

PARADISE VALLEY

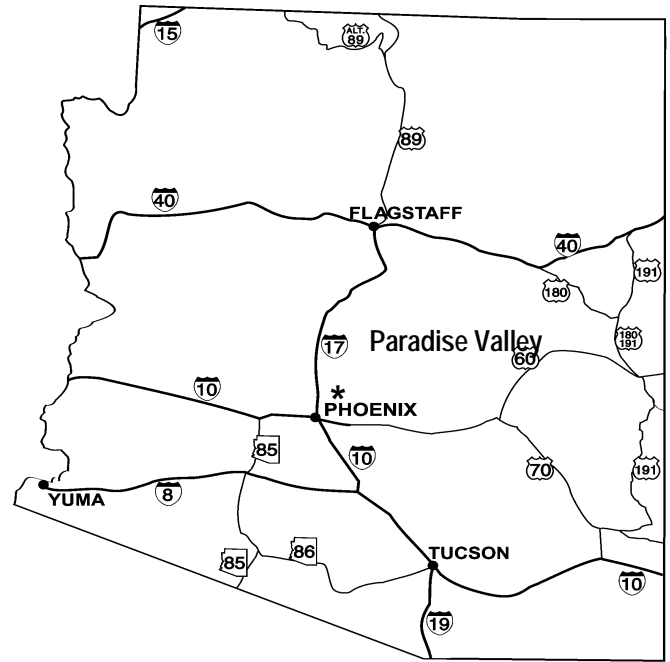
Community Profile

Prepared by the ARIZONA DEPARTMENT OF COMMERCE

Paradise Valley combines a vast area of northeast Phoenix and the town of Paradise Valley. The name was inspired by the beautiful wildflowers found in the spring. In the 1880s, the Rio Verde Canal Co. planned to turn open grazing land into irrigated farmland. The farming scheme was abandoned, but the area later witnessed a boom in home building. Today Paradise Valley is generally an upscale residential community known for its excellent school system. It has the highest median income and the largest percentage of college graduates in the area. Zoning has restricted commercial development to posh resort hotels and single family homes to a minimum of one-acre lots.

HIGHWAYS: I-10
 COUNTY: Maricopa County
 DISTANCE TO PHOENIX: 10 miles

INCORPORATED: Yes - 1961
 ELEVATION: 1,165 feet
 DISTANCE TO TUCSON: 121 miles



POPULATION

	<u>1990</u>	<u>2000</u>	<u>2004</u>
Paradise Valley	11,773	13,664	14,410
Maricopa County	2,122,101	3,072,149	3,524,175
Arizona	3,665,228	5,130,632	5,833,685

Sources: Arizona Department of Economic Security and U.S. Census Bureau.
 Revised 1990 Census population figure (original: 11,671).

PRINCIPAL ECONOMIC ACTIVITIES

While most Paradise Valley residents commute to jobs in metropolitan Phoenix, employment is also found in the electronic plants along Black Canyon Freeway, at businesses in Scottsdale Air Park, and in area retail, service and professional sectors. Paradise Valley Mall, one of the larger regional shopping centers provides much of the local employment. Sumitomo Sitix is the first major manufacturing plant in a new 1000-acre commercial/industrial area adjacent to the new Pima Freeway Outer Loop.

<u>County Employment</u>	<u>2004</u>
Educational & Health Svcs	168,600
Financial Activities	136,600
Government	204,700
Information	35,500
Leisure & Hospitality	157,200
Manufacturing	127,700
Mining & Construction	139,400
Other Services	6,300
Professional & Business Svcs	268,000
Trade, Transportation & Utilities	332,200

Sources: Arizona Department of Economic Security
 Figures are organized under the North American Industrial Classification System (NAICS).

LABOR FORCE DATA

	<u>1990</u>	<u>2000</u>	<u>2004</u>
Civilian Labor Force	5,902	8,382	9,361
Unemployed	142	124	205
Unemployment Rate	2.4%	1.5%	2.2%

Sources: Arizona Department of Economic Security.

