City Manager may not increase the total area of all property taken by more than 20% without further authority from the City Council. Any change authorized by the City Manager shall be reported by the City Manager in writing to the City Clerk, who shall file the documentation with this Resolution within 30 days after the date of the authorization.

Location: 68th Street between the Arizona Canal and Camelback Road

Staff Contact(s): Alison Tymkiw, City Engineer and Transportation and Infrastructure Senior Director, 480-312-7760, atymkiw@scottsdaleaz.gov

9. Sewer Development Agreement with RA2–Townhomes at Legacy, LLC

Request: Adopt **Resolution No. 13588** authorizing:

1. Contract No. 2026-018-COS, a sewer development agreement with RA2–Townhomes at Legacy, LLC to accept a single lump sum payment to the City to fund a capacity increase of downstream sewer infrastructure.
2. The City Manager, or designee, to execute any other documents and take such other actions as necessary to carry out the intent of this Resolution.
3. The City Clerk to record Contract No. 2026-018-COS with the Maricopa County Recorder within 10 days of its execution by all parties.

Location: Northwest corner of Legacy Boulevard and N. 76th Street

Staff Contact(s): David Walby, Water Resources Senior Director, 480-312-7931, dwalby@scottsdaleaz.gov

*****10. Western Spirit: Scottsdale's Museum of the West Marketing Funding Agreement**

Request: Adopt **Resolution No. 13580** authorizing Contract No. 2026-015-COS, a funding agreement, in a recommended amount not to exceed \$90,000, from the portion of the Fiscal Year 2025/26 Tourism Development Fund that is allocated toward destination marketing for promoting the City through the marketing of the grand opening of the Louis Sands IV Center museum expansion and four new exhibits, including the Basha Western Art Collection.

Staff Contact(s): Kevin Burke, Economic Development & Tourism Senior Director, 480-312-2533, kburke@scottsdaleaz.gov

(Moved to Regular Agenda, see page 5)

11. Associate City Judge Reappointment

Request: Approve the reappointment of Statia Hendrix, Associate City Judge, to a term of four years, as set forth in the City Code, to begin on March 8, 2026.

Staff Contact(s): Monica Boyd, Human Resources Senior Director, 480-312-2615, mboyd@scottsdaleaz.gov

12. Financial Report – Fiscal Year End 2024/25

Request: Accept the Fiscal Year 2024/25 Monthly Financial Report as of June 2025 (Fiscal Year End).

Staff Contact(s): Scott Selin, Budget Department Director, 480-312-2603, sselin@scottsdaleaz.gov

13. Monthly Financial Report

Request: Accept the Fiscal Year 2025/26 Monthly Financial Report as of November 2025.

Staff Contact(s): Scott Selin, Budget Department Director, 480-312-2603, sselin@scottsdaleaz.gov

*****13A. Shawn C. Fuller v. City of Scottsdale, et al., Petition or Counter-Petition and Appeal**

Request: Adopt **Resolution No 13596** authorizing the City Attorney's Office and/or outside counsel engaged by the City Attorney to file a Petition or Counter-Petition and Appeal to the Arizona Supreme Court and/or any subsequent appellate review and related post-Mandate proceedings before the Superior Court or any other tribunal in *Shawn C. Fuller v. City of Scottsdale, et al.*, Case No. CV2020-052874, Superior Court of the State of Arizona County of Maricopa, and Arizona Court of Appeals Case No. 1 CA-CV 24-0785.

Staff Contact(s): Lori Davis, Chief Deputy City Attorney, 480-312-2405, lodavis@scottsdaleaz.gov

PUBLIC COMMENT – CONSENT AGENDA

There was no public comment on the Consent Agenda items.

MOTION AND VOTE – CONSENT AGENDA

Councilman Graham requested that Item No. 10 [Western Spirit Scottsdale's Museum of the West Marketing Funding Agreement] be considered as part of the Regular Agenda.

