

# Scottsdale Holidays

Prepared for City of Scottsdale  
February 21, 2024

## Scottsdale Citizens Engagement Platform

A plan and purpose for the future!

# PLEASE NOTE

Please Note: The findings from the report on Scottsdale Holidays are the ideas, opinions, and suggestions gathered from the members of the Speak up Scottsdale community and are not necessarily a reflection of all citizens of Scottsdale. This report may refer to Speak Up Scottsdale community members as respondents, community members, participants, and/or SUS members.

# Scottsdale Holidays Report



# OVERVIEW

On December 13, 2023, Speak Up Scottsdale launch a questionnaire asking Community members share their thoughts on “*Scottsdale Holiday activities*”.

78 community members answered 7 questions.

4 are open ended

3 are choice

The questionnaire closed on January 23, 2023.

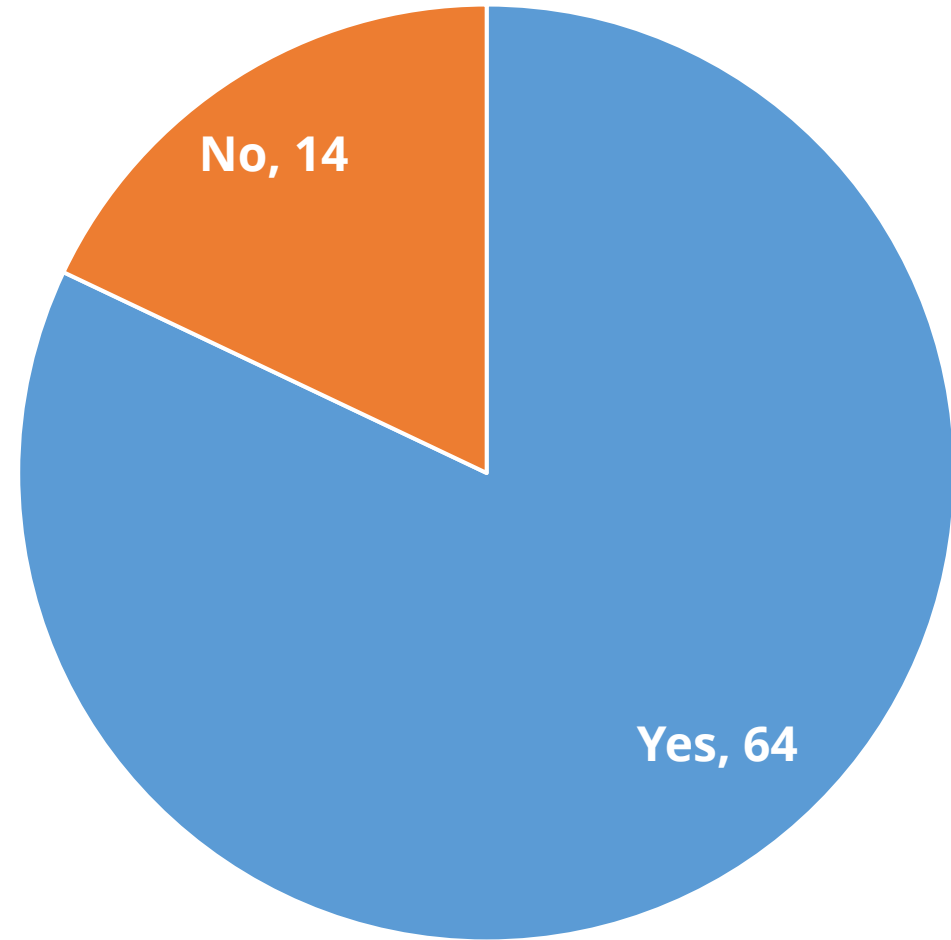


# SCOTTSDAZZLE

Respondents were asked if they heard of Scottsdazzle

**64 Yes!**

Out of 78 respondents only 14 chose No



Q1



# FAVORITE CITY SPONSORED HOLIDAY EVENTS

SUS members provided 23 categories from 78 respondents.

