



Phoenix is HOT

Home of the 2016



Phoenix is HOT! in many ways. Did you know the sixth-largest city in the United States is the vibrant center of one of the fastest growing job markets and economies in the country. With billions of dollars of development and growth in downtown Phoenix, there is plenty to do for everyone. Visitors can enjoy some of the top resorts and spas while taking part in year long outdoor living including golf, tennis, hiking, cycling, mountain biking, horseback riding, swimming and more. Phoenix has also become a foodies paradise with renowned chefs and long-time Phoenix eateries that tantalize the palates of Phoenix residents and visitors.

DOWNTOWN PHOENIX

Phoenix is HOT! for fun. Downtown Phoenix is the place to be for world renowned dining, a barrage of shows at several distinguished theaters, acclaimed museums for the entire family, resort hotels and spa amenities, shopping, music and quaint neighborhood breweries. And let's not forget the sports scene! The NBA's Phoenix Suns, WNBA's Phoenix Mercury and AFL's Arizona Rattlers pack the Talking Stick Resort Arena which also serves as a top concert venue.

Downtown Phoenix is a perfect blend of old southwest charm and the new and exciting innovation. With an expansive downtown area that extends miles, getting around is easy from the \$4 billion light rail that allows visitors to freely travel through the greater Phoenix area, to the GRID Bike share system that allows riders to get around quickly in perfect 70-degree winter weather.

Let the staff of the Phoenix Communications Office help you discover some of the reasons Phoenix is HOT!



Courtesy Valley Metro





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OUTDOOR ENTHUSIASTS

Phoenix is HOT! for playing outdoors. In fact, it was ranked on of the top 10 hiking cities in America by National Geographic, proving the Sonoran Desert is a great place to play. Check out on of the city's awesome trails, and you'll see skittering lizards, zipping hummingbirds and the occasional snake that call the desert home.

Phoenix has:

- 33,000 acres of Sonoran Desert preserve
- 7,300 acres of desert parks
- 40 trail measuring 200 miles
- 180 parks including playgrounds, walking paths, athletic fields and dog parks
- 8 golf courses, including GCU Golf Course, a city owned facility that will host a private CFP golf event.



Camelback Mountain (pictured), which features the Echo Canyon and Cholla trailheads, is Phoenix's busiest hiking spot with one million visitors each year. It has been frequented by celebrities like Katy Perry!

Other trails within the Phoenix area include North Mountain/Shaw Butte, South Mountain Park, Papago Park and Piestewa Peak/Dreamy Draw.

Contact: Gregg Bach, Public Information Officer
Phoenix Parks and Recreation Department
Office: 602-262-4994 or Mobile: 602-350-1506
Email: gregg.bach@phoenix.gov





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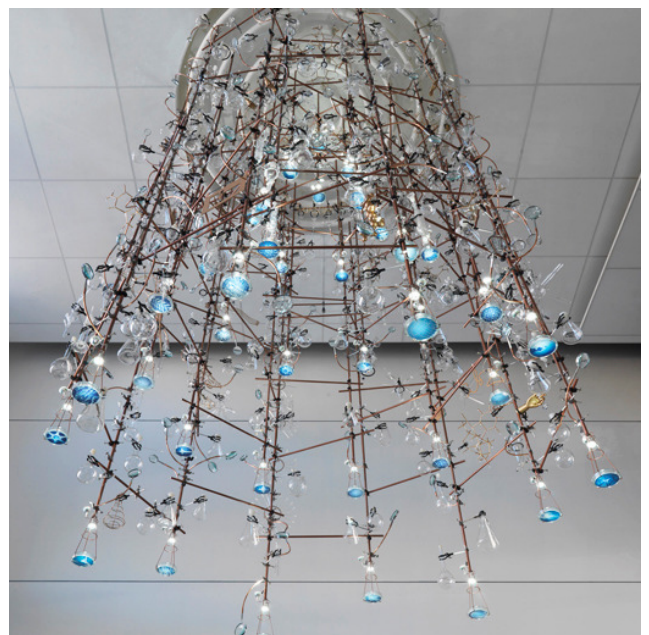
PUBLIC ART

Phoenix is HOT! for public art. The city's art projects have transformed the downtown area into a vibrant urban city while other art projects have captured the rustic old-time cowboy flare. In the past two decades, the city has completed 180 public art projects including: decorative shade structures, ornate terrazzo floors sculptures and more in both traditional locations like parks, transit stations, community centers and so not so traditional places like overpasses and canal trails.

