

PHOENIX

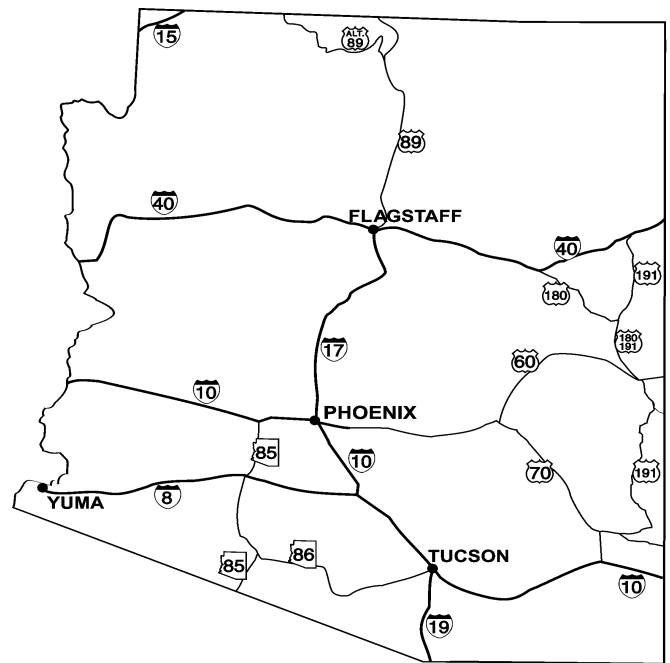
Community Profile

Prepared by the ARIZONA DEPARTMENT OF COMMERCE

Phoenix, known as the Valley of the Sun, is the seventh largest city in the nation. The hub of the rapidly growing Southwest, it is Arizona's capital and the county seat. In 1867, Phoenix founder Jack Swilling formed a canal company and diverted irrigation water from the Salt River. In 1911, Roosevelt Dam was completed and water supplies were stabilized. Phoenix's explosive growth began during World War II when military airfields were built in Maricopa County and many defense industries followed. The name Phoenix—legendary Egyptian symbol of rebirth—was chosen because the city was built on the ruins of the Hohokam Indian civilization whose farmers dug irrigation canals still in use today.

FOUNDED: 1867
 COUNTY: Maricopa County
 DISTANCE TO PHOENIX:
 HIGHWAYS: I-17, I-10
 ENTERPRISE ZONE AVAILABLE

INCORPORATED: Yes - 1881
 ELEVATION: 1,058 feet
 DISTANCE TO TUCSON: 111 miles



POPULATION

	1990	2000	2003
Phoenix	983,392*	1,321,045	1,387,670
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: 983,403).

PRINCIPAL ECONOMIC ACTIVITIES

Phoenix has a diversified economic base. Manufacturing is a leading employer, with electronics a strong component. The area currently ranks third nationally among electronic production centers. Tourism is an important income producer. Many world-class hotels and resorts cater to visitors. Over 45 percent of total employment is in the retail trade and service sectors. Major corporations with national headquarters here include Phelps Dodge, Viad, Aztar, U-Haul, Avnet, Swift, PetSmart and Cavco.

County Employment	2003
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).

Major Private Employers

Banner Health System	Fry's Food and Drug
Honeywell	Motorola
Wal-Mart	

Major Public Employers

Arizona State University	City of Phoenix
Maricopa County	State of Arizona
U.S. Postal Service	

LABOR FORCE DATA

	1990	2000	2003
Civilian Labor Force	539,160	758,321	831,659
Unemployed	25,924	22,578	45,216
Unemployment Rate	4.8%	3.0%	5.4%

Sources: Arizona Department of Economic Security.