Councilwoman Whitehead made a motion to approve Consent Agenda Items 1 through 13A, noting that Item 10 [Western Spirit Scottsdale's Museum of the West Marketing Funding Agreement] would be considered as part of the Regular Agenda. Councilwoman Littlefield seconded the motion, which carried 7/0, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

REGULAR AGENDA

*****10. Western Spirit: Scottsdale's Museum of the West Marketing Funding Agreement**

Request: Adopt **Resolution No. 13580** authorizing Contract No. 2026-015-COS, a funding agreement, in a recommended amount not to exceed \$90,000, from the portion of the Fiscal Year 2025/26 Tourism Development Fund that is allocated toward destination marketing for promoting the City through the marketing of the grand opening of the Louis Sands IV Center museum expansion and four new exhibits, including the Basha Western Art Collection.

Staff Contact(s): Kevin Burke, Economic Development & Tourism Senior Director, 480-312-2533, kburke@scottsdaleaz.gov

Tourism and Events Director Rachel Smetana gave a PowerPoint presentation (attached) on the proposed Western Spirit: Scottsdale's Museum of the West Marketing Funding Agreement.

PUBLIC COMMENT – ITEM 10

Mayor Borowsky opened public comment on this item.

Bob Pejman, Scottsdale resident, discussed Museum of the West projected and actual attendance figures; the absence of a solid marketing plan for the Museum; and the hope that the Museum will be an activation tool and drive visitor traffic to the Old Town area.

Mayor Borowsky closed public comment on this item.

MOTION AND VOTE – ITEM 10

Councilman Graham made a motion to adopt Resolution No. 13580 on the condition that staff report back to the City Council on how funds were allocated; key performance indicators such as attendance increases and visitor origin data; return on investment; and economic impact. Councilwoman Whitehead seconded the motion, which carried 6/1, with Vice Mayor Kwasman and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative and Mayor Borowsky dissenting.

PUBLIC COMMENT

Steve Sutton, Scottsdale resident, discussed the 2019 Bond Election pamphlet language regarding a parking garage, specific bond projects, and Councilmember comments on parking garages.

Dan Ishac, Scottsdale resident, discussed the repeal of the City's Sustainability Plan and Diversity, Equity and Inclusion program, recent actions by the NAACP, Councilmember comments regarding the City's outside advertising agency contract, and the outside advertising contract being taken in-house by the City Manager.

Melissa Kemp, Scottsdale resident, discussed civic engagement, focusing on the repeal of the Sustainability Plan. She noted the Plan was developed by residents at a greatly reduced cost to the City.

Marcus Don Powell, Scottsdale resident, discussed an Arizona Department of Child Safety matter concerning his children and requested an investigation related to mold and lead paint issues and housing vouchers.

Justin Allen, Scottsdale resident, discussed concerns about the world.

CITIZEN PETITIONS

14. Receipt of Citizen Petitions

Request: Accept and acknowledge receipt of citizen petitions. Any member of the Council may make a motion, to be voted on by the Council, to: (1) Direct the City Manager to agendize the petition for further discussion; (2) direct the City Manager to investigate the matter and prepare a written response to the Council, with a copy to the petitioner; or (3) take no action.

Staff Contact(s): Ben Lane, City Clerk, 480-312-2411, blane@scottsdaleaz.gov

The citizen petition was withdrawn by the petitioner prior to the Council Meeting occurring.

COUNCILMEMBER REPORTS

Councilwoman Littlefield discussed the upcoming February 9th "office hours" meeting being held from 4:00 P.M. to 6:00 P.M. with Councilwoman Dubauskas for residents to discuss city concerns.

Councilwoman Whitehead discussed the passing of her friend, Scottsdale resident and renowned artist, Rick Kersten.

Councilwoman McAllen discussed What's in My Backyard and Scottsdale Serenade Concert events last week, the Tonalea Middle School's National Honor Society induction ceremony later this week, and the Parada del Sol parade on Saturday, January 31, 2026.

Councilman Graham discussed the passing of family friend and Scottsdale resident Sarah Lucas and the importance of staying vigilant with health and care of loved ones.