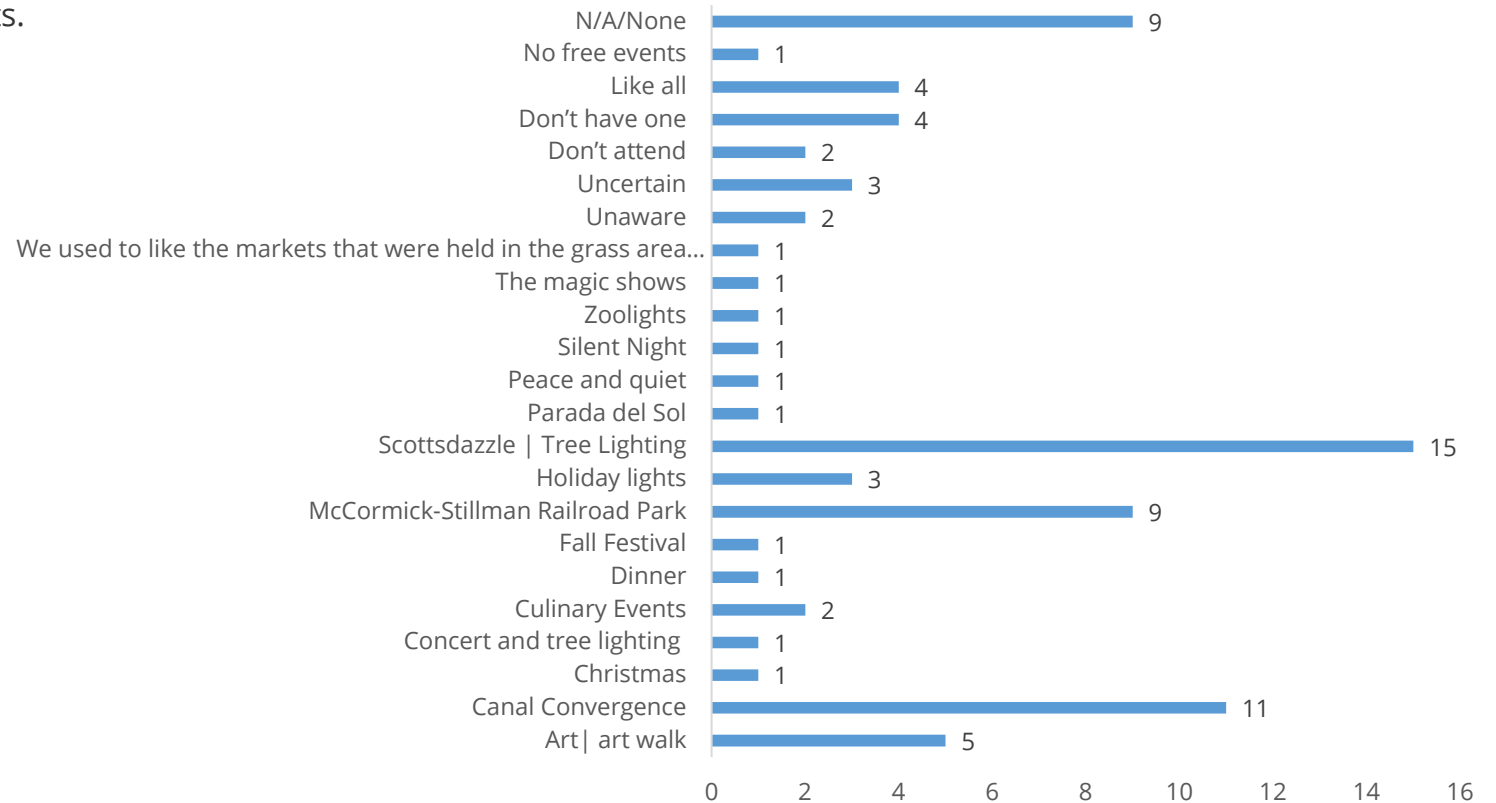
Two respondents provided an additional two favorites.

These are SUS Members top three favorites

- 15 SUS members selected **Scottsdazzle** and Tree Lighting
- 11 Canal Convergence
- 9 SUS McCormick Stillman Railroad Park

*Scottsdazzle is a favorite of the SUS members.*

Favorite City Sponsored Holiday Event



Q1





# TYPE OF EVENTS WANTED MORE OF IN OLD TOWN SCOTTSDALE DURING THE HOLIDAYS

SUS members provided 26 categories from 78 respondents.

Eight respondents provided an additional responses.

Most mentioned types of events

- 7 Art related events
- 7 More free family events/inexpensive family fun
- 7 Music/Live holiday music
- 5 Caroling
- 5 Food and drink

20 respondents either didn't know or were unable to provide a response to the question.