Among the most distinguished downtown Phoenix public art projects are:

- "Her Secret is Patience" by Janet Echelman is a landmark sculpture that hangs above Phoenix's downtown Civic Space, a park at the heart of downtown Phoenix. Made of flexible polyester netting suspended 38 feet above the ground on a framework of steel rings, cables and poles, this monumental work reflects the iridescent beauty of southwestern light and makes visible unseen patterns of desert winds.
- "Patter Recognition" by Ralph Helmick and Stuart Schechter is a public art piece located in the lobby of the Phoenix Forensics Crime Laboratory. The artwork is a surrealistic chandelier that pays homage to the art of forensic science. Held together by an anarchic armature of steal rods and laboratory clamps, the artwork contains hundreds of glass beakers, flasks, test tubes, pipettes and other elegant tools of the forensic trade. Approximately 10 feet in diameter and 18 feet high, the piece is suspended from the lobby ceiling by 40 posts at the base of which are backlit Petri dishes holding graphic references to the labs investigative specialties.

Contact: Matt Hamada, Public Information Officer
Phoenix Arts & Culture
Office: 602-262-6213 or Mobile: 602-376-5899
Email: matthew.hamada@phoenix.gov





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CULINARY FLARE

Phoenix is HOT! for culinary flare. Have a craving for some unique eats while you're in town? Phoenix can offer delicious food served in uniquely transformed spaces as well. As part of the City of Phoenix Planning & Development adaptive reuse program, we've been encouraging businesses to take up residence inside old, unused buildings, and the results include some of the most fun, exciting restaurants Phoenix has to offer, with top-rated chefs and local brews as well.

Check out Taco Guild, a gastropub inside a renovated 19th-century church. Not only will you love the food, but the stained glass windows and altar-turned-bar make for a heavenly setting. Southern Rail serves food from the American South and is a beautiful revival of a well-known iconic restaurant. Before you eat, you can also shop in the Changing Hands bookstore/bar and check out some of the items in the Southwest Gardener shop, all collectively part of The Newton, which is named to honor the former restaurant owner.

If you're looking for choices, pay a visit to The Yard, home of several restaurant choices but the former home of a motorcycle dealership and repair shop. The patio alone will be worth the visit in January! In downtown Phoenix, a former department store is now revitalized as Hanny's, a restaurant and bar with some show-stopping architectural details and equally visit-worthy food.

The Windsor has food for just about any taste, including tasty brunch selections, and is tucked in the historic Windsor neighborhood in a renovated 1940s office and retail building.

If you're looking for great coffee, breakfast or a quick sandwich, check out Copper Star Coffee on 7th Avenue, where you may feel like you're getting a fill-up in this converted 1930s gas station.

A grocery store isn't a far cry from a restaurant, which might be why Mother Bunch Brewery is such a fun space. With a very bacony menu and wide selection beer on tap, this spot is definitely worth a visit. If you need variety in your dining, check out DeSoto Central Market, where seven restaurants make their home in a former 1928 car dealership.

As one of the top 10 places to eat and drink in the Valley and a former real estate office, Angel's Trumpet Ale House has a huge variety of craft beers on tap and a tasty menu to boot. Gadzook's, a build-your-own enchilada and taco restaurant, boasts spicy flavors and unique meats, but is also located inside an old gas station.



Before



After

Contact: Michelle Thompson, Public Information Officer -
Phoenix Planning and Development Department
Office: 602-495-5622 or Mobile: 602-329-5065
Email: michelle.thompson@phoenix.gov



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CULINARY FLARE

Phoenix is HOT! for culinary flare and why not start when you arrive and step off your plane. Forget about fast food at Phoenix Sky Harbor International Airport, America's Friendliest Airport® is also America's Tastiest Airport!

America's Friendliest Airport® has pizza, salads, French food, Southwestern cuisine, mouth-watering burgers and unique dishes like exotic mushroom pan-fry. There is truly something for everyone as there is also vegetarian, vegan, and gluten-free offerings throughout the Airport. And of course, no meal is complete without ice-cream so stop by Arizona's own award-winning Sweet Republic .

