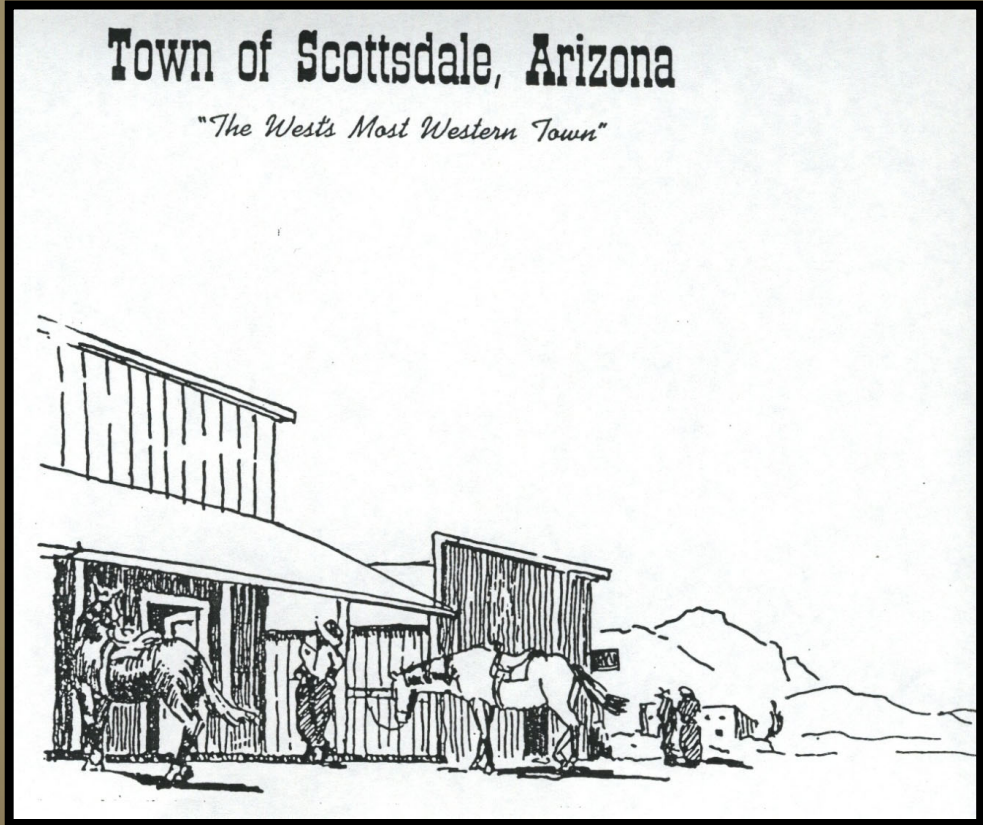
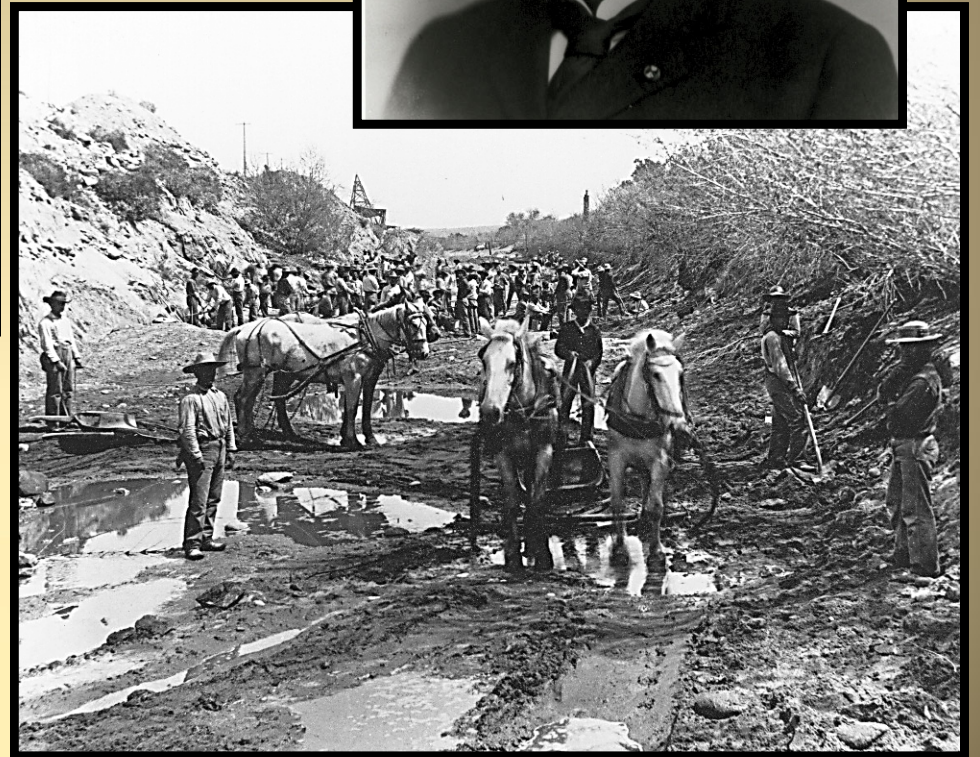
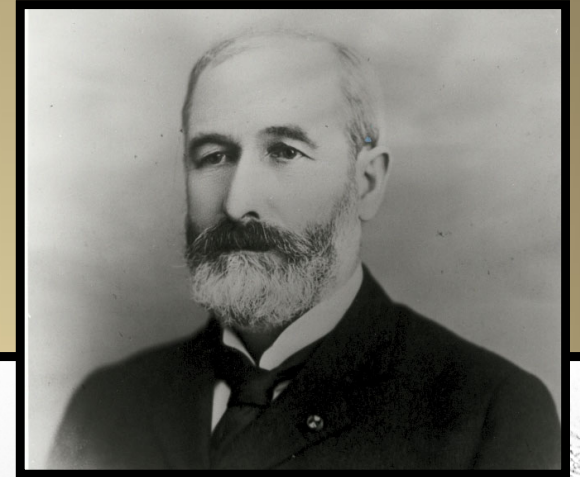


Old Town Scottsdale through the Eras

presented by Joan Fudala



Prelude: WATER! Hohokam canals to W.J. Murphy's Arizona Canal



1888 - Chaplain/Major Winfield & Helen Scott homestead land, farm



1890s - 1920s – Founding Era



SCOTTSDALE

Are You Looking For A Home?

THIS IS YOUR "OPPORTUNITY" to own a home in a great new country; where the sun shines all year round, and irrigation has transformed the desert into the most fertile soil in the world. Where the products of the land of Pharaoh combine with the fruits of Sunny Spain; in the Salt River Valley—the farmers' paradise. Here everything is imbued with the great spirit of the West—the land of independence.

A Good Living From 5 Acres

A first-class living can be made from one of our 5 acre tracts. One acre will produce a net profit of from \$60 to \$70 in Alfalfa; another \$400 in Strawberries; or another \$100 to \$150 in Egyptian Cotton.

We offer this land from \$100 to \$250 an acre. Write us today for further information.

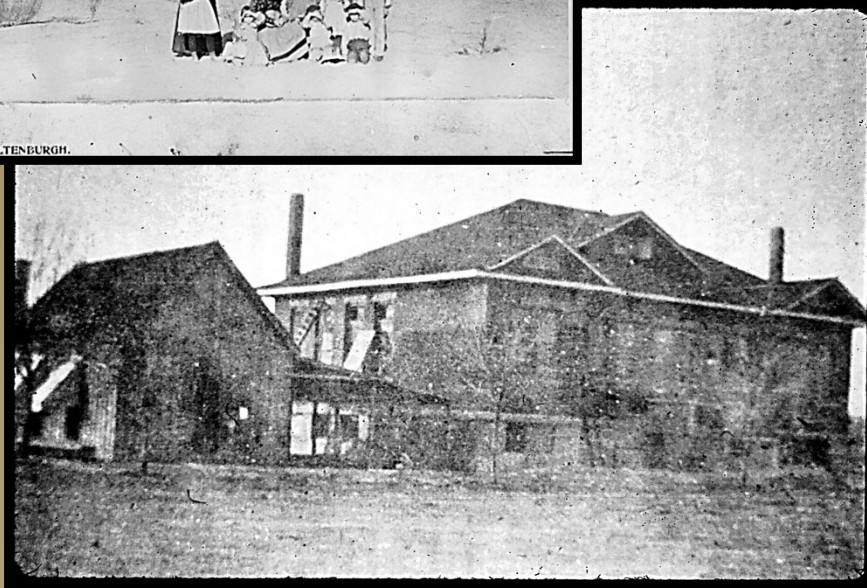
ARIZONA INVEST. & LAND COMP.

129-131 N. 1st Ave. Phoenix

Arizona Inv. & Land Co.
Gentlemen:
Please forward me further information regarding Scottsdale.
Name.....
Address.....



Founding Era "Firsts"



1890s-1920s - Founding Era:

Tourism, Healthcare, Arts Begin



1930s-40s Depression & Wartime Era



**Scottsdale Red Cross
Opens Workroom**

SCOTTSDALE, June 4—The local American Red Cross workroom will be open each Thursday morning, effective tomorrow, between 9 a. m. and 12 noon, according to Huldah Wilson, production chairman.

The workroom has been transferred from the local grammar school to quarters in the school home economics department. More workers are needed for room projects, according to Wilson.