Vice Mayor Kwaman expressed his appreciation to Councilmembers' concern regarding the health of his newborn, congratulated Assistant Rabbi Mendel Allouche from Congregation Beth Tefillah on the birth of his child, explained the background of Chabad, and noted he would not be able to attend the Parada del Sol parade due to the Sabbath.

MOTION AND VOTE – ADJOURNMENT

Councilwoman Dubauskas made a motion to adjourn the Regular Meeting. Councilwoman Whitehead seconded the motion, which carried 7/0, by voice vote, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

ADJOURNMENT

Mayor Borowsky adjourned the Regular Meeting at 6:29 P.M.

SUBMITTED BY:



Ben Lane, City Clerk

Officially approved by the City Council on March 24, 2026

CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Regular Meeting of the City Council of Scottsdale, Arizona, held on the 27th day of January 2026.

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

DATED this 24th day of March 2026.



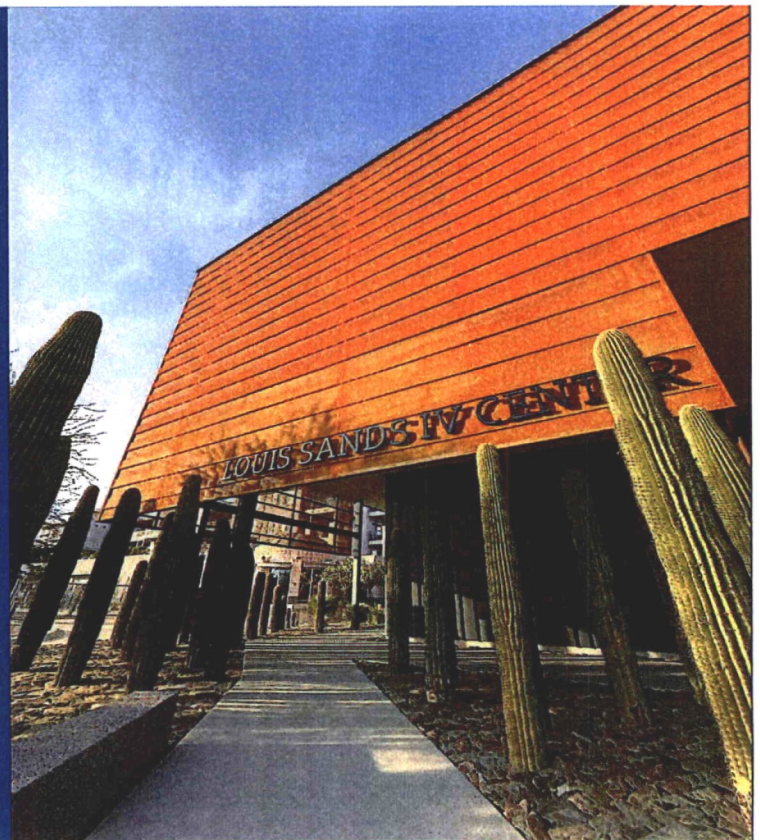
Ben Lane, City Clerk

Western Spirit: Scottsdale's Museum of the West Marketing Funding Agreement

City Council
January 27, 2026



Museum of the West, Inc. is requesting \$90,000 in support of a one-time funding agreement for marketing the grand opening of the Louis Sands IV Center Museum expansion and Basha Western Art Collection.