Sky Harbor's busiest terminal, Terminal 4 is home to local favorites like Joe's Real Barbeque known statewide for the mouthwatering brisket, Lo-Lo's Chicken and Waffles, Barrio Café, Vinepair's Airport Bar of the Year 2014 Four Peaks Brewery (top-rated craft beer), and perhaps one of the best breakfasts in the country; Matt's Big Breakfast.

Contact: Heather Lissner, Public Information Manager
Phoenix Aviation Department, Sky Harbor Airport
Office: 602-683-2634
24-hour media pager: 602-673-5355
Email: heather.lissner@phoenix.gov





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REDUCING AND DIVERTING WASTE

Phoenix is HOT! for reducing and diverting waste. With various solid waste programs that make reducing, reusing and recycling convenient, Phoenix is positioning itself to be the most sustainable city in the southwest.

Phoenix has proven to be a great party host with last year's Super Bowl Central events. But with hosting large-scale parties comes the responsibility of cleaning up. An example of Phoenix's innovative waste diversion programs was seen this past year at the 12-block Verizon Super Bowl Central event in downtown Phoenix.

At Super Bowl Central, Phoenix Public Works made it convenient for attendees to sort their trash by providing clearly labeled solid waste containers that included one for food scraps. Phoenix achieved a 73 percent waste diversion rate because of this initiative! Attendees recycled 7,200 pounds of aluminum cans, and in total, more than 120,000 cans were removed from the downtown Phoenix event.

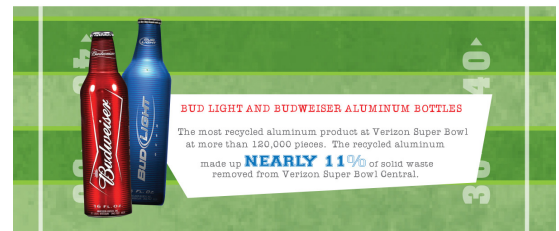
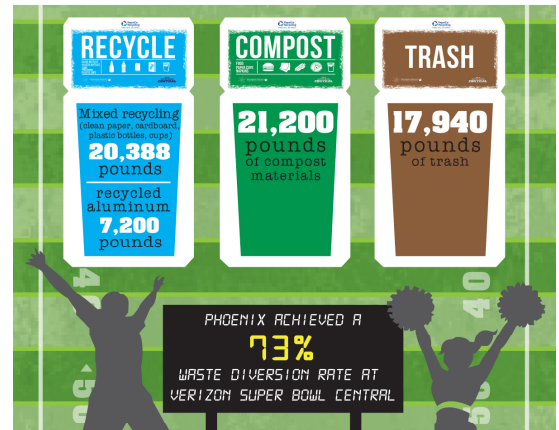
For the College Football Playoff, Phoenix is once again stepping up and raising the bar to achieve a 75 percent waste diversion rate during the events at Championship Campus in downtown Phoenix. Compost and recycling, as well as trash bins, will make it easy for football fans to be part of this sustainable event. Behind the scenes, staffers will be working hard on the sorting of waste materials to ensure that only a small amount of materials will be sent to the landfill.

Public Works can take you inside the transfer station where waste materials, directly from Playoff Fan Central, will be sorted, and where food scraps from the event will be processed to become compost for city parks and gardens. Public Works would like to share the importance of waste diversion in large-scale parties, such as the CFP.

Contact: Yvette Roder, Public Information Officer
Phoenix Public Works
Office: 602-262-5099 or Mobile: 602-501-0620
Email: Yvette.roeder@phoenix.gov



Phoenix Public Works made it convenient for attendees to sort their trash by providing clearly labeled solid waste containers that included one for food waste and other organic or compostable materials.