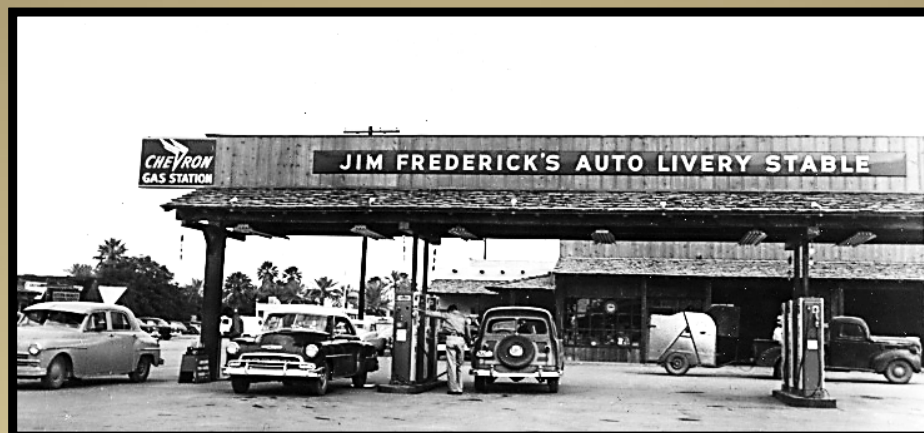
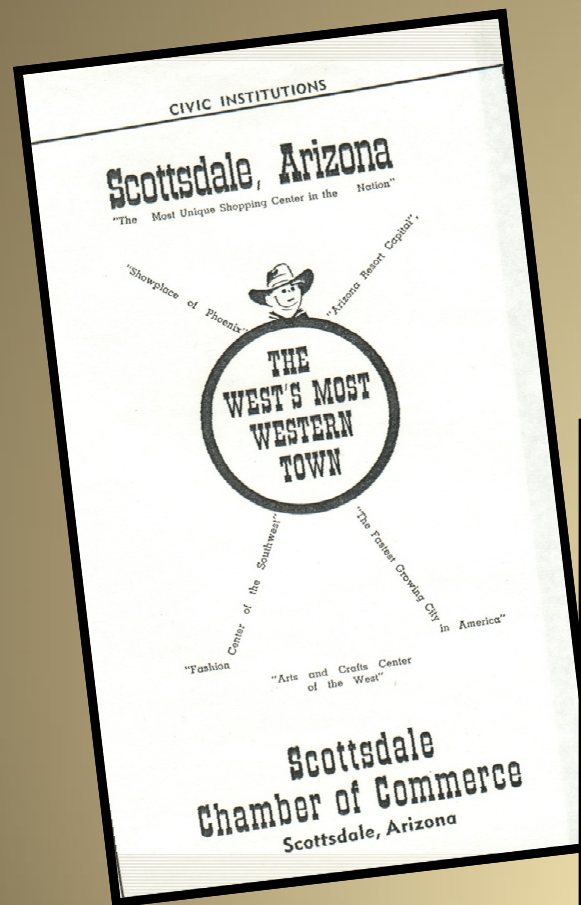
**Scottsdale Scouts
Plan Paper Drive**

SCOTTSDALE, Feb. 18—Members of the local Boy Scouts troop will collect wastepaper between 9 o'clock and noon Saturday morning, it was announced yesterday by Vromen Frye, scoutmaster.

Mr. Frye suggested that residents who have errands in town Saturday bring in their wastepaper to the justice of the peace office, where the scouts will handle it. Gas and rubber rationing makes it impracticable to tour the ranches, Mr. Frye said.



1946-1960s - Post-War & "The West's Most Western Town" Era



Post-War TWMWT Era:

1951 Incorporation w/2,032 pop. on 1/2 sq. mi.

Souvenir Issue Presented By Exchange Club

Scottsdale Progress

Published Every Thursday at Scottsdale, Arizona

\$2.50 Yearly—5c Copy SCOTTSDALE, ARIZONA, JUNE 28, 1951 Volume 15, No. 9

SCOTTSDALE IS INCORPORATED

P O Receipts \$40,000; Boosts Class

Construction Of 87 Homes Started In Paradise Valley

Supervisors Declare Town Incorporated By Petition

Construction started Monday, June 25, on an 87-house subdivision in Paradise Valley, just north of Scottsdale.

Paul Construction company of Phoenix will build the two-bedroom houses, reportedly in the \$10,000 to \$12,000 price range.

Orange Blossom land, drive and way, and Coronado drive have been laid out for street designations.

Two metal signs, originally black-on-white but long since almost obliterated by rust, were made available Monday morning by the Maricopa County supervisors.

read, "Scottsdale, Incorporated."

Incorporation procedures were started several months ago by the Scottsdale Chamber of Commerce, following more than two years of discussion, both pro and con, on the issue.



SCOTTSDALE, ARIZONA, JULY 12, 1951

Scottsdale Progress

Published Every Thursday at Scottsdale, Arizona

\$2.50 Yearly—5c Copy

Name Fox, C To Town Office On Temporary

Town Council Hears Review Of Duties At First Meeting Friday Night

Ben Fox, Superior Justice of the Peace, and Kenneth C. Cavitt, Justice of the Peace, were named as temporary town marshals on a temporary basis until the town council meets in the City of Phoenix.

The town will have all the taxation of the town.

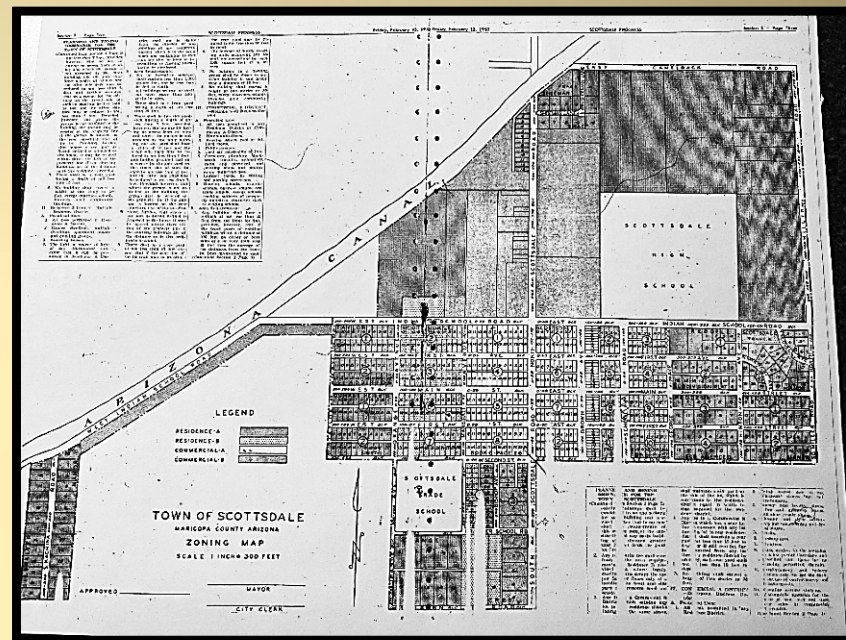
The first meeting of the town council was held on Friday night, July 12, at the first meeting of the group was called to order at 8:15 p.m. by William C. Glavin, clerk of the Maricopa County Board of Supervisors.

Councilmen are, left to right: Bill Miller, farmer; Mark Kinney, owner of the Teat Bar; and the Central Arizona Light and Power company; Mayor Malcolm White, owner of the Teat Bar; and the Teat Bar.

Postal Receipts Show 19% Gain For '51 Fiscal Year

SCOTTSDALE'S FIRST—The Town of Scottsdale's first council are shown here just before the first meeting of the group was called to order at 8:15 p.m. by William C. Glavin, clerk of the Maricopa County Board of Supervisors.

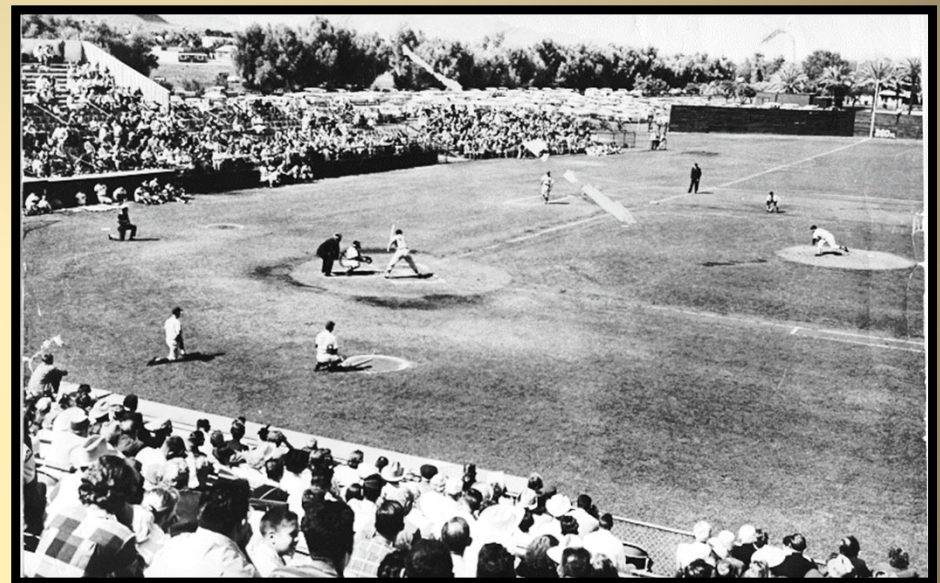
Councilmen are, left to right: Bill Miller, farmer; Mark Kinney, owner of the Teat Bar; and the Central Arizona Light and Power company; Mayor Malcolm White, owner of the Teat Bar; and the Teat Bar.