Type of Event



Q3

# MISSING FROM THE HOLIDAY SEASON IN OLD TOWN



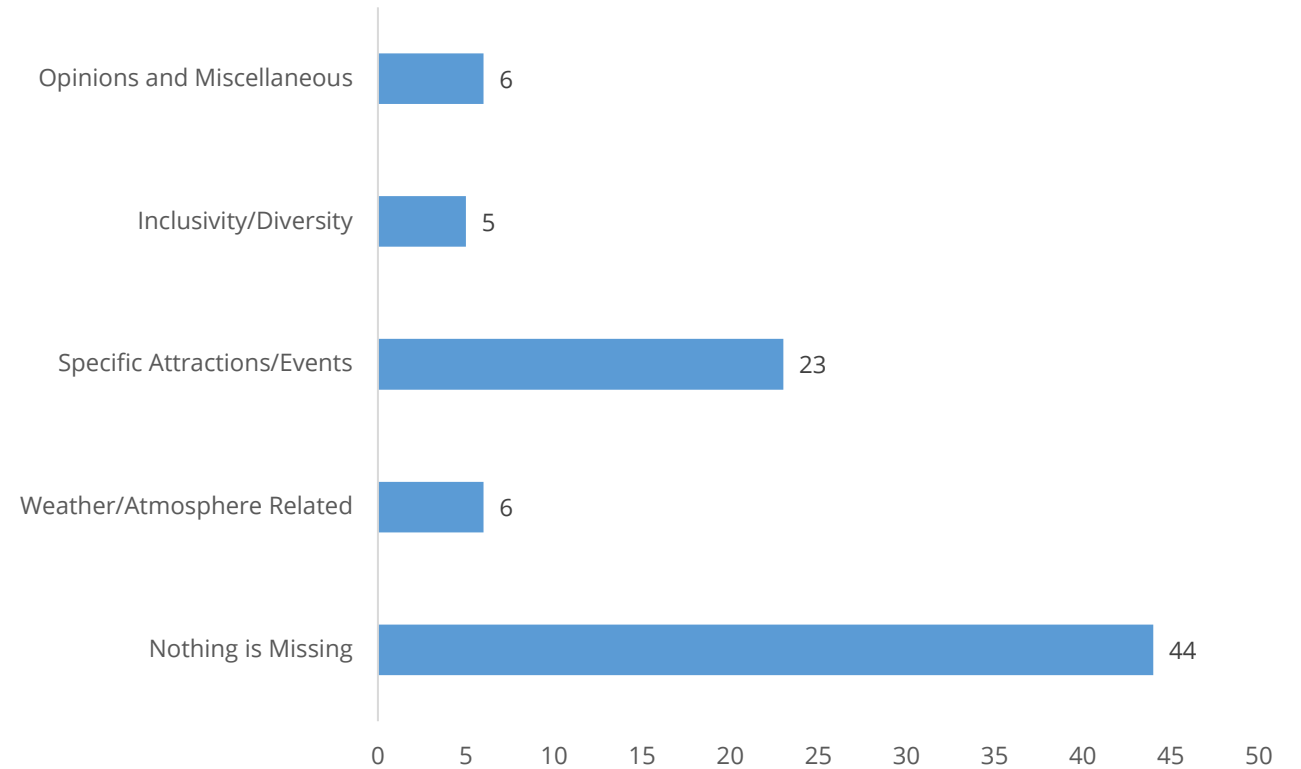
Q4

# MISSING FROM THE HOLIDAY SEASON IN OLD TOWN

SUS members provided 5 categories from 78 respondents and 84 responses.

The majority opinion seems to be that nothing is missing, but there is interest in specific attractions and events that could enhance the experience, followed by a smaller interest in weather-related elements, inclusivity/diversity concerns, and general opinions or miscellaneous thoughts.

Missing from Holiday Events



Q4

# MISSING FROM THE HOLIDAY SEASON IN OLD TOWN

## Respondents provided these recommendations Under Specific

### Attractions/Events:

Horse and carriage (1)

Buskers (1)

Small, intimate places to gather (1)

Community (1)

Christ (1)

Street Carolers (1)

Christmas themed events - caroling, etc. (1)

More decorations (1)

Christmas parade (1)

Christmas tree in Civic Center Plaza (1)

Ice Skating (1)

Maybe humanitarian spirit rallies (1)

Stuff for kids (1)

Walk - shop (1)

A Christmas Market... (1)

A single-day or weekend-long... (1)

a traditional Christmas market area... (1)

The overwhelming reason for the season... (1)

