

The City of Scottsdale

A report to our citizens - Fiscal Year 2014/2015



What was accomplished?

These are a few selected accomplishments from the past year, grouped by strategic goal.



VALUE SCOTTSDALE'S UNIQUE LIFESTYLE AND CHARACTER

- **Scottsdale's Museum of the West** opened in Downtown Scottsdale in January
- Four new public art pieces added, including Impulsion at WestWorld and Copper Falls in Downtown



ADVANCE TRANSPORTATION

- Expanded transit service to connect with light rail and increased route frequency to McDowell Corridor
- Added bicycle and pedestrian access on the McDowell bridge over the Indian Bend Wash Greenbelt
- Completed **bicycle lanes, medians and landscaping on Thomas** from Scottsdale to Indian Bend Wash



SEEK SUSTAINABILITY

- Replaced 13 diesel garbage trucks with **compressed natural gas trucks**
- Pumped in 6,381 million more gallons of unused and reclaimed water into aquifer than was pumped out
- All three major credit rating agencies affirmed the city's AAA bond rating – the highest possible rating.



SUPPORT ECONOMIC VITALITY

- Attracted or expanded 13 businesses with 1,180 jobs and an average wage of \$57,875
- TPC Scottsdale clubhouse and stadium course renovations completed in time for Phoenix Open
- Professional soccer club **Arizona United** started season at Scottsdale Stadium in May
- Hosted Super Bowl XLIX events including Fan Fest Scottsdale which attracted more than 100,000.



PRESERVE MEANINGFUL OPEN SPACE

- Improved parking, signage and **trailhead access to Fraesfield** and Granite Mountain in northern Preserve.



ENHANCE NEIGHBORHOODS

- Reduced building permit fees for the McDowell Corridor revitalization area
- Four properties win inaugural Spirit of Scottsdale home and business renovation awards
- Opened **multi-sensory room** at community center that serves persons of all ages with disabilities
- Purchased land for future Desert Foothills fire station at Jomax and Hayden at a state land auction

More achievements are in the adopted budget. Go to ScottsdaleAZ.gov and search "finance". For information on community leadership and demographics go to ScottsdaleAZ.gov and search "about".

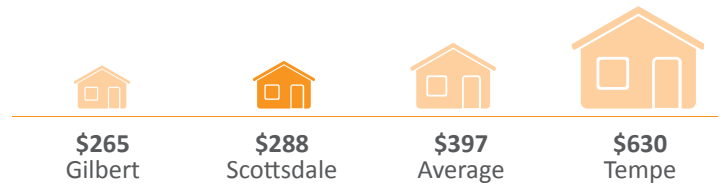
How do we compare with our neighbors?

Scottsdale is part of the Phoenix metropolitan area, and taxes and rates vary across the eight largest cities. In all three categories, Scottsdale rates are lower than the average of all cities.

City Property Tax on a \$250,000 House

This is the amount of city-only property tax on a home assessed at \$250,000 in area communities. About 10 percent of the total tax bill goes to the city. The rest goes for public schools, the county, and other special districts.

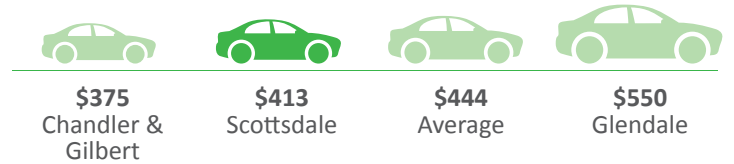
Source: City budget offices.



City Sales Tax on a \$25,000 Car

This is the city sales tax that would be due on a new car valued at \$25,000 in area communities. In Scottsdale, the city portion is 1.65% of the total 7.95% charged. The rest goes to the state and the county.

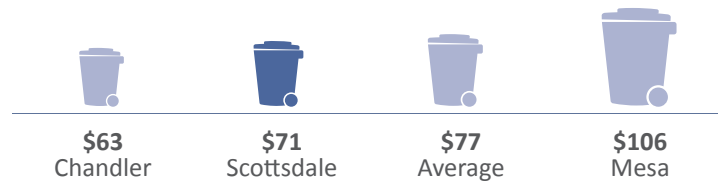
Source: Arizona Department of Revenue



Monthly Residential Utility Bill

This includes water, wastewater (sewer) and solid waste (trash and recycling) for a single-family residential customer in each community. Actual bills may vary based on actual usage and size of property.