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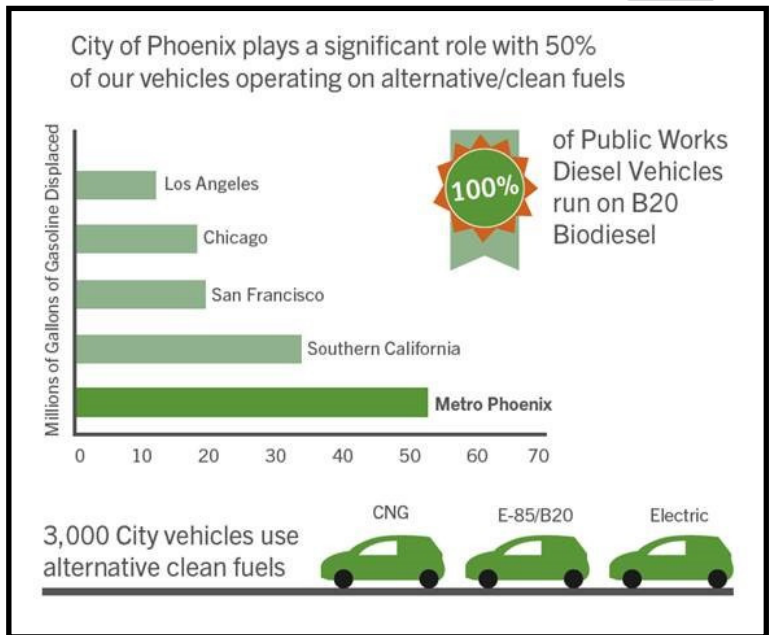


SUSTAINABILITY

Phoenix is HOT! for sustainability. SustainPHX is a comprehensive program to create a healthy, connected community with equitable resources and a prosperous economy.

Sustainability is about more than protecting and preserving our environment. It's about building strong partnerships with neighborhoods, government agencies, nonprofit organizations and businesses to work together to ensure current and future generations have the resources needed to achieve the highest quality of life. Phoenix remains a leader in the nation when it comes to innovative sustainability initiatives. Among them are:

- Metro Phoenix is a national leader in alternative fuel use, with 3,000 city vehicles converted to alternative fuel sources.
- Waste Diversion Goal: Phoenix has set a goal to reduce the amount of trash to city landfills by 40 percent in the next four years.
- More sustainable ways of getting around. Check out Phoenix's 713 total bikeway miles and the GR:D Bike Share Program, totaling 14,075 miles peddled so far.
- Saving water. Phoenix is using 30% less in water, per capita, over the last 20 years. Additionally, the city dedicates \$6 million each year to protect the water supply.
- Going solar. Phoenix is a national leader in solar city facilities, with 31 sites producing the power equivalent to powering half of all city facilities.



Contact: Alejandro Montiel, Public Information Officer
 Phoenix Environmental Programs
 Office: 602-534-3443 or Mobile: 602-531-7987
 Email: alejandro.montiel@phoenix.gov



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STAYING SAFE

Phoenix is HOT! for keeping you safe. The safety of this event is the number one priority for the city's first responders, who are among the best in the nation. Phoenix is ready, now more than ever before, to handle large-scale events.

For the past year, 12 resource working groups have been intensely planning and training for this event. Phoenix's robust security plan includes other agencies from a local level, to federal, state, county, tribal and the private sector. The model that this group has developed is unprecedented in the nation and will be used in the future for many big events to come in the valley.

The security team has held intense training drills and enhanced cyber security measures have also been implemented as a critical part of the planning process. Safety and security of the community is the most important objective in planning for this event. Phoenix's goal is to provide a safe and secure environment from when fans arrive at Phoenix Sky Harbor International Airport to the Championship Campus in downtown Phoenix.

The Transportation Security Administration (TSA) named Phoenix Sky Harbor as the agency's Airport of the Year in a recent national awards ceremony for showing exceptional courtesy and attentiveness to all passengers while offering the highest levels



of security. Among the achievements at Phoenix Sky Harbor: The new TSA PreCheck Enrollment Center in Terminal 4, TSA Pre-Check security lanes in all terminals, the expansion of canine screening operations and Super Bowl XLIX preparations.

But Phoenix security experts also will be relying on the public – the hundreds of thousands of people who will converge in Phoenix this week – to “See something, say something”. Remain vigilant and report suspicious activity: www.azactic.gov or call 1-877-2-SAVEAZ (1-877-272-8329).

Contact: Tammy Vo, Marketing and Communications Manager
City of Phoenix Office of Emergency Management
Office: 602-261-8980 or Mobile: 602-396-3360
Email: tammy.vo@phoenix.gov