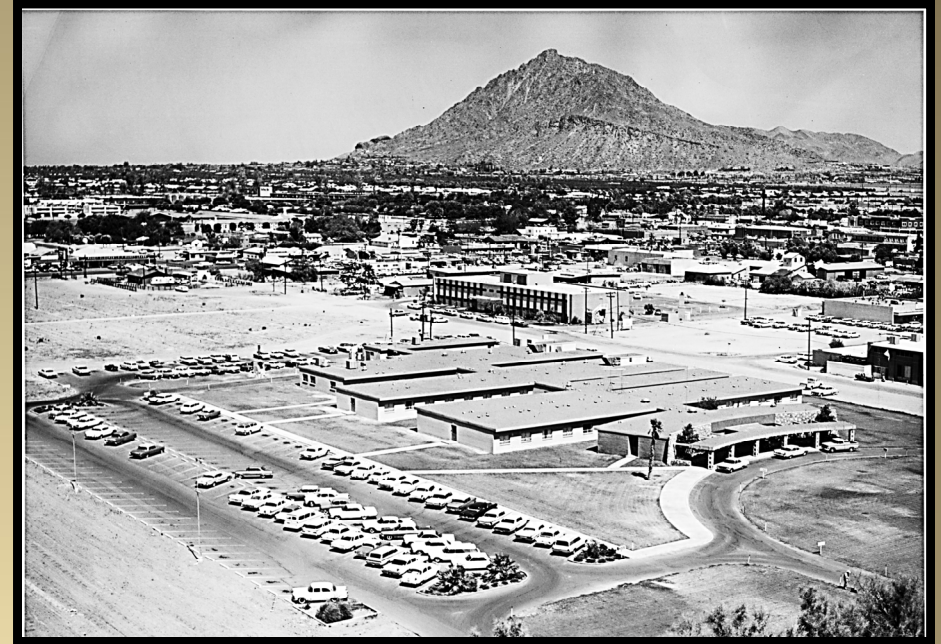
1946-1960s – Art, Crafts, Fashion Draw Tourists, New Residents; Create Image



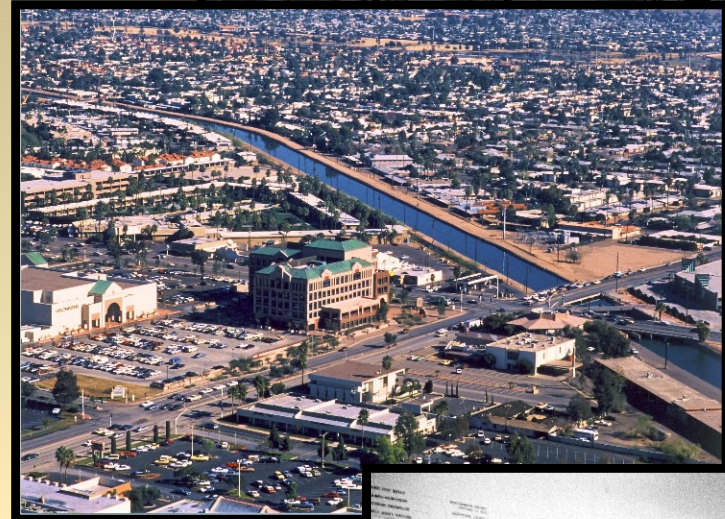
1950s/60s Tourism, Events Expand



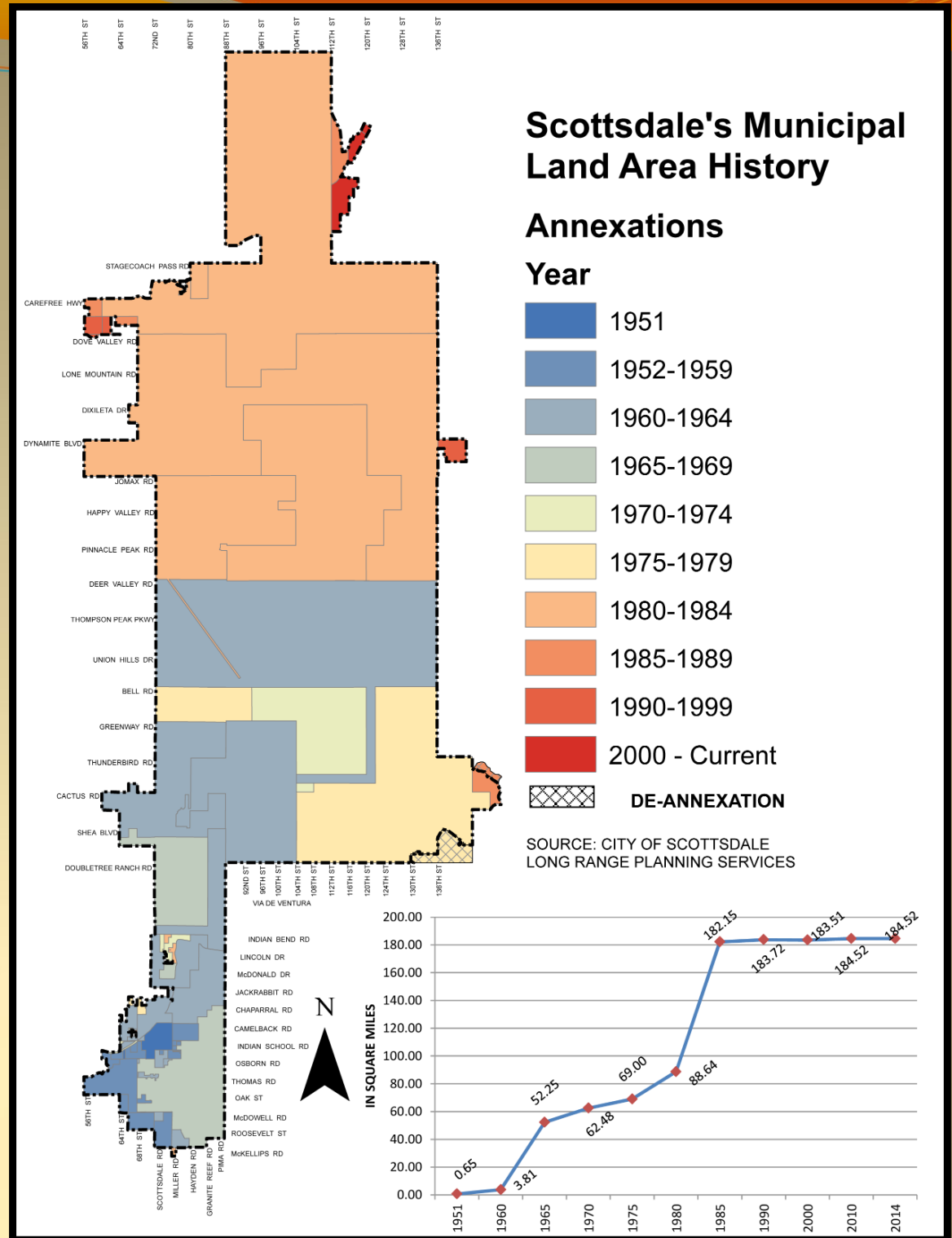
1950s/60s – New residents drive new business



1970s-1980s-Infrastructure; Growth Era



1951 – 1984: Land Annexations Expanded City, Controlled Its Character



1990s-2000s – Urban & Global Era



1990s-2000s - Also Environmental & Preservation Era

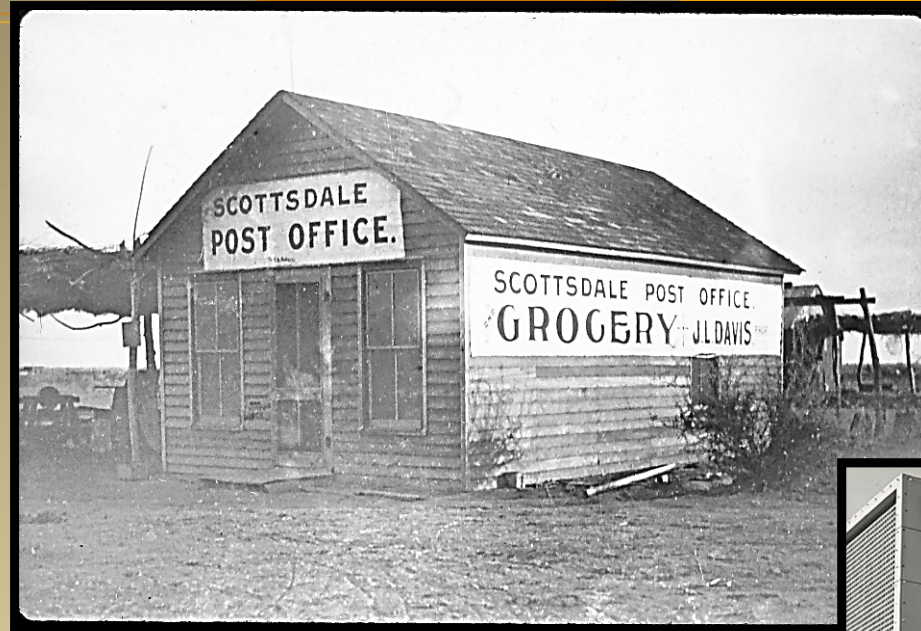


2010s-2026 – Redevelopment & Rebirth Era



Photo Credits

- Scottsdale Heritage Connection digital archives (Scottsdale Historical Society & Scottsdale Public Library)
- Scottsdale Area Chamber of Commerce
- Scottsdale High yearbooks
- City of Scottsdale
- Scottsdale Public Art
- *Scottsdale Progress*
- *Arizona-The State Magazine*
- SRP Archives
- AHF/S Archives
- Marshall Trimble/SCC collection
- Joan Fudala Historic Consulting



Scottsdale City
January 7, 2026

© 2026 MICHAEL LEE

MLD
Worldwide

EST. 1989



EXPERIENCE PRODUCERS

© 2025 MICHAEL LEE

“Experiences have always
been at the heart of
entertainment...
but are now at the
heart of our economy”

