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WEEKLY UPDATE

COMMUNITY DEVELOPMENT DEPARTMENT

FRIDAY
16 NOV
2007

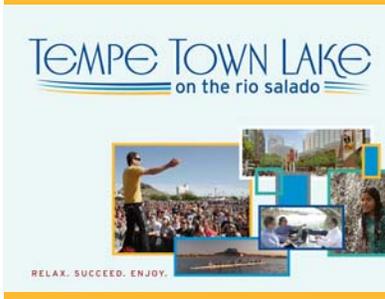
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IN LIVING COLOR

It's difficult to visualize a lake in the middle of an urban desert, especially if you are from New York, Boston or the green hills of Ireland. To help developers, businesses, large-scale event planners and media understand all Town Lake offers, staff has prepared a 20-page informational booklet about **Tempe Town Lake**. Featuring details on recreational activities, park space, city facilities and developments -- the booklet is available online, at the **Rio Salado Operations Center** and at the Community Development offices. A new Town Lake PowerPoint presentation and Fact Sheet are also available as part of the package. www.tempe.gov/lake/TownLakeBrochure.pdf



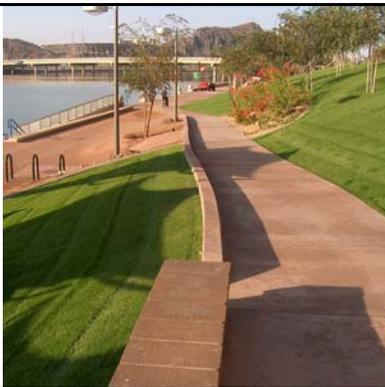
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FRIENDLY SKIES

As a part of Tempe's on-going partnership with **US Airways**, Economic Development has embarked on a promotion to attract businesses from around the country utilizing the internet and direct marketing tools of US Airways. This campaign will give us coverage to nearly 2 million travelers making them aware of our community and showcasing our innovative, business-friendly environment. Starting December 1, travelers who live in Boston, San Diego, Denver, and Dallas / Fort Worth areas as well as those who live in the Phoenix metropolitan area will receive a web banner with information about Tempe across the confirmation page of their purchase. The banner artfully asks people to consider Tempe as the location for their next business. Tempe community information will also be part of monthly emails sent to members of the US Airways frequent flyer plans. In addition, travel-sized "Tempe, Arizona" notepads with a business message will be placed within the exclusive club rooms of US Airways in Los Angeles and Boston.

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SEEDY

Implementation of a program to oversee grass several developed portions of Tempe Town Lake is underway. The **Town Lake Marina**, north bank, new linear park at **Playa del Norte** and **Guiliano Park** have fresh rye grass sprouting to keep these high visibility locations green and attractive this winter. Increased winter and spring use of the park system, freeway visibility and to attractiveness for future buyers and tenants to lake developments are the prime reasons for overseeding these areas. Cost for this program was budgeted within the Community Facilities District / Enhanced Services area.

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SENIOR STAFF RETREAT

Senior staff from Community Development met this week for their annual retreat. Looking forward to the coming year, staff identified a number of goals and priorities. Looking back, it was a very productive year for all divisions: Housing, Neighborhood Enhancement, Tempe Town Lake, Economic Development, Design + Technology, and Redevelopment. Interest in urban infill development and Transit Oriented Development continues despite the slowdown in the economy, a positive note for the City. Workforce housing and neighborhood issues will be emphasized in the coming months.

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"Don't just tell customers you've changed; show them you've changed."

— Saabira Chaudhuri, Associate Editor, FastCompany.com



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Community Development's Maps webpage received 12,500 page views and is the 12th most popular page on the City of Tempe site. Separately, the individual detail pages received more than 8,500 hits. The Business webpage, which contains the Maps pages, received about 10,200 hits excluding the Maps items. More than 3,000 of those hits came straight to Business without going through the main city page. The Development Report audiocast, also hosted by the Business site, was heard by nearly 3,000 people last month who went through the City's RSS site to get the information. Tempe Town Lake received nearly 10,000 hits to tempe.gov/lake, ranking at 15 for the month. The Town Lake weather page got 3,900 hits with events and boating receiving about 2,000 hits each. These statistics are holding steady from last month. Mondays are busiest for visits to the City of Tempe website overall.

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FROM OUR FAMILY TO YOUR'S

HAPPY THANKSGIVING

FROM ALL OF US IN COMMUNITY DEVELOPMENT

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

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Tempe wins five Valley Forward Environmental Excellence awards

The City of Tempe is committed to finding ways to better our community and our world. That commitment was recognized in September as Tempe received five Valley Forward accolades, including two Crescordia Awards. It's part of a continuing philosophy that has brought the city its own collection center for household hazardous waste and has led to the city's construction of environmentally friendly projects like METRO light rail and the Tempe Transportation Center.



We now proudly showcase these 2007 Valley Forward award-winning projects:



Tempe Marketplace – Crescordia

The new outdoor destination at the Loop 101 and 202 free-ways was praised for its site development and landscaping. Formerly the location of three unregulated landfills, Tempe worked with the private sector to clean up the area, create jobs and contribute to the local economy.

Annual Green Building Expo – Crescordia

The 10th annual event, jointly produced by the cities of Tempe, Phoenix and Scottsdale, works to expand consumer demand for green products.



East Valley Bus Operations & Maintenance Facility – Award of Merit

The 250-bus maintenance and transit facility, jointly owned by Tempe, Scottsdale and Valley Metro, opened in August and incorporates green building principles.

North Tempe Multi-Generational Center – Award of Merit

Artist Thomas Strich's public art piece, "Play Like a River," meanders through the 30,000-square-foot community center. According to Strich, it "serves as an engaging reminder that water and play are essential to maintaining the health of the individual and the community."



Rio Salado Habitat Restoration – Award of Merit

A barren half-mile of the Salt River bed west of Tempe Town Lake was transformed into a riparian habitat and mesquite bosque.