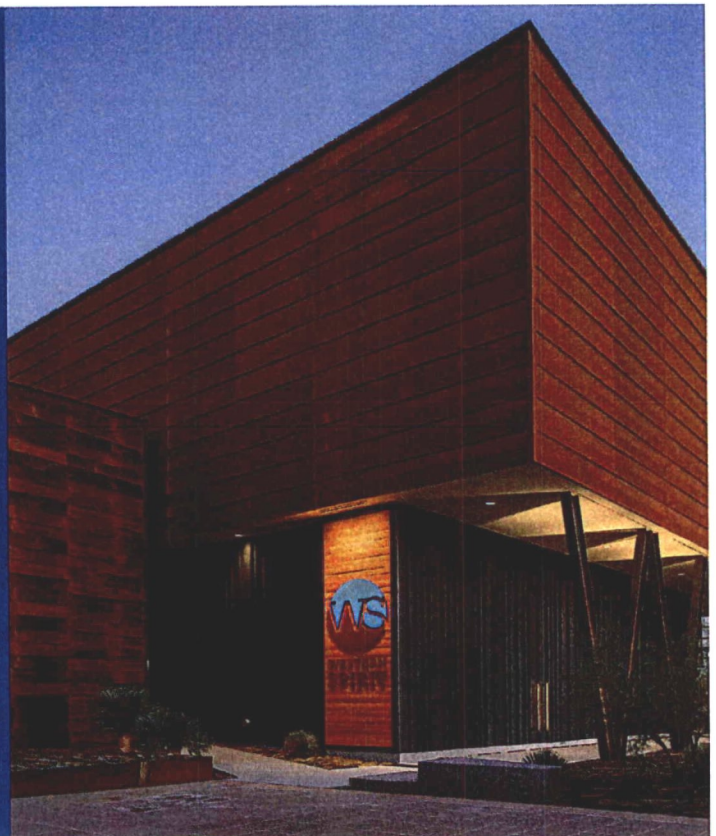
Art and culture are important components of Scottsdale's overall tourism image. Art events help increase national and international visibility for Scottsdale as a desirable tourist destination.



Opening Week March 24-29, 2026

- Television
- Radio
- Digital
- Public Relations
- Targeted Direct Mail
- Social Media
- Google Search Ads
- Leveraging Tourism Partners

Museum of the West, Inc. will launch a three-month marketing campaign to expand reach, build excitement, and increase visitation.



Action Request

Adopt Resolution No. 13580 authorizing funding for the Western Spirit Scottsdale's Museum of the West marketing of the Grand Opening of the Louis Sands IV Center Museum expansion and four new exhibits, including the Basha Western Art Collection, in a recommended amount of \$90,000 from the portion of the FY 2025/26 Tourism Development Fund that is allocated toward destination marketing and approve Agreement No. 2026-015-COS with the Museum of the West, Inc.



February Service Anniversaries

1

20 Years of Service

Brandon Beaty
Susan Butler
Rebecca Gavin
Jacob Kerger
Tupou Mataele
Jeff Nelson
Leah Peller

Sage Randall
Stephanie Tippet
Lance Tudor
Sara Waits
Tim Worth
Deanna Zuppan

25 Years of Service

Aaron Bolin
Kelsey Cohen
Michael Conway III
Blanca Joy
Ryan McKinnon
Samantha Mounsey
Julie Murray

J

35 Years of Service

Cheryl Sumners



PRESENTATION/INFORMATION UPDATES

Old Town Tavern - Bar Use & Live Entertainment

5-UP-2025

6-UP-2025

1-IP-2025

City Council | February 10, 2026

Coordinator: Casey Steinke





Detail Aerial

5-UP-2025 & 6-UP-2025



Existing Zoning

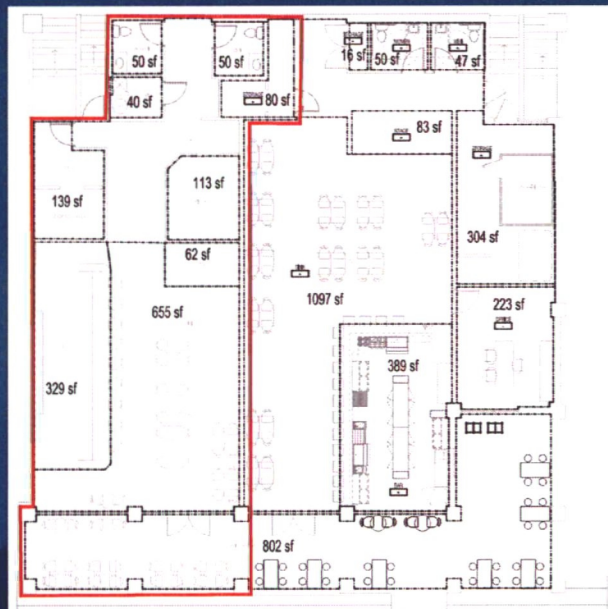
5-UP-2025 & 6-UP-2025



Action Requested

Adopt Resolutions No. 13592, 13593, & 13600 approving Bar and Live Entertainment Conditional Use Permits and In-Lieu Parking Credits on a +/- 6,000 sf site, zoned Central Business Downtown Overlay (C-2 DO) located at 7330 E. Main St.