Growth Indicators	1990	2000	2003
New Bldg. Permit	6,412	22,608	23,323
Taxable Sales (\$)	12,308,962,938	22,396,936,712	23,019,433,575
Net Assessed Valuation (\$)	5,700,000,000	7,573,211,016	9,792,188,415

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

SCENIC ATTRACTIONS

Professional sports flourish here: Diamondbacks (MLB), Cardinals (NFL), Suns (NBA), Coyotes (NHL), and Mercury (WNBA). Each spring Cactus League baseball games feature the Chicago Cubs, Oakland Athletics, San Francisco Giants, Milwaukee Brewers and Seattle Mariners. Downtown Phoenix is home to Phoenix Civic Plaza, the Convention Center, Phoenix Symphony Hall, America West Arena, Bank One Ballpark, the Herberger and Orpheum theaters, Arizona Science Center, and a variety of museums. There are excellent symphony, opera and ballet companies, and theater groups. South Mountain Park is the world's largest municipal park with horseback riding, hiking trails and a fabulous view of the city. Papago Park is home to the Phoenix Zoo, Desert Botanical Gardens, an 18-hole golf course, and fishing lakes.

TAXES

Property Tax Rate	1990	2000	2003
Elem/High School	0.00	11.76	11.08
City/Fire District	0.00	1.82	1.82
Countywide	3.51	3.35	3.22
Total	\$3.51	\$16.93	\$16.12

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

Sales Tax Rate

City	1.80%
County	0.70%
State	5.60%

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

COMMUNITY FACILITIES

The City of Phoenix offers a broad range of community and cultural facilities. There are 47 art galleries, 11 libraries (plus bookmobile service), 16 museums, 138 parks (with seven desert mountain areas), over 1,200 clubs and organizations, and a civic plaza with Convention Center and Symphony Hall seating 2,557 persons.

Educational Institutions

	Public	Private
Community College	Y	N
Elementary	Y	N
High School	Y	N
Middle School	Y	N
Post Graduate	N	Y
Technical	Y	N
University 4 year	Y	N

Financial

Number of Banks: 70

Governmental Agencies

Fire Department: Staffed City/Local Fire Department

Law Enforcement: City Police Department

Airports Phoenix Sky Harbor (5th busiest in the world) provides non-stop service to 108 domestic & internatl. destinations with over 1,300 daily flights.

Medical

Extensive medical care available.

Hotel and Lodging Facilities

Number of Rooms: 20,000

Capacity of Largest Facility: 8,500

Industrial Properties

Many available. Contact the Community and Economic Development Department, City of Phoenix.

Utilities

Electricity	APS (Statewide)	800.253-9405
	Salt River Project	602.236.8888
Natural Gas	Southwest Gas Corp. (Statewide)	800.766.9722
Sewer	Municipal Sewer (Phoenix)	602.262.6251
Water	Municipal Water (Phoenix)	602.262.6251
	Salt River Project Water	602.236.3333

Cable Providers: Yes Cable Internet Service Provider: Yes
 Digital Switching Station: Yes Fiber Optics: Yes
 Internet Service Provider: Yes

Weather

Month	Average Temperature (°F)		Average Total Precipitation (Inches)
	Daily Minimum	Daily Maximum	
January	41.7	65.9	0.80
February	45.0	70.4	0.71
March	49.3	75.6	0.90
April	56.0	84.3	0.27
May	64.5	93.5	0.13
June	73.3	103.0	0.11
July	80.8	105.4	0.87
August	79.4	103.4	0.97
September	73.2	98.9	0.68
October	61.2	88.2	0.64
November	48.8	74.9	0.60
December	41.9	66.4	0.85
Yearly Avg	59.6	85.8	7.53

Western Regional Climate Center, wrcc@dri.edu. Period of record 1948-2003. 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:

City of Phoenix Community & Economic Development
 200 W. Washington St., 20th Floor
 Phoenix, AZ 85003-1611
 602.495.5252 Fax: 602.495.5097
 Email: pat.grady@phoenix.gov Web: www.phoenix.gov
 Greater Phoenix Chamber of Commerce
 201 N. Central Ave., 27th Floor
 Phoenix, AZ 85073
 602.495.6461 Email: lbecker@phoenixchamber.com
 Web: www.phoenixchamber.com

ARIZONA DEPARTMENT OF COMMERCE

Our Job is JOBS!

1700 W. Washington, Suite 600
 Phoenix, AZ 85007
 602.771.1100 FAX: 602.771.1200
<http://www.azcommerce.com/>

Reproduction of this publication for commercial use is prohibited by A.R.S. 39-121. Permission to reprint may be granted upon written request of the Arizona Department of Commerce.

Prepared on 12/2004