



THE SMART PLACE TO BE®

WEEKLY UPDATE

FRIDAY
13 APR
2007

COMMUNITY DEVELOPMENT DEPARTMENT

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TEMPE TO HOST IRONMAN ARIZONA SUNDAY, 15 APRIL

This weekend's **Ironman Arizona Triathlon at Tempe Town Lake** will bring millions of dollars to the city this weekend. Rio Salado Parkway will be closed Wednesday the 11th through Monday the 16th between Ash and Mill Avenues to create space for a staging area. The event will be the third Ironman held in Tempe, which includes a 2.4-mile swim, 112-mile bike ride and 26.2 mile run. More than 2,000 athletes from 30 countries and 47 states are registered to participate, according to data from the event promoter. The **Tempe Convention + Visitors Bureau** expects the event to bring more than \$5.1 million to Tempe, as visitors have booked 3,300 room nights in Tempe hotels. Eighty-two percent of the Ironman athletes come from out of town, and typically stay in a hotel for five nights and bring at least three friends and family members with them. "They definitely secure our position as a sought after sports destination, which is important to us, said **Toni Smith** of the TCVB, "Ironman is such a unique event because only a handful of cities in the U.S. hold them."

www.IronmanArizona.com/

source: Jonathan Cooper, State Press jonathan.cooper@asu.edu



EXPLORE THE GROUND FLOOR - TEMPE RETAIL PREVIEW

More than 2 million square feet of new retail space is coming to Tempe in the next five years, much of it on the ground floor of Tempe's new high rise projects. Tempe is changing, growing and ready to blossom with new shopping experiences. Get in on the ground floor of the next wave of development at **Explore the Ground Floor - A Tempe Retail Preview** on Tuesday, 17 April, 4:30 - 7PM at the Hackett House, 95 W. Fourth Street. RSVP required [480.858.2104].

- > Enjoy appetizers + music
- > Find new space for your restaurant concept
- > Mingle with leasing agents for these intriguing projects
- > Learn where your next retail location could locate
- > Meet the owners of this new space coming online

Event details at www.tempe.gov/comdev/ExploreTheGroundFloor.pdf.

[pictured: Laguna Pacific's Pier 202 concept rendering]



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ARCHITECTURE WEEK

Mayor Hugh Hallman has proclaimed April 9 - 15 as **Architecture Week** in Tempe. The proclamation was issued in conjunction with state and national components of the **American Institute of Architects [AIA]**, in observance of the AIA's 150th anniversary. Several events are planned within the metro area - visit www.aia-arizona.org for more information. In the meantime, consider this an invitation to get out and experience the wealth of historic and cutting-edge architecture Tempe has to offer.



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WALKING ON WATER

The **Music at the Marina** Sunday concert series continues this week with **Wild Angels**. Originally from Colorado, Wild Angels includes a duet of singers and songwriters, **Krystal Baker** and **Laura Rupejko**, who released their first CD in 1998, titled "Walking on Water." In addition to the colorful 9' café umbrellas, free water bottles also provided by **The Brownstones at Tempe** will be available. **Ironman, Arizona** athletes will be traversing the Marina six times throughout the day, so come enjoy the music and encourage the athletes on!

The full concert schedule is available at www.tempe.gov/lake/Events/MusicAtTheMarina.htm.



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"Spring is nature's way of saying, 'Let's party!'"

— Robin Williams



WE'VE GOT THE BEAT

More than 30,000 people got an earful at the fifth **Circle K Tempe Music Festival** on March 30-31. The success is due, in part, to fabulous weather, the influx of people from the **Spring Tempe Festival of the Arts**, promotion by the **Arizona Republic** and **Clear Channel** as well as performances by internationally-known bands such as **The Fray**, **Smithereens**, **Lifehouse** and **Cowboy Mouth**. **Fender** guitars were built at Fender Village. **Socko Energy Drink** gave tethered hot air balloon rides that lifted people high over the festival. Cowboy Mouth's highlight performance included spending 15 minutes in the audience doing an alternative rendition of Judy Garland's Somewhere Over the Rainbow. During The Fray's sound check, **Desert Wildlife Productions** was showing **TV-3** the snakes and lizards that would be available to children to touch in the Kids Zone. The lead singer wrapped a 70-pound python around himself while other band members chose smaller snakes and lizards. The band appears to be afraid of nothing, as after their performance that night, they caught a thief making off with a 42-inch flat screen TV from the festival and called the cops. We can't wait until next year!



AH, SPRING

lovers on the lake

new North Bank Linear Park
at Playa del Norte

Tempe Marketplace construction

NORTHSHORE

In spring, our thoughts turn to rebirth... and redevelopment.
Geraniums bloom in front of **Northshore**, located at **Playa del Norte** on the north side of Tempe Town Lake.
All but two of the 134 units have sold.

www.northshoreaz.com



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

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