- Joseph Pine, *The Experience Economy*

PLAN, DESIGN & PRODUCE

quest

EXPERIENCE



Entertainment

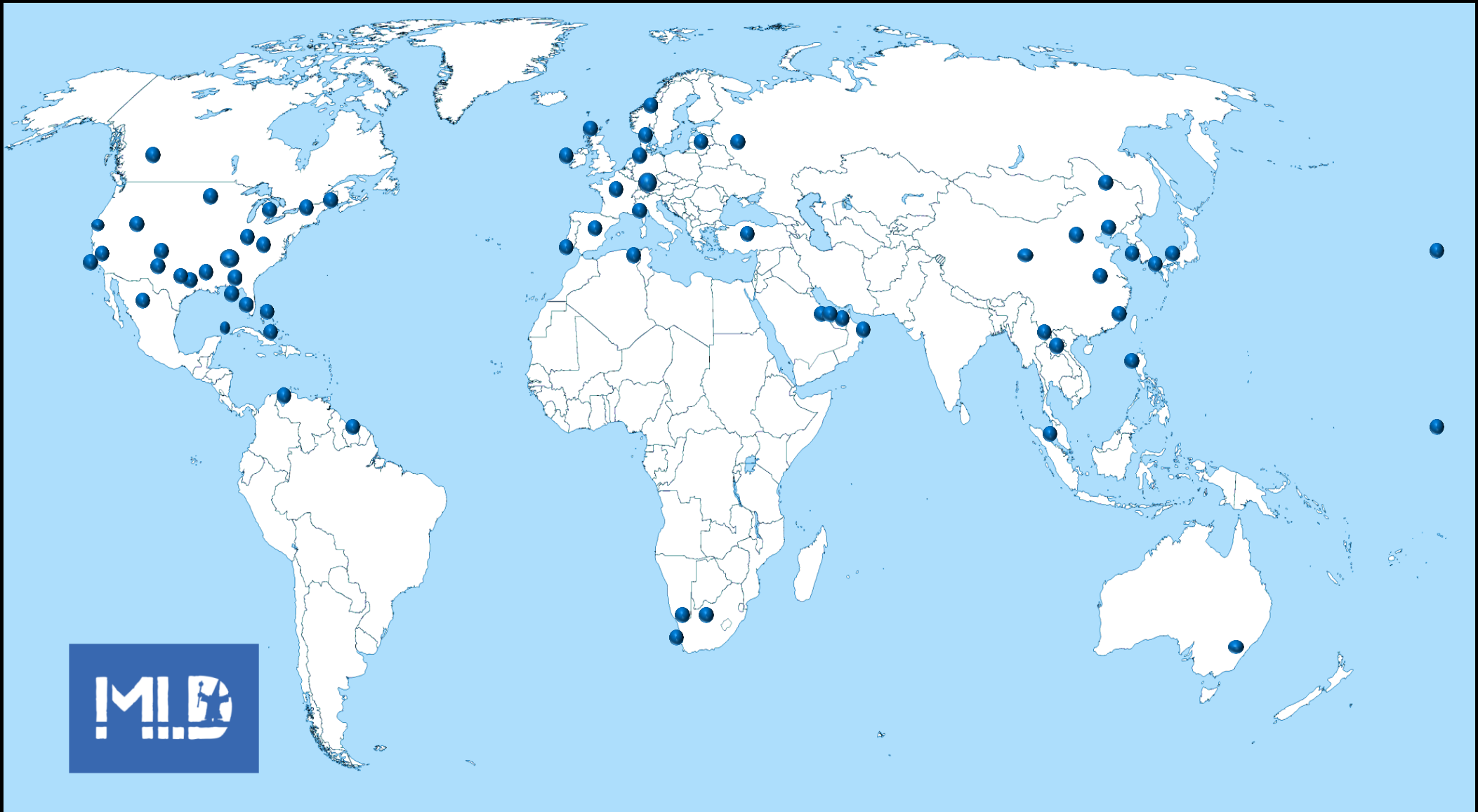
Theme Parks, Waterparks, Events

Learning

Cultural Centers, Museums, Aquariums

Hospitality / Shopping

Resort, Retail, F&B, Wellness





BUSINESS

Attendance

Per cap revenues

EBITDA , ROI

Warranted investment

FACILITIES

Bldg areas / sizes

Enclosure systems

LS areas / quality

HVAC requirements

SHOW

Guest experience

Know & Feel

Activities & Ambience

WOW factor



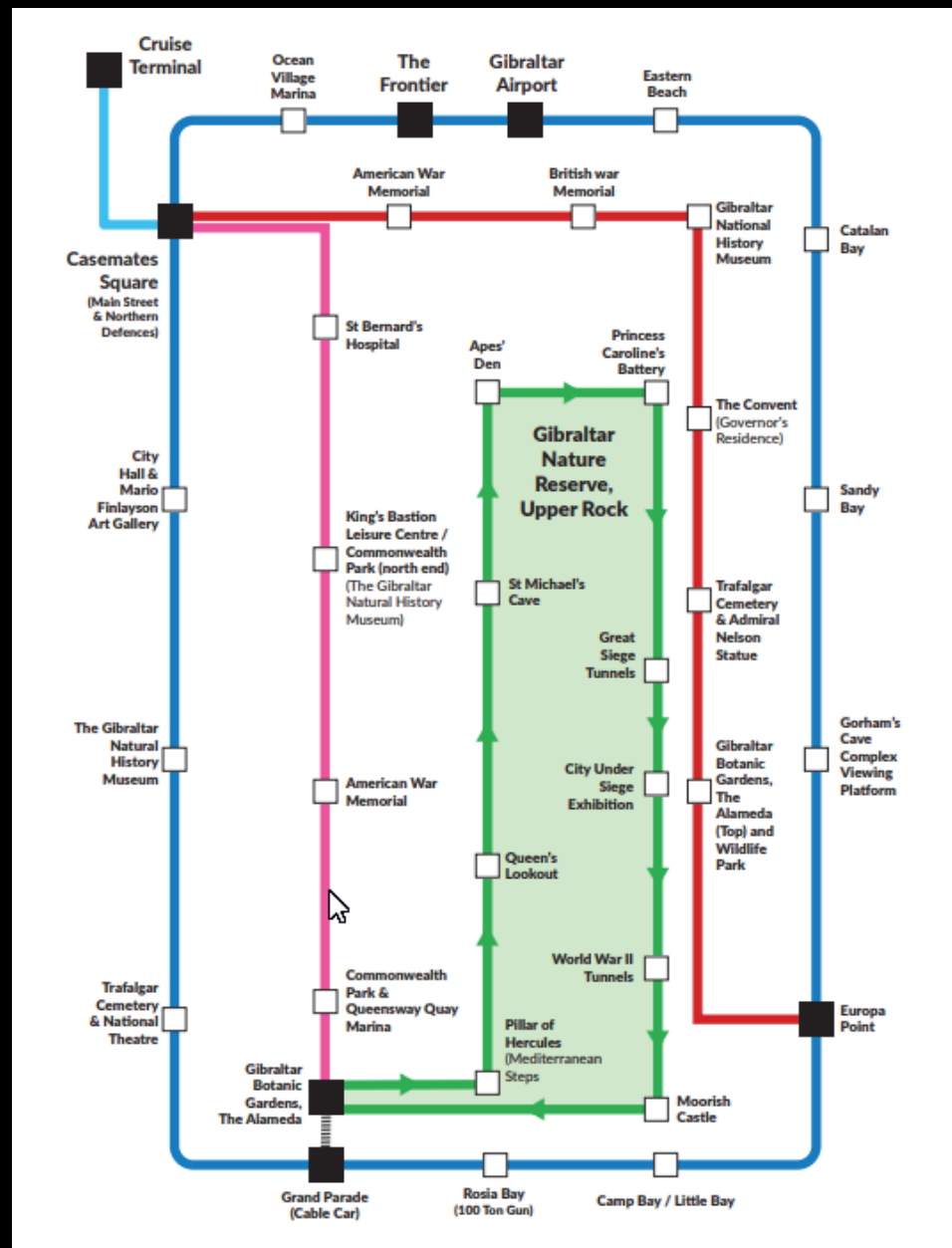
Rosia Bay, Gibraltar



Proposed Evening Spectacular Show

“The key to unlocking
Tourism’s full potential
is Transport.”