Too much disruption from unruly Short Term

Rental occupants (1)

oh absolutely our beloved Legend... (1)

Christmas Market like Europe (1)

Arts with holidays (1)

Daytime events (1)

Q4

# REASONS SCOTTSDALE IS A SPECIAL PLACE TO SPEND THE HOLIDAYS

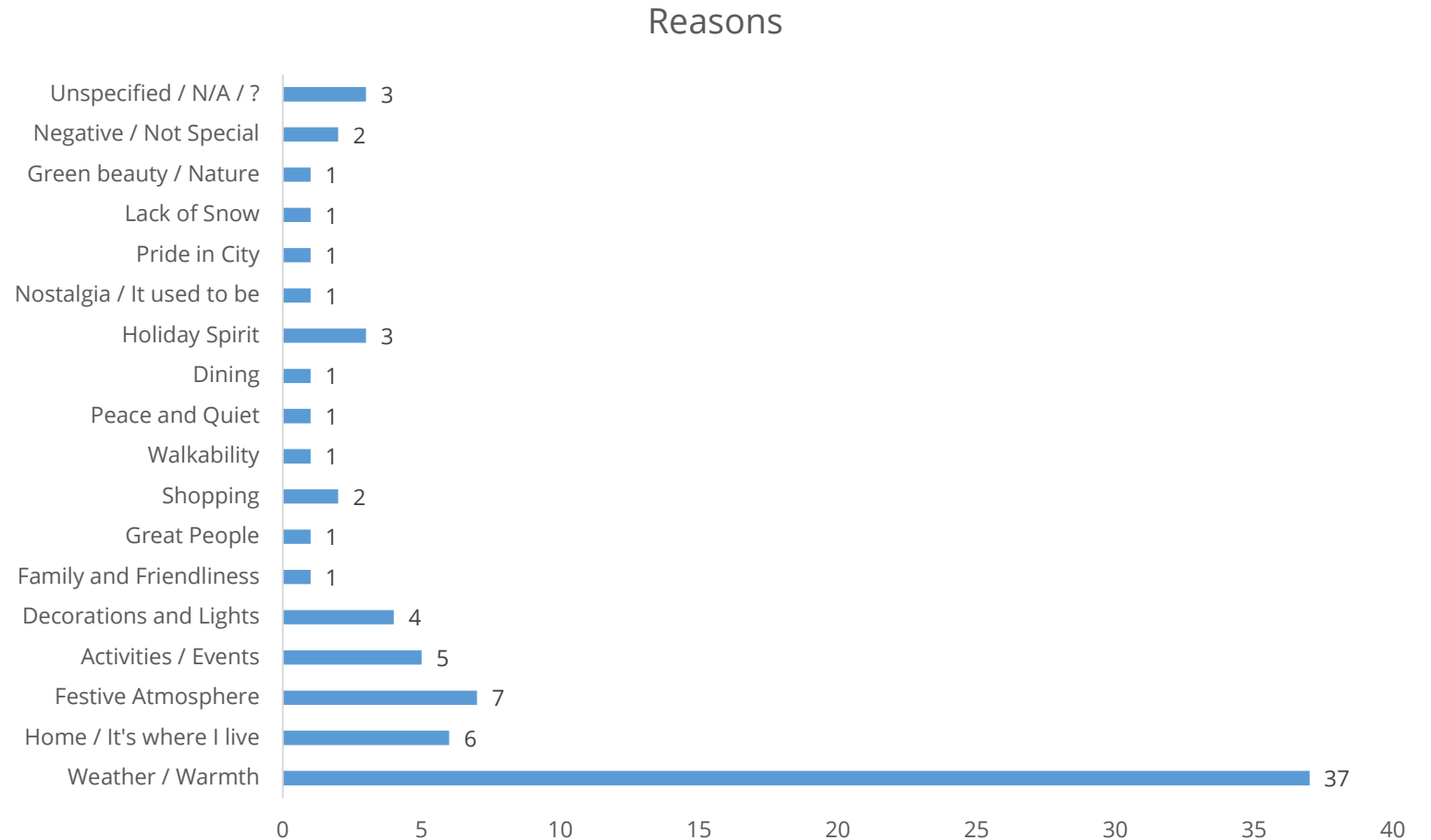


Q5



# REASONS SCOTTSDALE IS A SPECIAL PLACE TO SPEND THE HOLIDAYS

SUS respondents, showing a clear preference for Scottsdale's weather during the holiday season, along with its festive atmosphere and the array of activities and events available. 18 categories are identified from 78 responses.