interior	4,353 sf
patio area	802 sf
total	5,155 sf

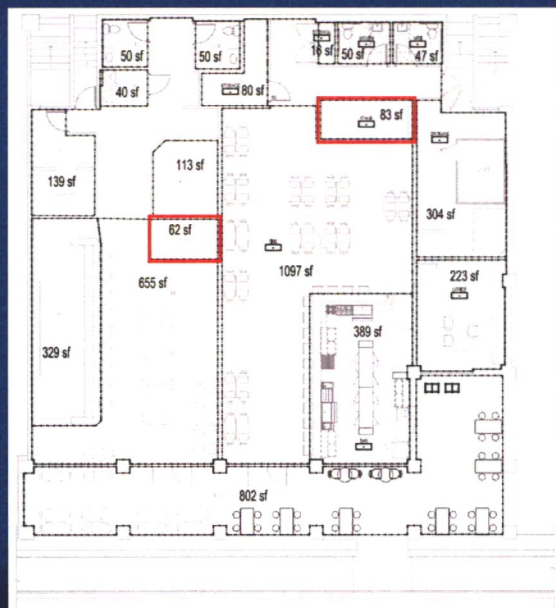


Floor Plan

5-UP-2025 & 6-UP-2025

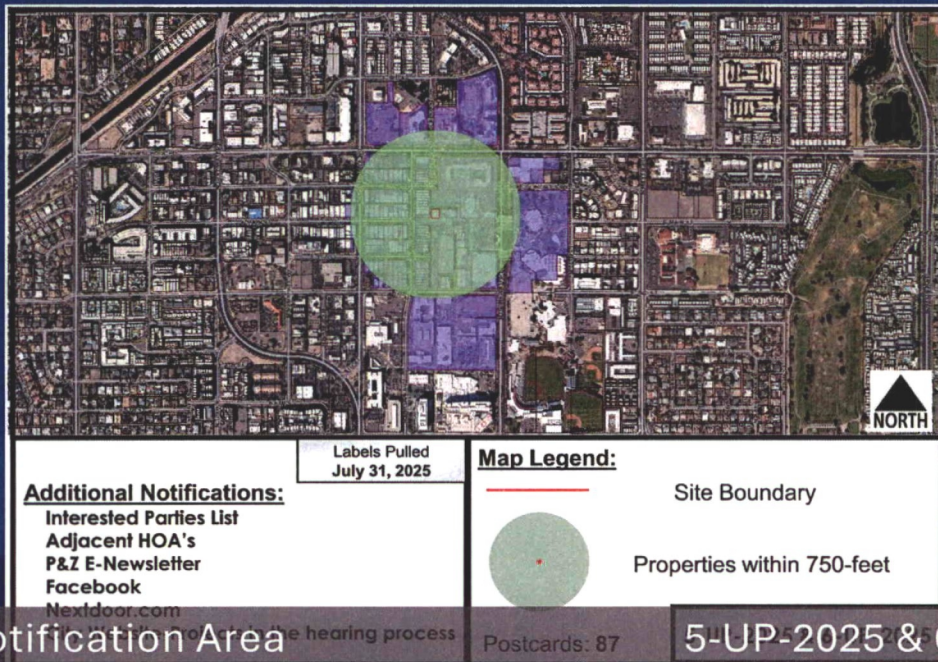


- No exterior speakers
- No propped-open doors/windows
- No residentially-zoned uses in area



Project Data

- Existing Use: Restaurant & Retail
- Proposed Use: Bar with Live Entertainment
- Buildings/Description: One-story Commercial Building
- Parcel Size: 6,000 sf
- Gross floor area: 4,353 sf (+ 800 sf patio)
- Parking Required: 58 Spaces
- Parking Provided: 58 Spaces (15 credits (1975), 2 bike, 41 In-Lieu)