Gibraltar Chamber of Commerce Tourism Manifesto 2024



Rosia Bay Gibraltar Proposed Transport Routes



TAKE AWAY:

- OFFER STORIES THAT ARE UNIQUE
- INFORMATION ALONE IS NOT SUFFICIENT
- PRESENT STORIES IN BEST FORM, COMPELLING WAYS
- WHEN GUESTS ARE AWAY FROM THEIR CARS...
- EMOTIONAL EXPERIENCES DRIVE ECONOMICS

NUMBERS INFORM IDEAS

IDEAS INFORM NUMBERS





IMAX THEATER (BEFORE)



HAWAIIAN JOURNEY THEATER (AFTER)

TAKE AWAY:

- DON'T BE INCONSISTENT WITH YOUR STORY. SAYING ONE THING AND BUILDING ANOTHER IS CONFUSING. CAN'T BE THE BEST WESTERN TOWN IN THE WEST AMID CONFUSING VISUAL MESSAGING.
- THEME-BUSTS HAPPEN EVEN IN CITIES





POLYNESIAN
CULTURAL CENTER

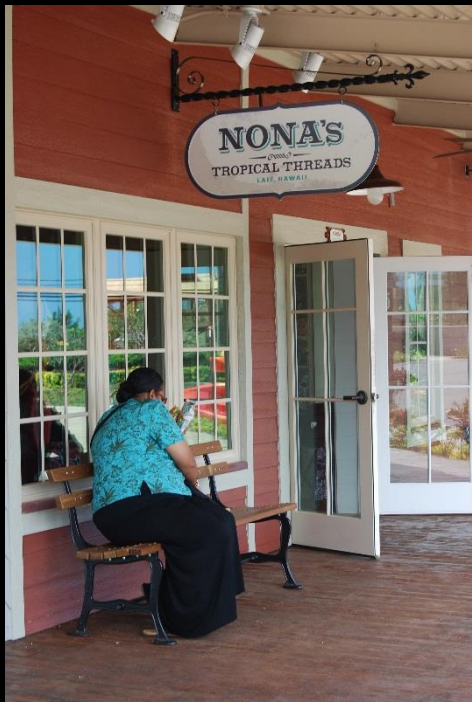


POLYNESIAN
CULTURAL CENTER

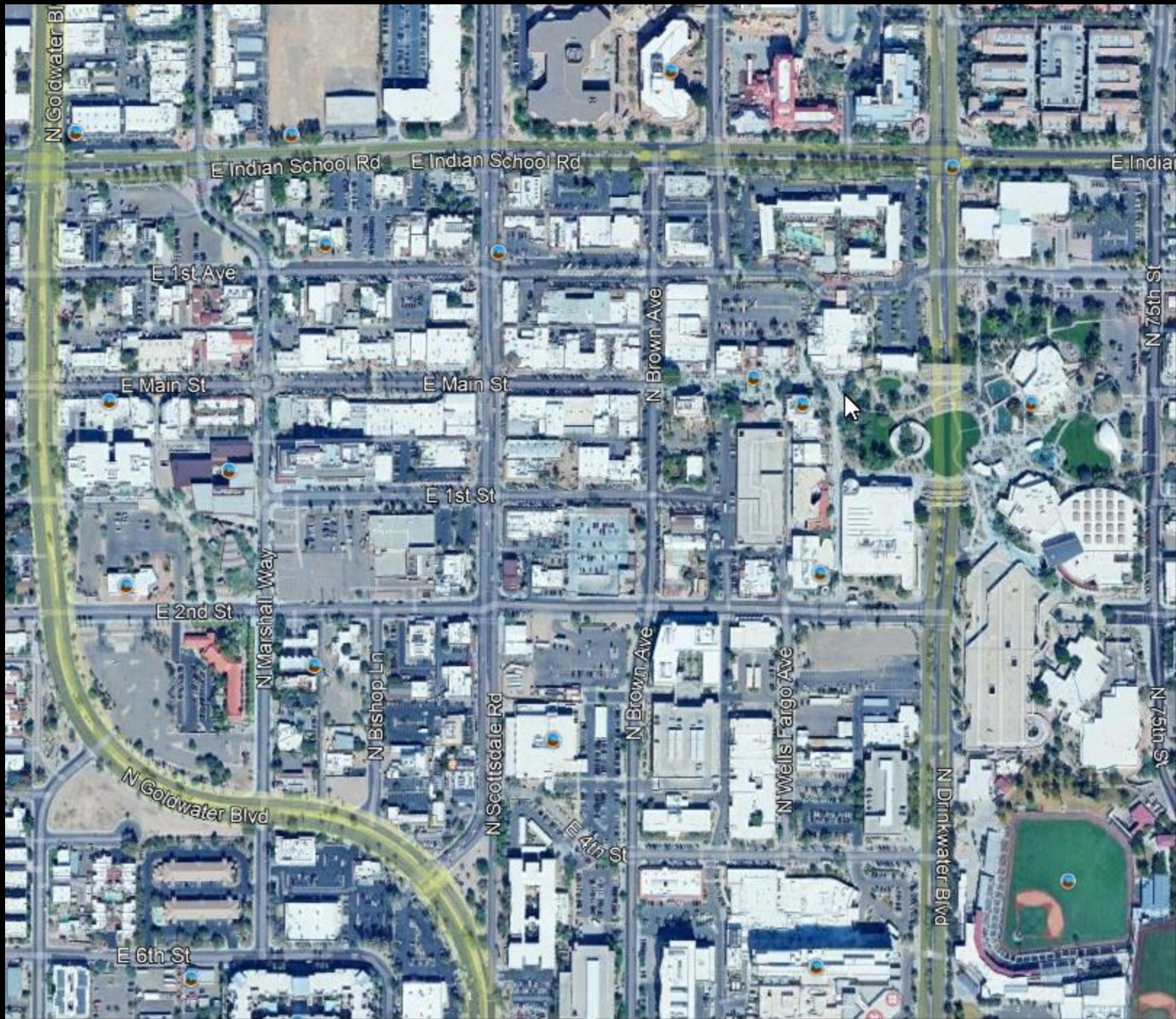


BEFORE









N Goldwater Bl

E Indian School Rd E Indian School Rd

E Indian

E 1st Ave

E Main St

E Main St

N Brown Ave

N 75th St

E 1st St

E 2nd St

N Marshal Way

N Bishop Ln

N Brown Ave

N Wells Fargo Ave

N Drinkwater Blvd

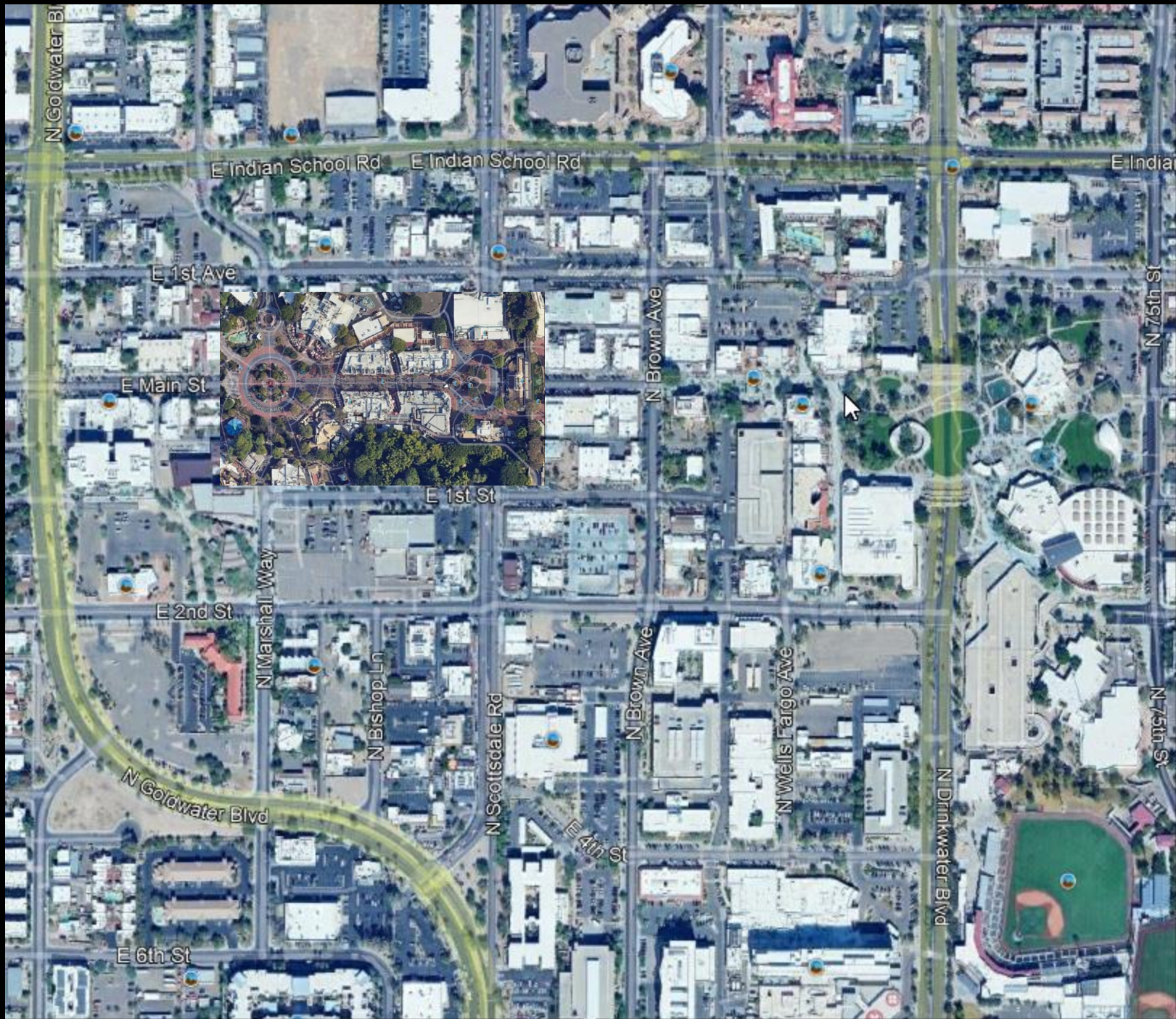
N 75th St

N Goldwater Blvd

N Scottsdale Rd

E 4th St

E 6th St



Artfulness = Good Experience = Good Business

When “Experience” is the Purchase Intent, then...

- “Artistry” is the essential element. Art is not just hung on walls.
- Facilities are the stage upon which the show takes place. It’s not the facilities for which people come... it’s the show in and around the facilities. Don’t make facilities different than the message.
- Guests want to be moved physically and emotionally.
- Try a mixture of storytelling, music, acting, dance, visual tickles.
- Not like icing a cake...must be in & thru
- Full immersion experiences promote a “Suspension of Disbelief”.
- Amusement Park not = Theme Park Why? Story!
- Your business is Show Business!