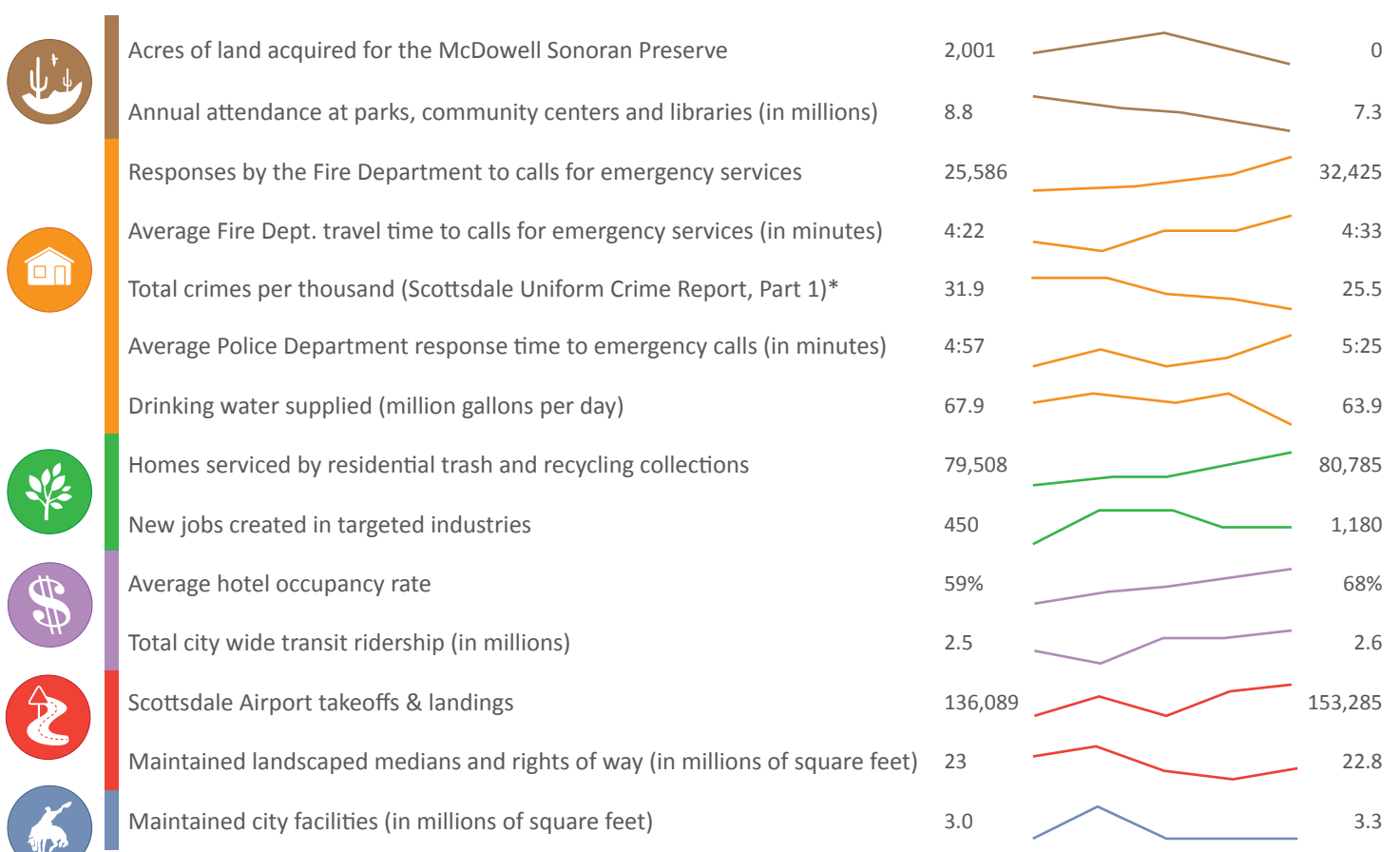
Source: City of Tempe.



How are we doing?

This is a snapshot of a few indicators tracked over time. More performance measures are in the budget book.