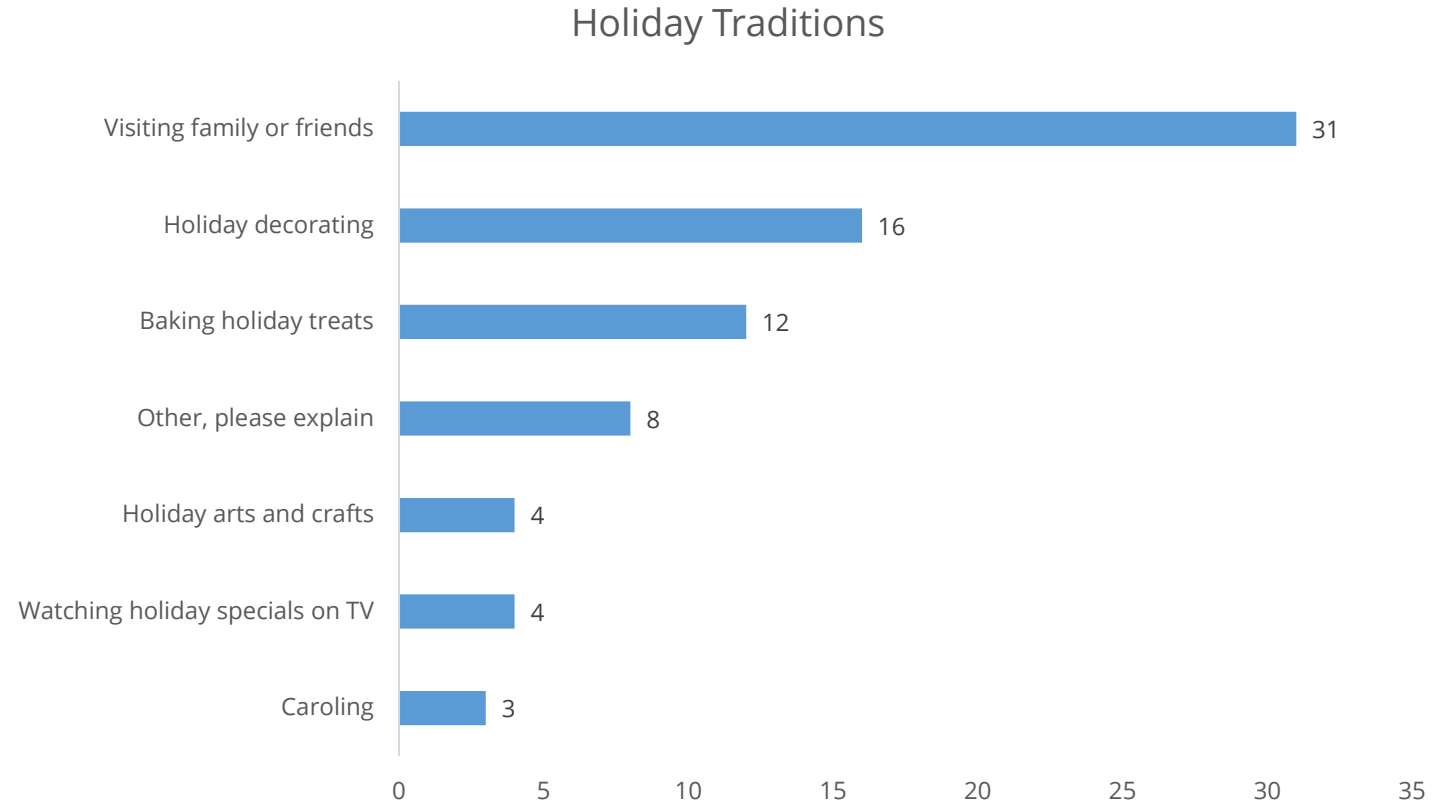


Q5

# FAVORITE HOLIDAY TRADITIONS

The top three favorite holiday traditions are visiting friends, holiday decorating and baking holiday treats.

31 of respondents indicated *Visiting family or friends*, while 16 of respondents indicated *Holiday decorating*, and 12 of respondents indicated *Baking holiday treats*.



