

PARADISE VALLEY

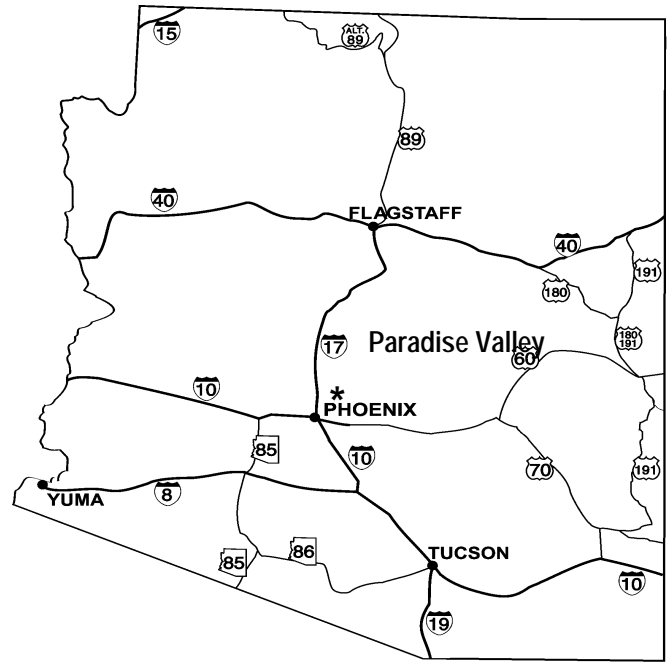
Community Profile

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>2003</u>
Paradise Valley	11,773*	13,664	14,215
Maricopa County	2,122,101	3,072,149	3,396,875
Arizona	3,665,228	5,130,632	5,629,870

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>2003</u>
Construction	128,600
Educational & Health Svcs	159,300
Financial Activities	133,500
Government	200,800
Information	37,100
Leisure & Hospitality	152,800
Manufacturing	126,900
Professional & Business Svcs	255,100
Trade, Transportation & Utilities	321,200

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>2003</u>
Civilian Labor Force	5,902	8,382	9,075
Unemployed	142	124	248
Unemployment Rate	2.4%	1.5%	2.7%

Sources: Arizona Department of Economic Security.

<u>Growth Indicators</u>	<u>1990</u>	<u>2000</u>	<u>2003</u>
New Bldg. Permit	485	1,120	634
Taxable Sales (\$)	221,446,300	530,304,214	500,195,786
Net Assessed Valuation (\$)	213,082,375	396,333,423	551,844,002

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.