MD

**MICHAEL LEE
DESIGN**

INTERNATIONAL
LEARNING & ENTERTAINMENT
THEMED ATTRACTIONS

Signal Park Parking Guidance Systems



City of Scottsdale
1-7-26

Parking Guidance

A better experience for the Motorist and the Municipality

For the Motorist

- Dynamic count signs located at strategic positions guide the motorist to the nearest available space
- Spaces can be separated on signs between Standard, ADA , EV , Police/Fire, Carpool, etc
- Detectors can be programmed to be ANY color on the color wheel and can be dimmed/brightened

For the Municipality

- All parking data is collected from the time the system is started
- This includes: Time vehicle parked, time vehicle left, length of stay, how long space was vacant
- This data is all easily exported to Excel to garner average stay time, peak hours, peak days
- System uses very little power, about 2/3 watt per “device”. Sign power varies as they auto brighten and dim and depends on numerals indicated
- Length of stay can be programmed in and system can send alerts when a vehicle is overtime. This also shows on the plan view/God’s eye view as vehicle is automatically circled in yellow.
- Open communication protocol enabling the software to communicate with almost any type of hardware. Over 20 database types built in.



“Where’s Waldo” is not good for Parking



More Where's Waldo at the Corral



And a third round at Civic Center Garage



South Bridge at least has signage



Strategic Exterior, Accurate Signage is the Key

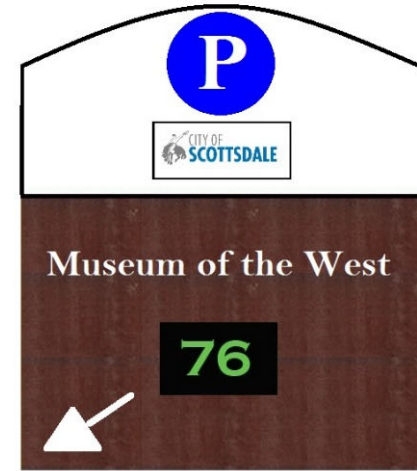


SONIPARK

Rustic sign design examples



Monument Free Standing Signs



Blade sign for side of Buildings
or on Light poles

Yellow LEDs recommended near stop signs

All Data can be pushed to a Website via JSON and NO APP needed

RESTAURANTS & CAFES SHOPS & SERVICES EVENTS AT THE SQUARE PARKING LIVING

GALLERY

PARKING FAQ
GARAGE LOCATIONS
MONTHLY PARKING
VALIDATING MERCHANTS
DRIVING DIRECTIONS
METRO & PUBLIC TRANSPORTATION
HOURS/CONTACT
EASY PAY
INSTRUCTIONS

Park FREE in the Square
(Free 2 hours validation with any Rockville Town Square purchase*)

ROCKVILLE TOWN SQUARE

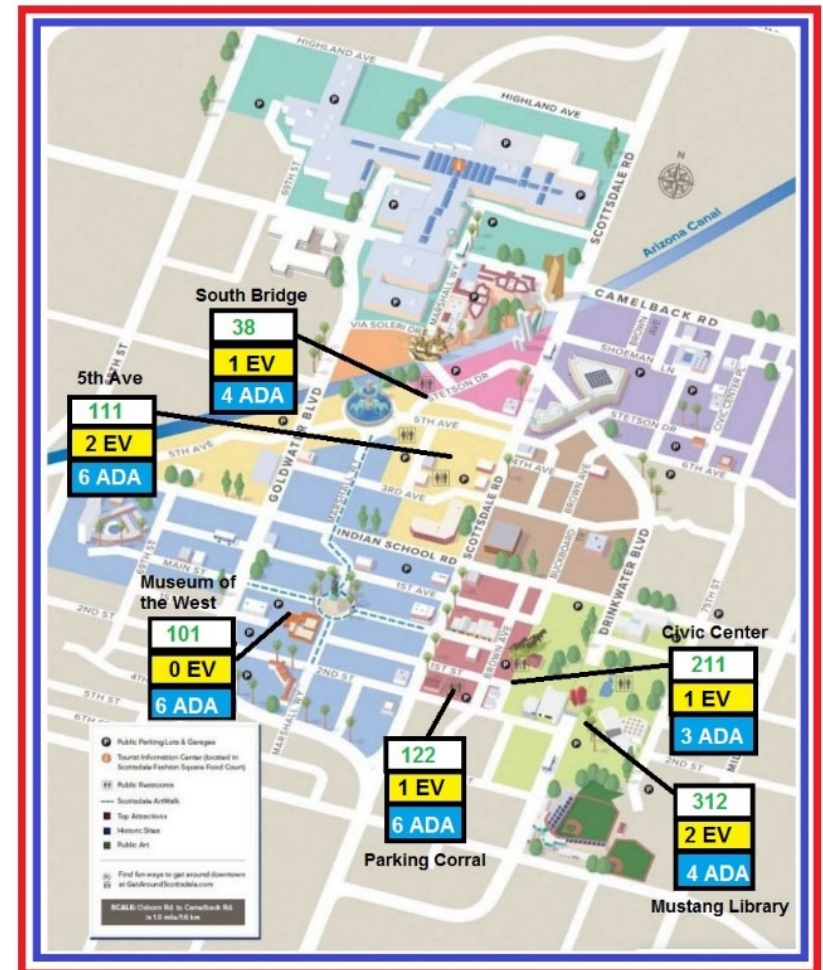
HUMP DAY'S HAPPY
EASY TO GET A WHOLE LOT HAPPIER

HAPPY HOUR EVERY WEDNESDAY STARTING AT 0PM
CLICK HERE FOR DETAILS

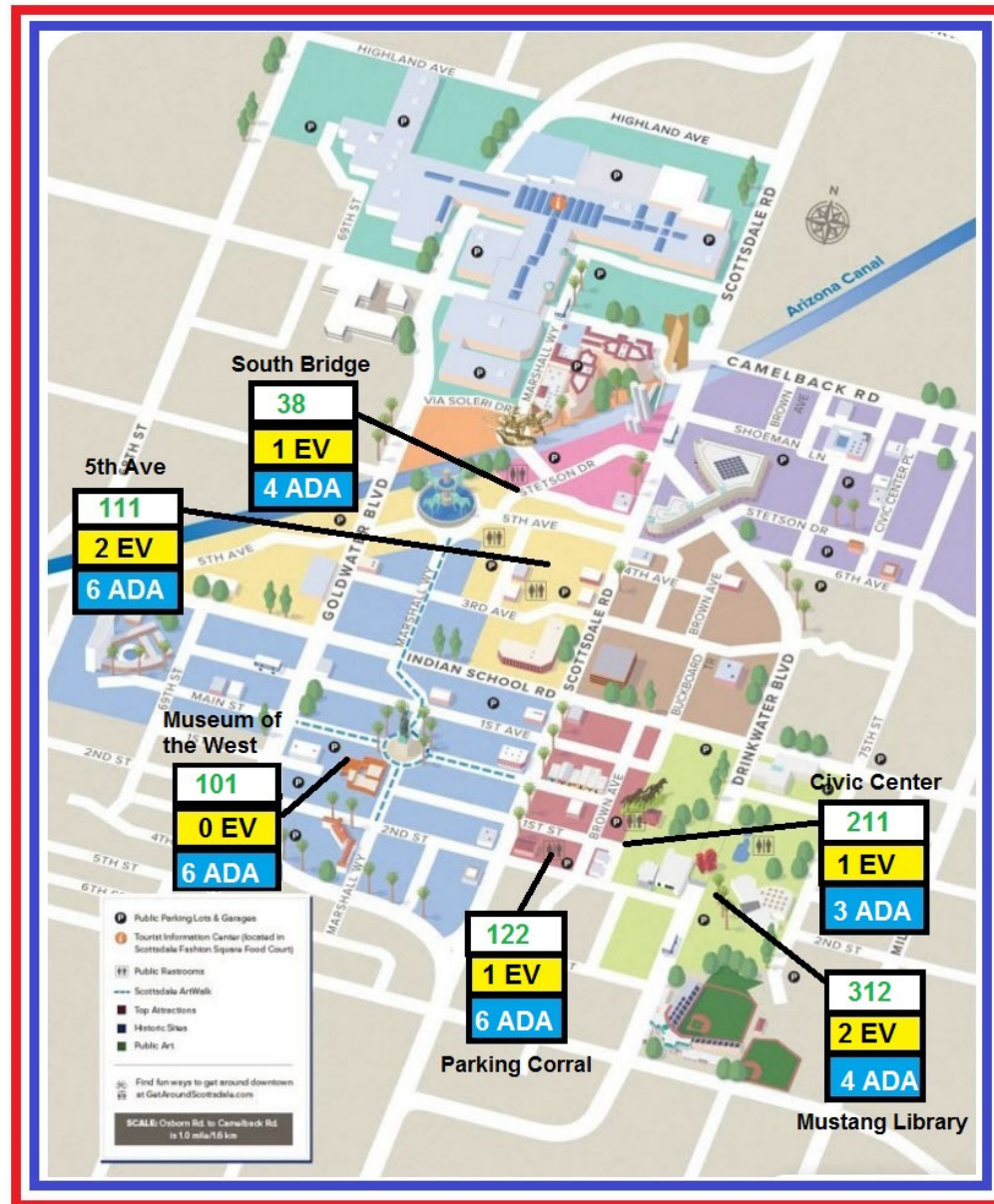
Interactive Map

P AVAILABLE PARKING SPOTS	GARAGE A 236	GARAGE B 70	GARAGE C 98
----------------------------------	------------------------	-----------------------	-----------------------