Labels Pulled
July 31, 2025

Map Legend:

Site Boundary

Properties within 750-feet

Postcards: 87



Other Boards and Commissions

- Planning Commission: January 28, 2026
 - Approved 6-0



Old Town Tavern - Bar Use & Live Entertainment

5-UP-2025
6-UP-2025
1-IP-2025

City Council | February 10, 2026
Coordinator: Casey Steinke



In-Lieu Parking Data

- 496 spaces permanently credited
- 64 spaces currently being leased
- \$808,406 generated since FY12/13
- \$264,636 spent since FY12/13
- Current account balance: **\$685,760**

Fiscal Year	FY25/26*	FY24/25	FY23/24	FY22/23	FY21/22
Beginning balance	\$ 529,981	\$ 493,917	\$ 460,105	\$ 429,431	\$ 381,354
Revenue	\$ 155,779	\$ 36,064	\$ 33,812	\$ 30,674	\$ 48,077
Expenses	\$ -	\$ -	\$ -	\$ -	\$ -
Ending balance	\$ 685,760	\$ 529,981	\$ 493,917	\$ 460,105	\$ 429,431



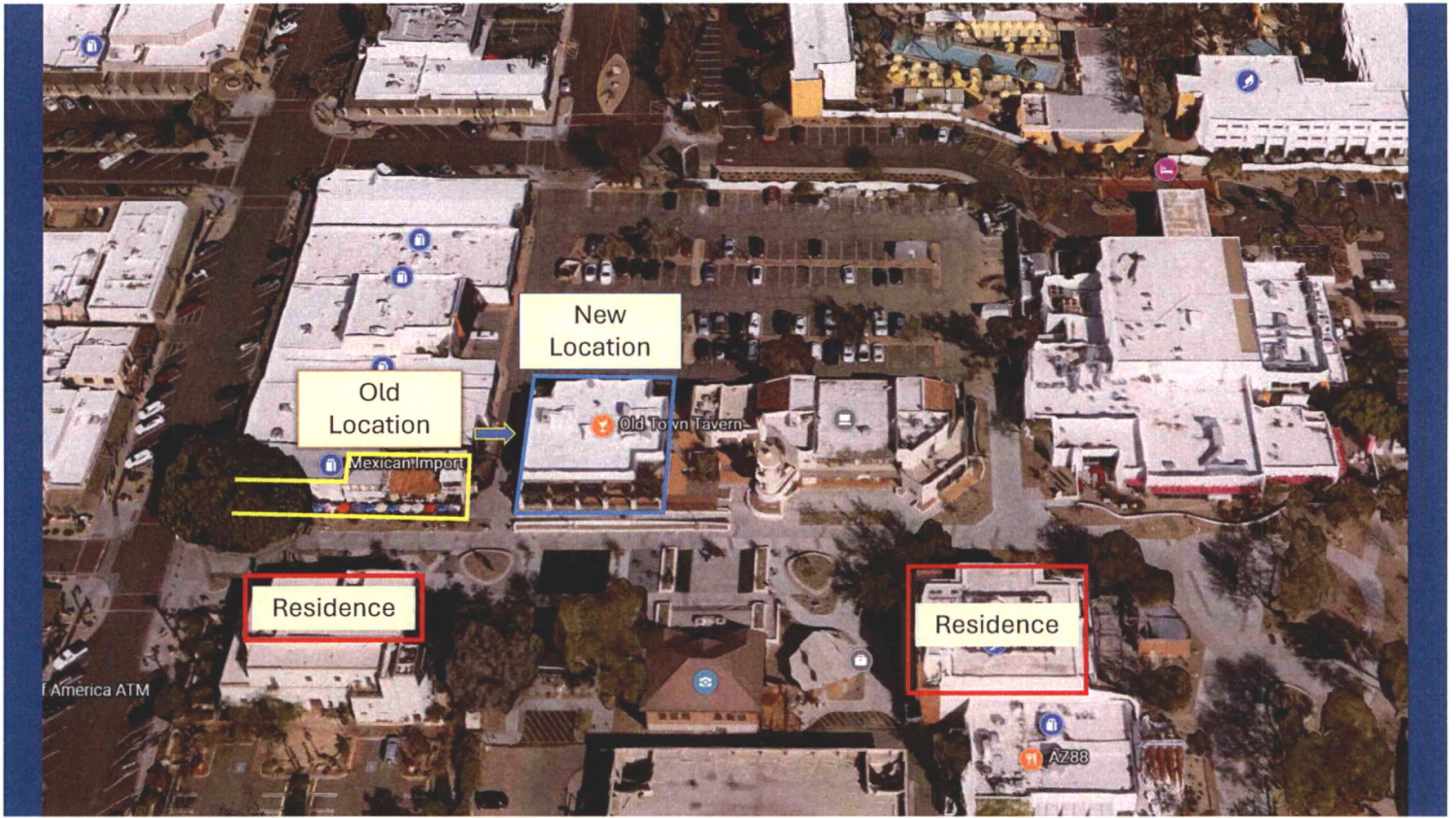
24-Hour spaces
On-Street : 511
Total : 2,084



