

**COGS CHAIRMAN, Sonnie Kirtley, challenged the Scottsdale 2.0 and Feasibility consultant report before the Tourism Advisory Task Force November 2017.**

Thank you for a comprehensive report.

I speak as the chairman of COGS—The Coalition of Greater Scottsdale that has city-wide membership. We focus on appropriate land use throughout the city for proposed projects as well as revitalization planning—all of which affect our city's tourism draw or lack thereof.

**Tourism is critical to Scottsdale because it brings more income than costs the city.** Residential development is not revenue generating with added infrastructure and public safety needs. Only tourism has an income that exceeds expenses.

Downtown is our “living room” where we invite guests. The city must be responsible for financing its maintenance, marketing and updating of public areas. The small business owners have created the unique downtown experience in restaurants, retail and galleries. Don't burden them with another Enhanced Business District or layer of quasi private-public Board to govern their investments. Every example in your report of such districts showed large fund percentages spent on salaries. We submit that our own city should step up to the plate and dedicate sufficient funds to its own Living Room.

Downtown Scottsdale, Inc. could more productively use already pays qualified staff from existing multiple departments. We use to have a focused Downtown Scottsdale office that became a budget cut victim.

- There are relatively few zoning or other planning guidelines that encourage desired businesses and discourage potentially brand-harmful businesses in our Downtown Overlay.
- Additionally, there is a failure to protect the numerous locally-owned unique businesses. Other cities have policies to prevent the development of businesses that would harm their tourist draw or are inappropriately located. Recent examples in our gallery district and among our 5<sup>th</sup> Avenue and Old Town shops are tattoo and massage parlors, real estate offices—and the impact of allowing an entertainment venue that captures the minimum of 30 street parking spaces for 3 hour periods.
- Your report recognizes Implementing parking fees on public streets and in public garages will encourage the shopper to choose to use the free Fashion Square and strip mall centers and to avoid the downtown businesses
- the need for more public open space which COGS strongly supports.
- Your report also encourages more office buildings which stress the available parking needed for visitors and shoppers.

Questions for the Task Force members to consider:

1. WHERE does the city of Scottsdale's greet its guests?---Where is its "living room"? **COGS submits to you that it is our Downtown Scottsdale.**
2. HOW inviting and attractive is that space?
3. ARE we good stewards with maintenance of streets? Lighting? Landscape and hardscape?
4. DO we support our locally-owned businesses with effective and Downtown- focused marketing tools?
5. DO we protect our unique districts from invasion of inappropriate other land uses that absolutely do not fit the theme of the District?
6. What effective actions or projects can our city identify as approved and completed because of the past 5 years of paid-consultant studies and reports?

**IN SUMMARY: This Task Force must sunset in 2018 with the promotion of** actionable recommendations that return all Downtown Districts to be stronger revenue generators. Demand city funds to spruce up our Downtown "living room". It is time to organize, consolidate and focus the limited city resources to our Downtown Districts. This is a CITY PROJECT –not kick the can to others by taxing-the-small-businesses in a particular location to provide for themselves. *Any Business Improvement District creates another regulatory layer of tax and control. Our Downtown suffered a similar Downtown marketing district organization and have absolutely no appetite to go there again.*

The numerous locally-owned and unique businesses in much of this area provide a distinct hospitality atmosphere that should be protected to the extent possible. As discussed in Section 4.0, downtowns in other parts of the country have administered policies that prevent the development of businesses that would harm their Downtown brands. In addition, there are numerous storefront improvement, marketing, grant/loan and other programs that can be used to support the unique small business in the Downtown area. These are also discussed in Section 4.0.