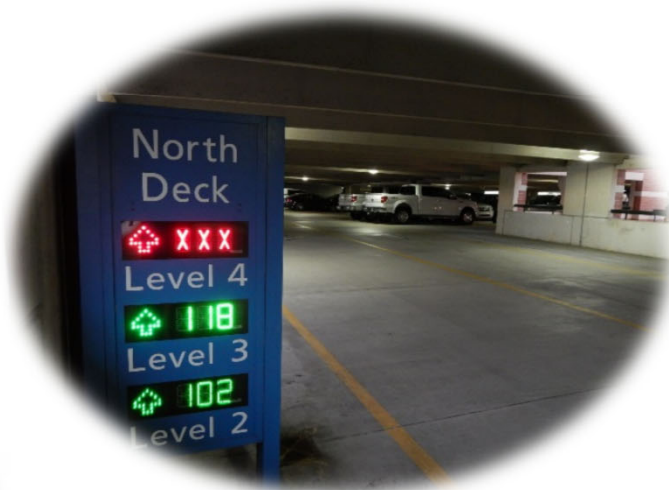
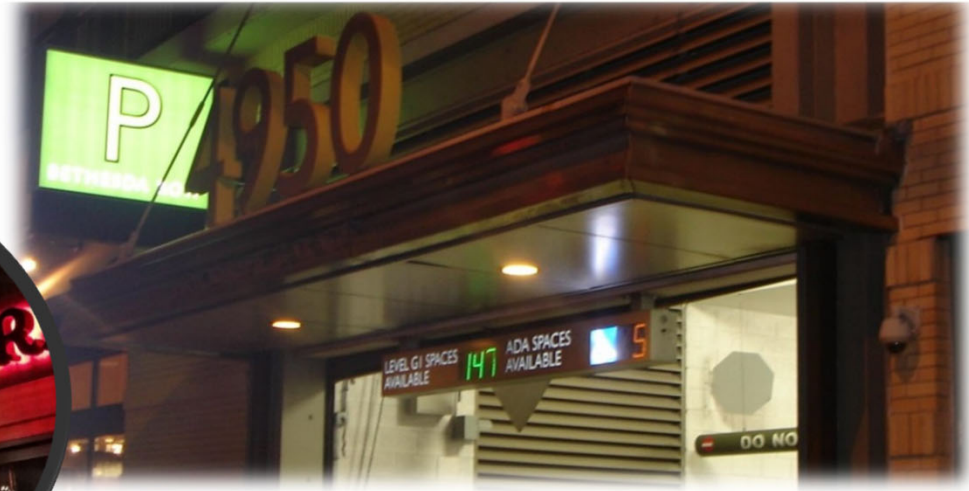
CONTACT LEASING DIRECTIONS FLICKR YOUTUBE



Suggestion for City of Scottsdale Parking Website Page



Blade Signs



Monument Signs

SONIPARK



SONIPARK


Parking Sensors

SP2-115



In aisle detector

Detector colors are programmable which enables stocking of just one type of detector

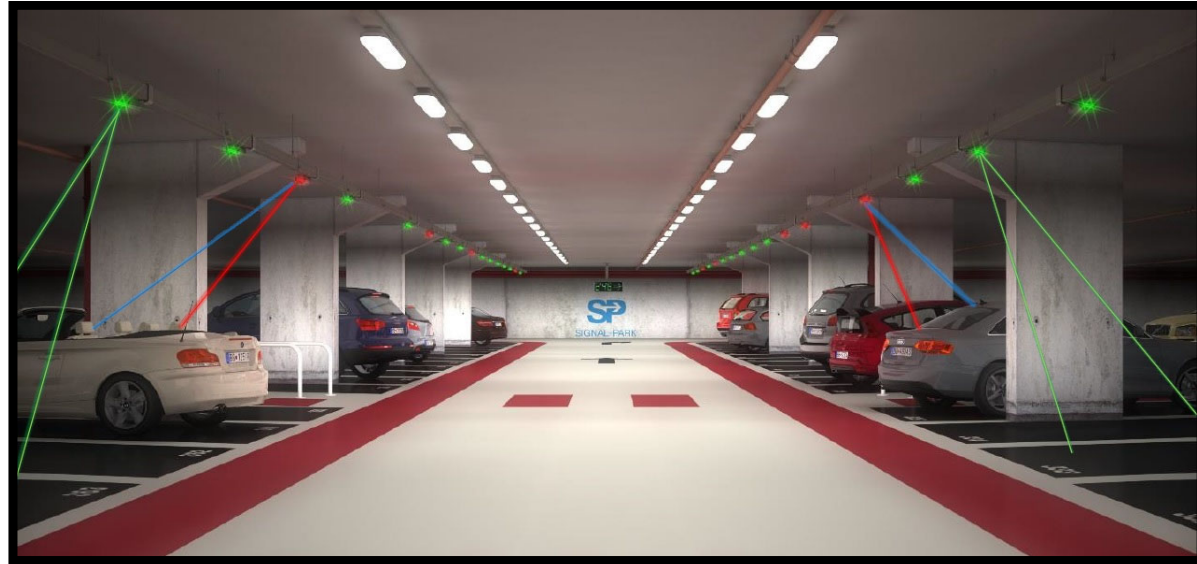


Detectors can be programmed to be any color as the electric spaces above have been changed to lime green to match the charging stations.

SONIPARK

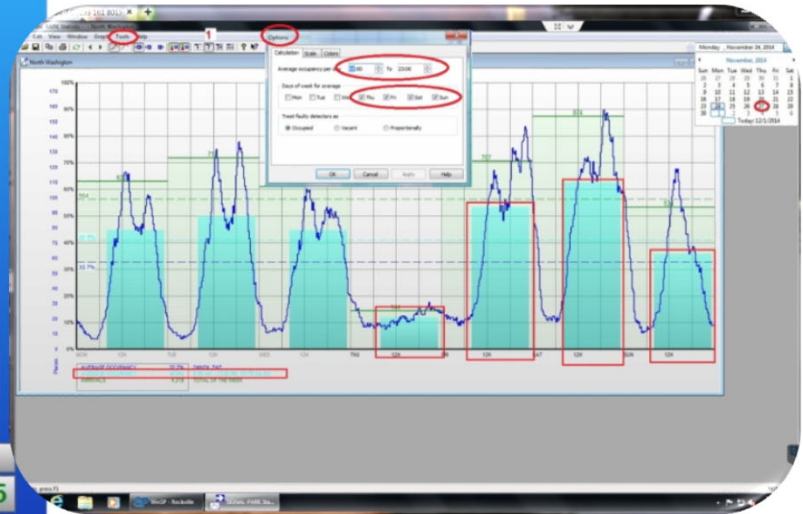
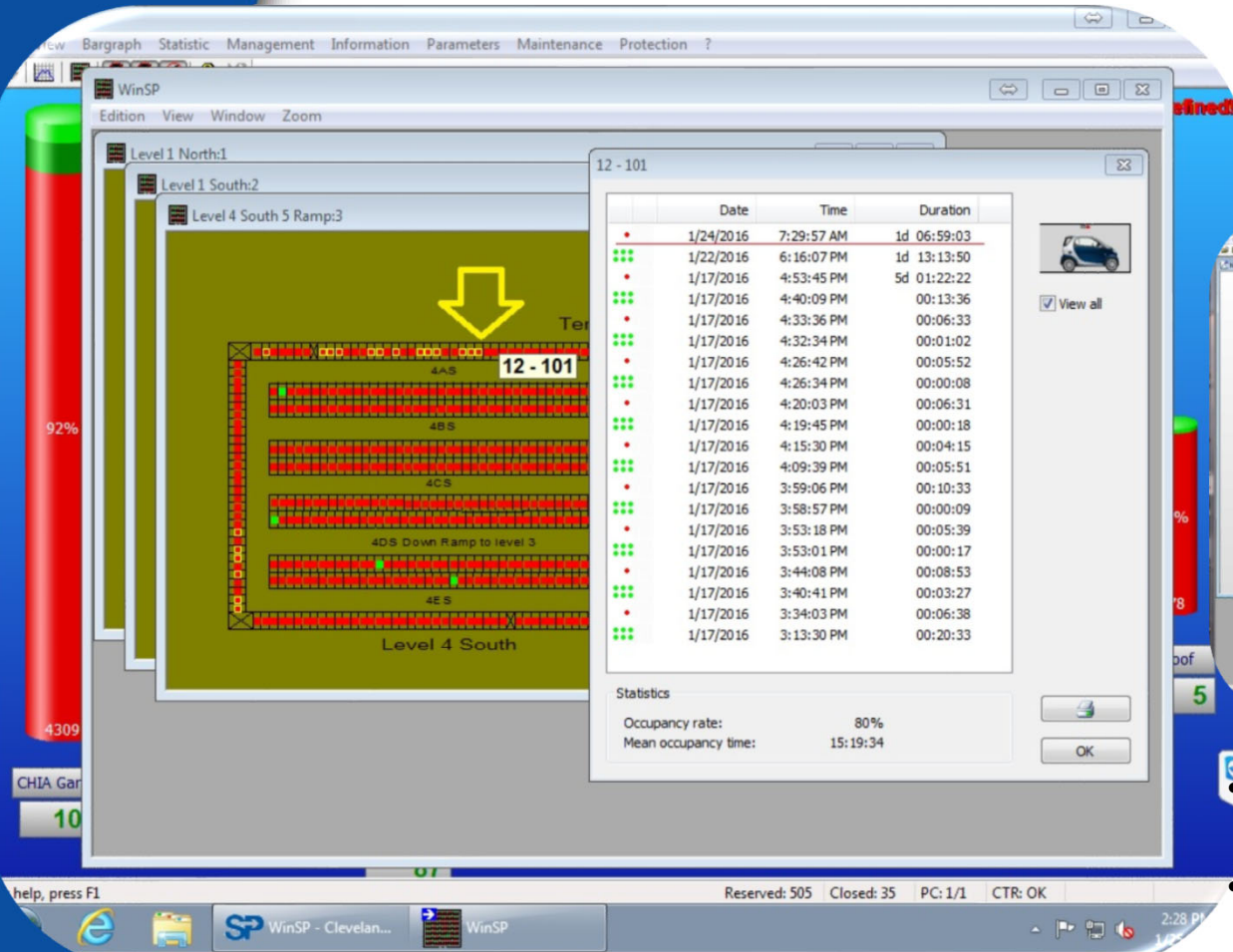


