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Thursday, 27 January 2011 10:14 - Last Updated Thursday, 27 January 2011 10:21

A Message from Mayor Lane



Welcome to the 2011 Waste Management Phoenix Open—an exceptional golf tournament in an extraordinary setting. It's more than just huge crowds and energy that sets the Open apart, although with annual attendance often exceeding a half million at the TPC Scottsdale, no golf gallery is larger. The Open is unique because its hometown of Scottsdale is also one of a kind.

Steeped in Old West history, blessed by natural beauty and rich in New West culture and innovation, Scottsdale is true to its motto as the "West's Most Western Town." Those attributes also make it a great place to live, work and visit.

Many of our amenities occur along the Indian Bend Wash Greenbelt, a lush system of lakes and open space. The greenbelt runs from Scottsdale's southern boundary, through the heart of the city and transitions into a trails system serving the McDowell Sonoran Preserve. You can see the McDowell Mountains rising east of the TPC Scottsdale. They are part of the preserve and encompass some of the most scenic lands in Arizona. The preserve is planned to span 36,000 acres, about one-third of Scottsdale's total land mass. While the preserve offers unspoiled nature and Old West solitude, Scottsdale's eclectic downtown districts serve up buzz, bustle and sophistication. On any weekend night, the area hosts more than 30,000 visitors. Downtown Scottsdale is home to 20 hotels, about 130 restaurants and nightclubs and more than 100 art galleries.

This blending of urban cool and natural beauty attracts more than just residents pursuing the good life. Businesses find Scottsdale to be a great place to thrive, too. The Scottsdale Airpark is the third largest employment center in Arizona, boasting nearly 30,000 employees in more than 2,000 businesses. Scottsdale business also means tourism. More than 8 million people visit Scottsdale annually generating an economic impact of \$3.7 billion. Scottsdale is home to some of the finest resorts and hotel properties in the world.

Visitors come for many reasons including the winter's warmth, the desert's beauty and certainly Scottsdale's treasure of special events. They include the Barrett-Jackson Classic Car Auction, the Arabian Horse Show and spring training with the World Champion San Francisco Giants. The Waste Management Phoenix Open ranks among Scottsdale's finest events—and among the world's great golf tournaments. With its energized fans and stadium seating, the incomparable 16th hole is changing the dynamics of spectator golf. None of it would be possible without the dedication and commitment of the Thunderbirds, the nonprofit group that organizes and hosts the tournament each year. That greatness is anchored in what the Open and the Thunderbirds give back to the community. Last year, the group provided nearly \$4.5 million to local charities—the largest donation generated by any

PGA event or group. Your support also enables the Thunderbirds to lead the PGA in charity giving.

Thanks for being a part of this year's Open.

Have a great time and, while you are here, explore all that makes Scottsdale a great city. The Open and Scottsdale—a great pairing where the spirit of the American West burns bright.

Mayor Jim Lane of Scottsdale