Scottsdale Statistics Fiscal Year Ending June 30

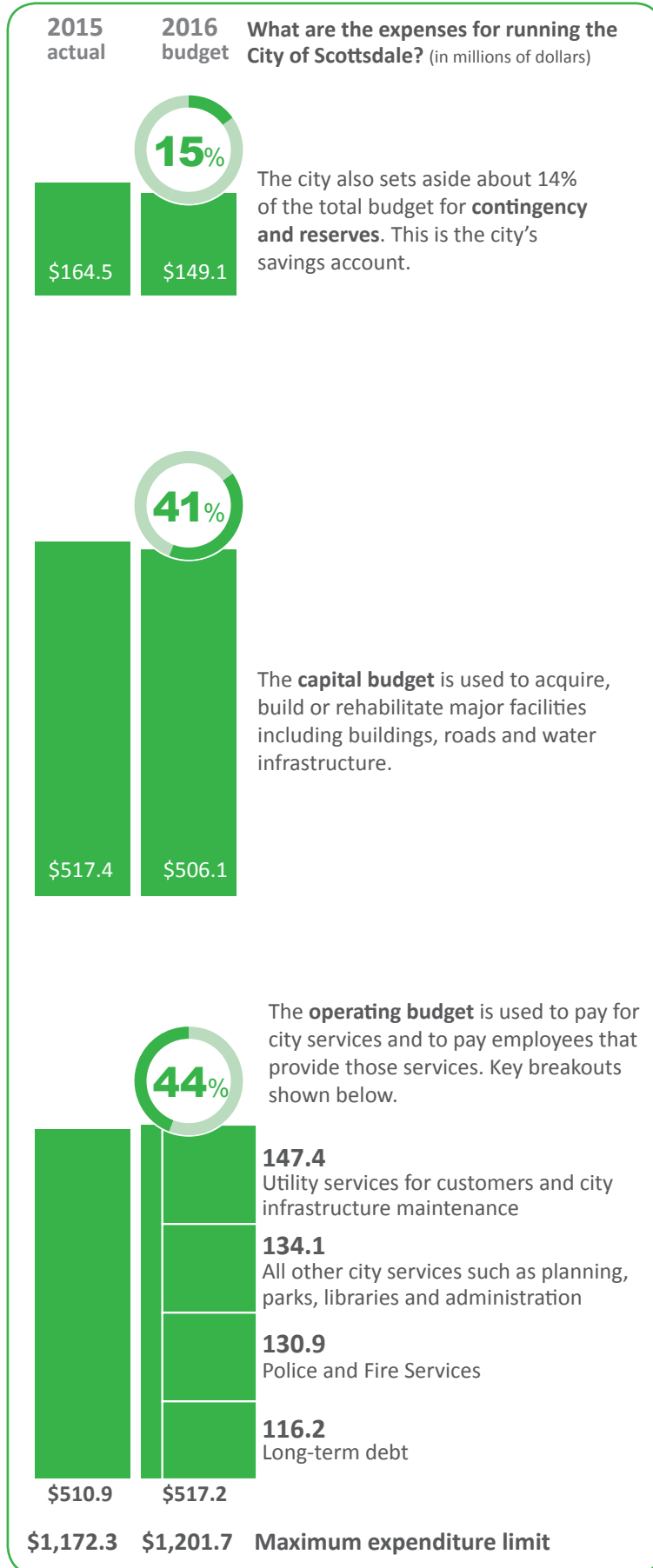
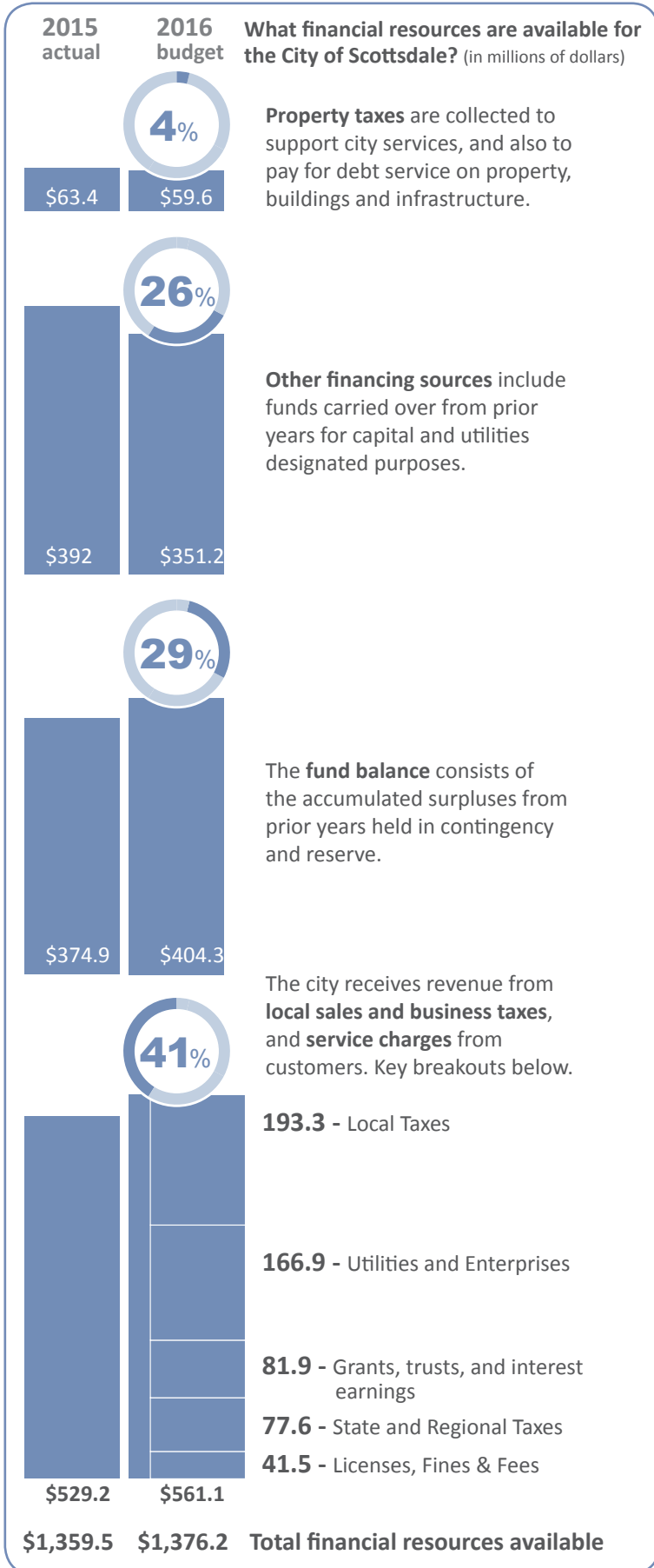