Public Parking

5-UP-2025 & 6-UP-2025

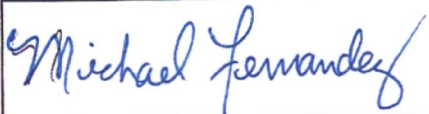
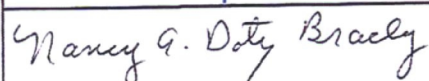
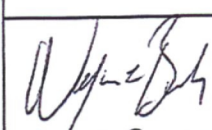
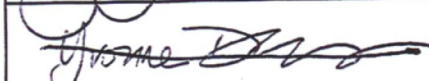
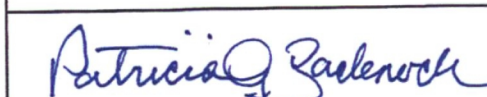
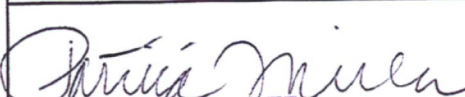




On January 7, 2025 Mayor Borowsky held a special council meeting to have the council and public consider the formation of an Old Town taskforce. As usual the Council voted 5 to 2 against forming the taskforce. During the meeting it was apparent that the Barry Graham Bloc, aka the Blockheads, were interested in playing with their cell phone. During the meeting Councilman Kwasman posted a derogatory post on X mocking the mayor, the presenters and the public.

Just as grade-schoolers aren't allow to have cell phones in class, the Blockheads have proven that they are no better than grade-schoolers. Since they can't resist playing with their cell phones to pay attention to conducting the public's business, then personal cell phones should be banned from the dais during council sessions.

In accordance with Article Two § 15 of the Scottsdale City Charter: We the undersigned residents, here by petition the Scottsdale City Council reenact its ban on electronic devices from the dais during council meetings.

Signature	Printed Name	Address
	MICHAEL FERNANDEZ	5811 E. EDMONT AVE. SCOTTSDALE, AZ 85257
	Nancy Doty Brady	5461 N. 78th St Scottsdale, AZ 85250
	Wayne L. Brady	5461 N. 78th St Scottsdale, AZ 85250
	Joseph E. Junker	7987 E. Via Linda Scottsdale AZ 85258
	Yvonne D. Carter	7987 E. Via Linda Scottsdale AZ 85258
	PATRICIA G. BADENOCH	5027 N. 71st Pl SCOTTSDALE, AZ 85253
	Patricia Miller	8228 E. Berridge Ln Scottsdale, AZ 85250