<u>Growth Indicators</u>	<u>1990</u>	<u>2000</u>	<u>2004</u>
New Bldg. Permit	485	1,120	941
Taxable Sales (\$)	221,446,300	530,304,214	559,140,429
Net Assessed Valuation (\$)	213,082,375	396,333,423	579,677,587

Sources: Arizona State University; AZ Dept. of Revenue; AZ Tax Research Foundation

SCENIC ATTRACTIONS

The Phoenix Mountain Preserve is a large area of natural desert landscape that includes Squaw Peak, North Mountain and Camelback Mountain. Bike trails and hiking combine with picnicking as the most popular activities. Boating, fishing and other water sports can be enjoyed just north of Paradise Valley at Lake Pleasant, Horseshoe Lake or Bartlett Lake. The Phoenix area has many attractions: professional football and basketball, as well as baseball, tennis and golf. In addition, cultural events include a symphony, an opera, theater companies, historical, Indian, art and specialty museums and several state-of-the-art entertainment facilities.

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TAXES

Property Tax Rate	1990	2000	2004
Elem/High School	8.85	9.98	8.47
City/Fire District	0.00	0.00	0.00
Countywide	3.51	3.35	3.09
Total	\$12.36	\$13.33	\$11.56

Sources: Arizona Tax Research Foundation
 Note: Tax rate per \$100 assessed valuation.

Sales Tax Rate

City	1.65%
County	0.70%
State	5.60%

Sources: League of Arizona Cities and Towns, Arizona Dept. of Revenue

COMMUNITY FACILITIES

Paradise Valley offers a broad range of community facilities including two libraries, 16 parks, eight theaters, two swimming pools, two bowling alleys, two roller skating rinks, eight golf courses, and numerous tennis courts, ball diamonds, and soccer fields.

Educational Institutions

	Public	Private
Community College	Y	N
Elementary	Y	N
High School	Y	N
Middle School	Y	N

Financial

Number of Banks: 50

Governmental Agencies

Fire Department: City of Phoenix Fire Department & Rural/Metro

Law Enforcement: City Police Department

Airports Nearby Deer Valley Airport, 12 miles northwest or Scottsdale Municipal Airport, 12 miles northeast

Medical

Mayo Clinic, two hospitals and several nursing homes.

Hotel and Lodging Facilities

Number of Rooms: 2,000

Industrial Properties

For more information contact the North Phoenix Chamber of Commerce.

Utilities

Natural Gas	Southwest Gas Corp. (Statewide)	800.766.9722
Sewer	Municipal (Scottsdale)	480.391.5650
	Municipal Sewer (Paradise Valley)	480.948.7411
	Municipal Sewer (Phoenix)	602.262.6251
Telephone	Qwest (statewide)	800.244.1111
Water	Berneil Water Co.	480.947.5044
	City of Phoenix (Water)	602.948.5410
	Paradise Valley Water Co.	480.948.5410

Cable Providers: Yes Cable Internet Service Provider: Yes
 Digital Switching Station: No Fiber Optics: No
 Internet Service Provider: Yes

Weather

Month	Average Temperature (°F)		Average Total
	Daily Minimum	Daily Maximum	Precipitation (Inches)
January	42.7	64.5	0.81
February	44.8	67.6	0.78
March	48.1	73.0	0.74
April	55.8	81.7	0.29
May	64.6	91.6	0.09
June	73.3	100.8	0.22
July	80.7	103.9	0.84
August	78.8	101.4	1.13
September	73.5	97.3	0.65
October	62.3	86.9	0.74
November	50.5	73.4	0.66
December	43.6	65.4	1.42
Yearly Avg	59.9	83.9	8.39

Western Regional Climate Center, wrcc@dri.edu. Period of record 1955-1970. Average Total Snowfall 0.0".

This profile was prepared by the Arizona Department of Commerce Communications Division in cooperation with local sources.

For further information, contact:

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