In Aisle detectors



SONIPARK

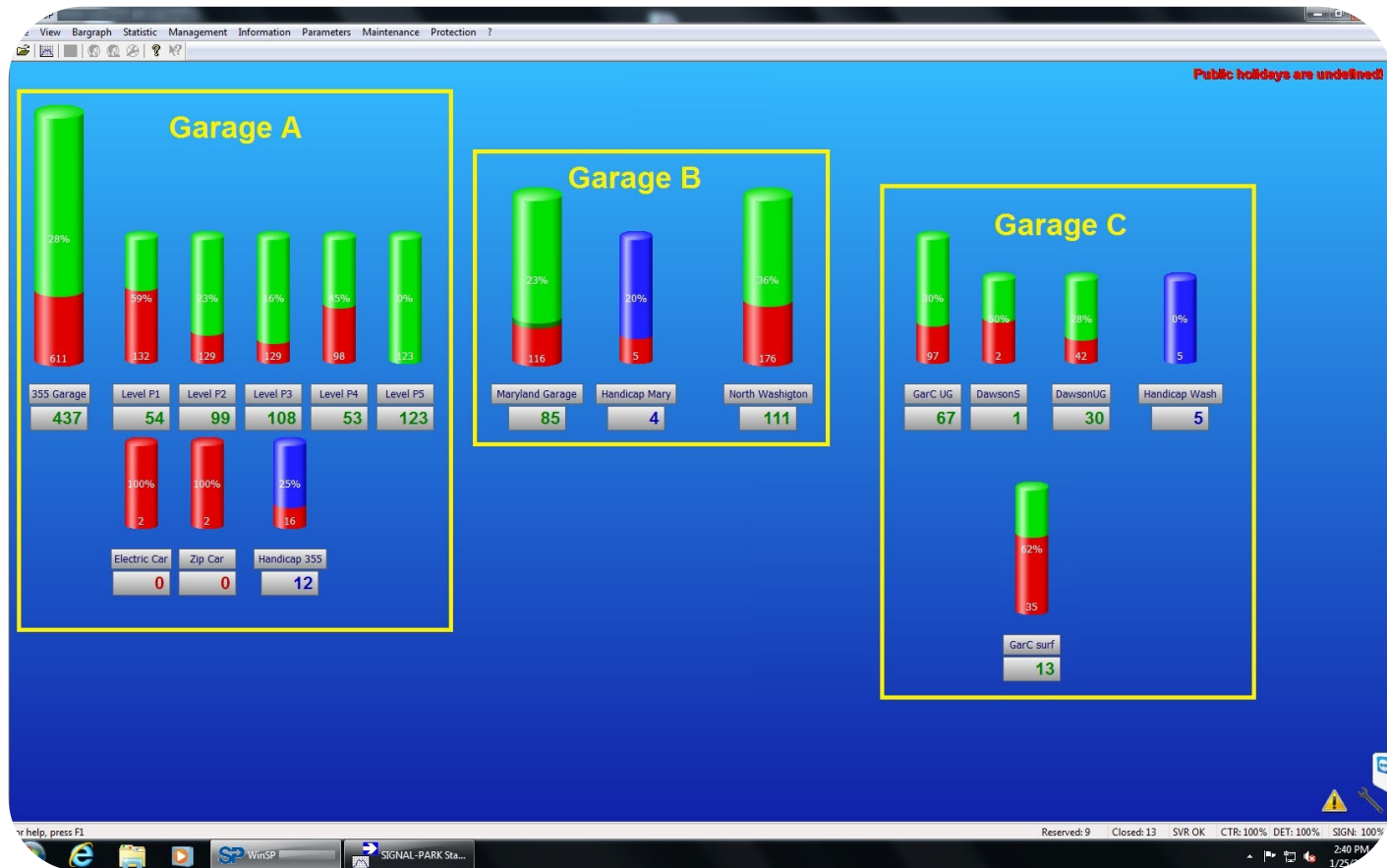

Complete Statistical Data



- Yellow Ring circles “overtime” vehicles at time specified by garage owner
- Complete statistics of each space from the time of startup.
- Greatly aids in security efforts

- All data is saved and can easily be exported to Excel or other programs
- Sorting data is easy with selectable menus
- All menus and data are definable by the garage owner

All garages are Networkable



Version 6 key features

- All components (detectors, loop interfaces and signs) use the same communication protocol RS-485 with a range of one mile
- All components are able to be remotely programmed
- System detects components that aren't programmed and alerts operator
- All data and power are now in parallel rather than series Power is 48VDC. Entire system is modular.
- Signs can be added anywhere there is an available outlet in the Canalis which are approx every three feet and can be pole mounted
- All LED's are high intensity and low power usage component power usage is approx 2/3 watt per component

New Signs with walking arrows



New signs rotate through Standard, ADA and EV



Signs have built in light meters and auto adjust.

Exterior sign and view of Detectors



Surface Lot Monitoring

The image displays a comprehensive parking monitoring system. On the left, a live camera feed shows a parking lot with several cars. Red circles are overlaid on cars that are currently parked, while green circles are on empty spaces. Digital timers are visible next to the cars, showing durations such as 00:02 and 00:00. On the right, a software interface provides detailed data and controls. It includes a table of recorded events, a statistics panel, a zoomed-in view of a specific car, and a floor plan of the parking area.

Date	Heure	Durée
14/06/2018	13:37:23	00:36:17
14/06/2018	13:37:20	00:00:03
14/06/2018	12:56:38	00:40:42
14/06/2018	11:58:39	00:57:59
14/06/2018	10:25:17	01:33:22
14/06/2018	04:05:55	06:19:22
14/06/2018	04:05:50	00:00:05
14/06/2018	04:05:45	00:00:05
14/06/2018	04:05:42	00:00:03
13/06/2018	16:18:59	11:46:43
13/06/2018	15:10:30	01:08:29
13/06/2018	14:57:52	00:12:38
13/06/2018	12:33:55	02:23:57
13/06/2018	11:12:22	01:21:33
13/06/2018	10:38:25	00:38:57
13/06/2018	10:21:09	00:12:16
13/06/2018	09:49:21	00:31:48
13/06/2018	04:05:55	05:43:26
13/06/2018	04:05:50	00:00:05
13/06/2018	04:05:46	00:00:04

Statistiques d'occupation

- Taux d'occupation: 21%
- Durée moyenne: 01:10
- Durée médiane: 00:55

Ext-7 23

2018-06-14 13:37:23-092000

Afficher tout

OK

Some of our Clients



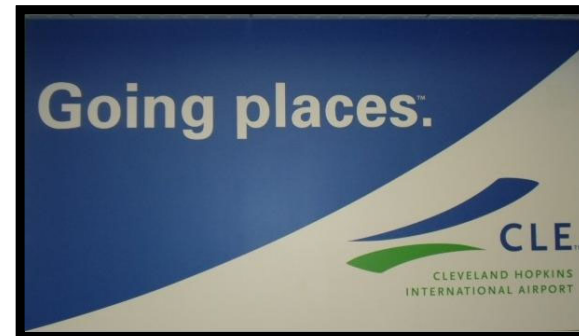
Two garages:
4,400 spaces
3,800 spaces

Other Systems:

BWI 21,000 spaces
Rockville Town Square 929 space
Bethesda Row 200 spaces
Fairfax County 724 spaces



1,640 spaces



4,195 spaces

SONIPARK

Thank You!

8390 E Via De Ventura Blvd

Suite F-110

Scottsdale, AZ 85258

P: (480) 922-4933

info@SoniPark.com

www.SoniPark.com

SONIPARK


Lane, Benjamin

From: Dan Bastian <danielbastian@gmail.com>
Sent: Tuesday, January 6, 2026 3:30 PM
To: City Council
Subject: Concerns Regarding Tomorrow's Special City Council Meeting on Downtown Scottsdale

⚠ External Email: Please use caution if opening links or attachments!

Dear Mayor Borowsky and Members of the City Council,

I write to share my thoughts as a concerned resident ahead of tomorrow's special meeting on Downtown Scottsdale. As I reviewed the agenda, I noted that one of the presenters, Mr. Chris Milke of SoniPark LLC, donated to Mayor Borowsky's mayoral campaign; while these witnesses are presented as subject matter specialists, it's important that our processes remain above any perception of "pay to play."

I also noticed that there are no public safety professionals scheduled to speak. Many residents I speak with express worries about rising crime and drug issues in parts of Old Town. I believe including input from our police and fire departments would provide a more balanced perspective on a thriving downtown.

Finally, the agenda leaves me wondering if the Mayor collaborated with any of her council colleagues on their visions for Old Town, or if she took suggestions for resident-focused presenters. I'll be observing the meeting with an open mind, though I admit several aspects raise red flags. I'm looking forward to your timely response.

Thank you for your attention to these matters.

Dan Bastian
Scottsdale Resident

Sent from my iPad