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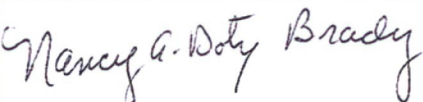
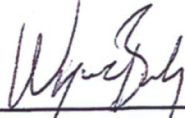
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Signature	Printed Name	Address
	Steven Allen Sutton	6637 N. 8th Street Scottsdale AZ 85250
	Patricia A Lowman	7517 N. Via de Manana Scottsdale, AZ 85258
	Susan Wood	9630 E Yucca St Scottsdale AZ 85260
	CHARLOS S. WOOD	9630 E. YUCCA SCOTTSDALE AZ 85260

On January 14, 2025 the City Manager, Greg Caton, placed Mayor Borowsky's chief of staff on a 30-working-day "Non-Disciplinary Leave without explanation. Thus, immobilizing the Mayor's office and stymieing her agenda. It appears that Mr. Caton's aim is to prevent the Mayor's efforts to involve Scottsdale residents and stakeholder in shaping our city.

Further, when Mr. Caton was installed as interim City Manager he had less than 6 months of residency and in a Stalinist manner he systematically purged the upper ranks of city government of long-time officials with years of institutional knowledge. His purges have created a culture of fear within the ranks of city government. His conduct regarding citizen involvement is antithetical to how Scottsdale became the envy of the Southwest.

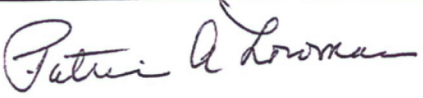
In accordance with Article Two § 15 of the Scottsdale City Charter: We the undersigned residents, here by petition the Scottsdale City Council to enact a policy consistent with traditional American due process that the accused and the public be made aware of the specifics of any allegation made against them before they are placed on any type of suspension.

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	MICHAEL FERNANDEZ	5811 E. EDMONT AVE. SCOTTSDALE, AZ 85257
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	LINDA E. RIZZO	9324 E. WOODRIDGE SCOTTSDALE AZ 85260
	CHARLES S. WOOD	9630 E. YUCCA SCOTTSDALE AZ 85260

Tourism & Events Strategic Plan

Staff Presentation

Kevin Burke

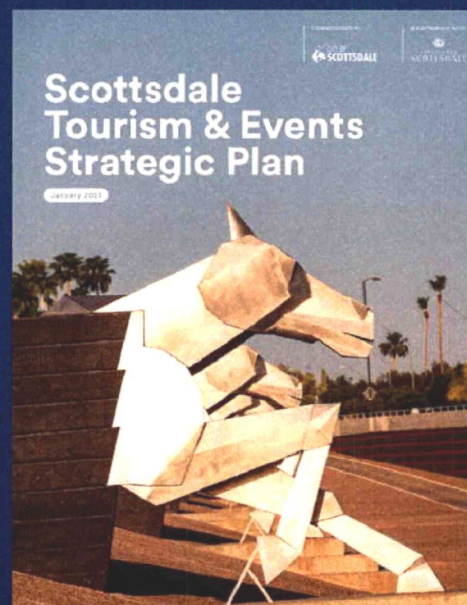
Sr. Director of Economic Development and Tourism

Tuesday, February 10, 2026



Action

Presentation, discussion, and possible direction regarding updates to the Tourism & Events Strategic Plan.



Background

Tourism efforts in Scottsdale are guided by the Tourism & Events Strategic Plan, approved by City Council in January 2023 and running through FY 2027/28.

Eight key experience principles are prioritized in the plan:

1. Community Well-Being
2. Culture & Creativity
3. Festivals & Events
4. Meetings & Events
5. Outdoor Pursuits
6. Placemaking & Entertainment
7. Sports Tourism
8. Travel & Hospitality



In 2024, visitors generated an estimated \$3.7 billion in total economic impact



Analysis & Assessment

Updating the Strategic Plan prior to the formal end will help Scottsdale respond to market changes, build on recent tourism growth, and better align priorities.

The new plan will:

- Provide a focused roadmap for Scottsdale's Tourism & Events
- Establish goals and key performance indicators
- Deliver performance tracking framework



Next Steps

Subject to City Council approval of the FY 2026/27 budget, next steps include:

- Consultant engagement & scope development
- Research, data analysis & stakeholder input
- Draft plan for internal & external review
- Final recommendations presented to City Council