Q6

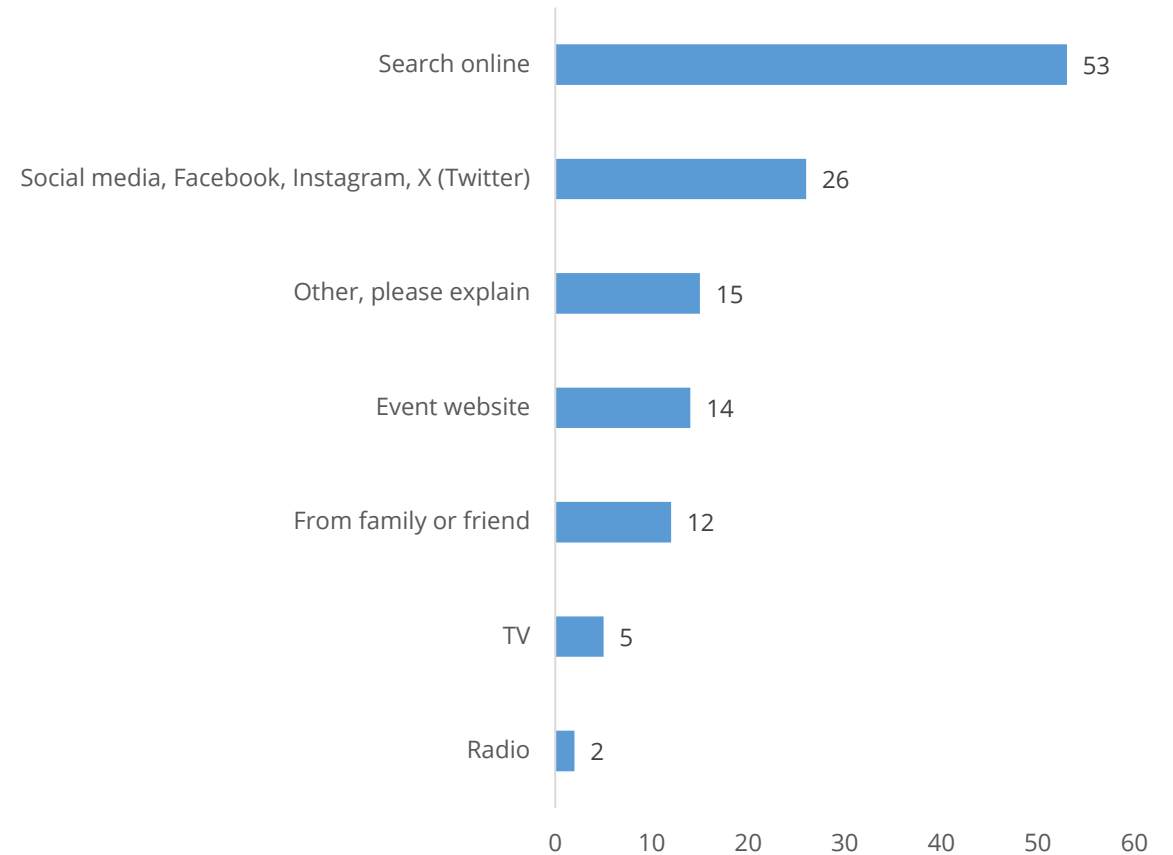
# SOURCES FOR FINDING EVENTS

The clear majority of respondents selected Search online (53) and many respondents selected Social media, Facebook, Instagram, X (Twitter) (26). While several respondents selected Other, please explain (15) and several respondents selected Event website (14). There were also several respondents that selected From family or friend (12) and a few respondents that selected TV (5). Additionally, there were a few respondents that selected Radio (2). 15 respondents replied other:

- 2 Coalition of Greater Scottsdale Newsletter
- 4 Arizona Republic & local newspaper, inserts from utility companies
- 6 Emails | Newsletters from City of Scottsdale
- 1 Scottsdale Patch daily email.
- 1 Scottsdazzle email and website
- 1 Nextdoor

Q7

Sources For Finding Events





# SUMMARY

The Speak Up Scottsdale (SUS) initiative reveals a community engaged in local holiday festivities, with a notable majority familiar with and favoring Scottsdazzle events. Feedback from 78 participants suggests a positive response toward a variety of holiday activities, specifically art, family-oriented, and musical events. While the overall sentiment indicates contentment with the existing holiday offerings, there's an undercurrent of interest in augmenting the holiday experience with more diverse and inclusive events. Traditional holiday customs such as visiting loved ones, decorating, and baking remain cherished. Information dissemination is predominantly digital, highlighting the importance of online platforms in community engagement.



# Thank you!

Let's us know if you have any questions!

Tery Spataro  
Director of Research / UX

## ATOM

