



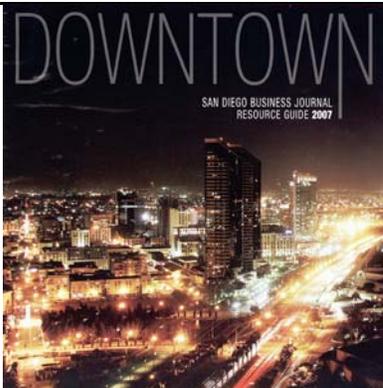
THE SMART PLACE TO BE®

WEEKLY UPDATE

COMMUNITY DEVELOPMENT DEPARTMENT

FRIDAY
01 JUNE
2007

Chris Salomone, Manager 480.350.8294 chris_salomone@tempe.gov



SAN DIEGO BUSINESS ATTRACTION + MEDIA TRIP

The recent San Diego Business Attraction and Media trip resulted in not only many new business leads [no, we can't tell you who they are] but also the startling revelation that Tempe's ads in the *San Diego Business Journal* are generating a buzz! San Diego VIPs recently brought copies of the ads that ran in the *San Diego Downtown* supplement to a mixer, asking why the *Journal* allowed an Arizona community such as Tempe to advertise. *Business Journal* representatives were able to tout the similar demographics, convenient air transportation and lower cost of living in Tempe. From anecdotal evidence, the three-year campaign seems to be seeding the business development message in San Diego. The City and the **Tempe Convention + Visitors Bureau** will continue the successful ad campaign next year.

www.tempe.gov/business
www.tempecvb.com/

SHERI WAKEFIELD-SAENZ, Economic Development 480.350.8812 sheri_wakefield-saenz@tempe.gov



ICSC

As part of our on-going retail recruitment strategy, **Chris Salomone** and **Sheri Wakefield-Saenz** recently attended the 50,000+ person, **International Council of Shopping Centers** conference in Las Vegas, Nevada. The keynote speaker, **Lance Armstrong** spoke on the merits of a positive, winning attitude in persevering in life's challenges. Economic Development staffer, **Susan Franchuk** worked months in advance of the conference to identify potential retailers for the Tempe market and set appointments for Chris and Sheri while at the conference. Many retailers, small and large recognized the retail renaissance occurring in our market with the critical mass of mixed-use projects slated for the opening in the next 18 months and are considering retail sites in Tempe. www.icsc.org

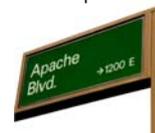
<< ground-level **Whole Foods** at KLM's **Mosaic** [NWC Ash Avenue + University Drive] www.mosaictempe.com

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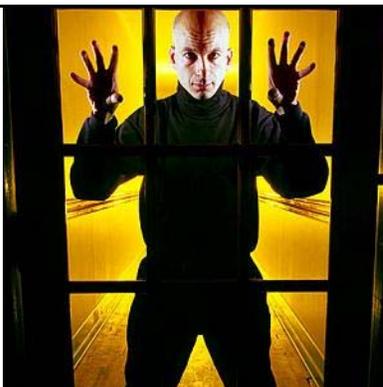


APACHE MAKES WAY

The City of Tempe's Redevelopment Division began demolition this week of 30 mobile homes and 1 business that were located at 2319 E. McArthur Drive and 2320 E. Apache Boulevard. This project started over 15 months ago and included the relocation of the 30 families and 1 business as well as abatement of asbestos found in the units. The property is located near a new planned park for the **Victory Acres Neighborhood**.



TIM 'DEMO-MAN' JONES, Senior Planner 480.350.8711 timothy_jones@tempe.gov



MARKETING GURU VISITS TEMPE

Marketing guru **Seth Godin** preached to a packed house at the **Tempe Improv** last Thursday morning. Drawing a crowd as large as attended the comedian **Christopher Titus'** show from the weekend before, Godin shared tips for helping businesses to maximize their marketing dollars. "I've never spoke at a comedy club before," Godin said, "Especially not in the morning. This is great." The City of Tempe sponsored the successful event with Tempe technology company **Sitewire Marketplace**.

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"Selling to people who actually want to hear from you is more effective than interrupting strangers who don't."

— SETH GODIN



DAM ANALYSIS

Rio Salado is initiating a study to examine whether the rubber dam technology should continue to be the right one for **Town Lake**. We're seeking options because the four downstream bladders are aging faster than expected. We see cracking on the exterior "protective layer" of the downstream dams. The segments of the four downstream dams and the four upstream dams that do not include this protective layer do not have the same degree of cracking. This investigation will examine options to keep or replace the dams with different technology and is part of our due-diligence before committing to the \$16-million to replace the west dams. Kinds of options to be explored include two different types of gates, Obermeyer gates or radial gates, and a dual wall rubber dam. All options explored will ensure that the floodwater capacity of the channel will be maintained, and without impact to any of the uses downstream in the **Salt River**. None of the options would entail closing or draining the lake. Fortunately the four upstream bladders do not need replacement before the expected replacement cycle. The replacement cycle was expected at 20 years.

NANCY RYAN, Rio Salado Manager 480.350.8096 nancy_ryan@tempe.gov



NEW CREW

Jody Benson [left] and **Andrés Lara-Reyes** are the newest members of the Community Development Department team. Hired as full-time Code Inspectors, both team members have prior experience with Tempe. Jody's former service was as a Park Ranger, and Andrés served as a Section 8 Code Inspector in Housing. Congratulations on your new posts!

JAN KOEHN, Neighborhood Enhancement Code Enforcement Administrator 480.350.8076 jan_koehn@tempe.gov



TEMPE CENTER FOR THE ARTS

COMMUNITY DESIGN ECONOMIC DEVELOPMENT HISTORIC PRESERVATION HOUSING NEIGHBORHOOD ENHANCEMENT REDEVELOPMENT SPECIAL PROJECTS TOWN LAKE

for contributions to the **WEEKLY UPDATE**, contact Kris Baxter 480.858.2059 kris_baxter@tempe.gov or E. Hansen 480.350.8763 eric_hansen@tempe.gov

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