*For the preceding calendar year.

Additional statistics are available in the division section of the operating budget and in the Comprehensive Annual Financial Report available at ScottsdaleAZ.gov and search "finance."

What does it cost to run the city and how are those costs paid for?

Scottsdale is required by law to adopt a budget each year, and cannot spend more than that total amount. This includes all city funds for the fiscal year ending June 30. These numbers are as adopted by the City Council in June 2015. The city's financial statements are audited annually by an independent auditor. The most recent audit for 2014 received a clean opinion.



What are our priorities for Fiscal Year 2015/16?

The Scottsdale City Council reviewed organization strategic plan progress at a strategic planning workshop in February before approving these priorities in July.



Continue working with residents, businesses and SkySong to revitalize the McDowell Road corridor

- Identify possible revitalization tools and decide which ones are appropriate to use
- Understand market conditions and focus marketing efforts to recruit desired businesses
- Support community efforts to establish a new “brand” or identity
- Improve linkages to nearby amenities and adjacent communities
- Work with area residents to strengthen neighborhoods in and around the revitalization area



Provide strategic support of tourism and visitor events

- Enhance visitor experiences and promote Downtown Scottsdale as a destination
- Collaborate with community and local tourism industry to accomplish tourism strategic plan
- Update special events ordinance based on feedback from community and event producers
- Advance Desert Discovery Center through considering concept development contract



Carry out the comprehensive economic development strategy

- Retain and grow existing economic drivers and employers
- Support efforts to cultivate, retain and attract talent needed by present and future employers
- Focus efforts and investment in strengthening key employment and business centers
- Elevate Scottsdale’s engagement in the national and international economic development arena
- Build a Scottsdale business location brand on par with Scottsdale’s tourism brand
- Grow and attract high quality firms and jobs in targeted sectors
- Pursue economic opportunities that enhance quality of life and maintain strong neighborhoods



Develop a transportation strategy that anticipates future needs

- Develop a broad transportation improvement strategy to guide efforts over the next 10 years
- Improve street, transit, and trail connections while minimizing neighborhood impacts
- Design, build, operate, and maintain barrier-free streets for all users
- Increase communication related to transportation options funding and need



Prepare and adopt fiscally sustainable operating and capital budgets

- Create a website for citizens to easily access budget and financial information
- Evaluate options for ensuring long-term financial sustainability
- Evaluate performance and make adjustments as needed throughout the fiscal year



Reinvest in a high performance organization and work culture

- Review and update employee compensation plan to ensure fairness and equity
- Offer relevant training for employees at all levels of the organization
- Ensure high quality, responsive service is provided through efficient and effective processes

Please contact the City Manager’s Office if you have comments or suggestions on how we can improve this report.

Scottsdale’s City Manager’s Office
3939 N. Drinkwater Blvd.
Scottsdale, AZ 85251
480-312-2800
citymanager@ScottsdaleAZ.gov



This report provides a snapshot of information available in the budget and comprehensive annual financial report documents which are available at:

ScottsdaleAZ.gov and search “finance”

This report prepared according to AGA citizen centric reporting standards.