

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 1890s, 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.

Basic Information

Founded: 1890	Distance to Major Cities:
Incorporated: 1961	Phoenix: 10 miles
Elevation: 1,165	Tucson: 121 miles
Located in Maricopa County	
Nearby Highways: HWYS I-10	

Population

	1990	2000	2008
Paradise Valley	11,773	13,664	14,444
Maricopa County	2,122,101	3,072,149	3,987,942
Arizona	3,665,228	5,130,632	6,629,455

Sources: Arizona Department of Commerce and US 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.

County Employment

	2008
Trade, Transportation, and Utilities	372,500
Professional and Business Services	313,800
Government	220,800
Educational and Health Services	210,800
Leisure and Hospitality	183,100
Financial Activities	147,600
Mining and Construction	141,400
Manufacturing	131,100
Other Services	69,000
Information	29,900

Source: Arizona Department of Commerce
Figures are organized under the North American Industrial Classification System (NAICS).



Labor Force Data

	1990	2000	2008
Civilian Labor Force	5,924	6,321	7,855
Unemployed	146	95	173
Unemployment Rate	2.5%	1.5%	2.2%

Source: Arizona Department of Commerce

Growth Indicators

	1990	2000	2008
New Bldg. Permits	485	1,120	300
Taxable Sales (\$)	221.4 million	530.3 million	613.7 million
Net Assessed Value (\$)	213.1 million	396.3 million	1.2 billion

Sources: Arizona State Univ., AZ Dept. of Revenue, AZ Tax Research Assoc.

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.

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Community Facilities

Paradise Valley offers a broad range of community facilities including two libraries, 16 parks, eight theaters, two swimming pools, two bowling alleys, two roller skating rinks, eight golf courses, and numerous tennis courts, ball diamonds, and soccer fields.

Educational Institutions	Public	Private
Elementary	Y	N
Middle School	Y	N
High School	Y	N
Community College	Y	N

Financial

Number of banks: 50

Government

Fire Department: City of Phoenix Fire Department & Rural/Metro
Law Enforcement: City Police Department

Airports

Nearby Deer Valley Airport, 12 miles northwest or Scottsdale Municipal Airport, 12 miles northeast

Medical

Mayo Clinic, two hospitals and several nursing homes.

Hotel & Lodging

Number of Rooms: 2,000

Meeting Rooms:

Capacity of Largest Facility:

Industrial Properties:

For more information contact the North Phoenix Chamber of Commerce.

Utilities

Electricity	APS (Statewide)	800.253-9405
Electricity	Salt River Project	602.236.8888
Natural Gas	Southwest Gas Corp. (statewide)	800.766.9722
Sewer	Municipal (Scottsdale)	480.391.5650
Sewer	Municipal Sewer (Paradise Valley)	480.948.7411
Sewer	Municipal Sewer (Phoenix)	602.262.6251
Telephone	Qwest (statewide)	800.244.1111
Water	Berneil Water Co.	480.947.5044
Water	City of Phoenix (Water)	602.948.5410
Water	Paradise Valley Water Co.	480.948.5410

Cable Providers: Y

Digital Switching Station: N

Internet Service Provider: Y

Cable Internet Service Provider: Y

Fiber Optics: N

Taxes

Property Tax Rate	1990	2000	2008
Elementary/High Schools	8.85	9.98	6.46
City/Fire District	0.00	0.00	0.00
Countywide	3.51	3.35	2.33
Totals	12.36	13.33	8.79

Source: Arizona Tax Research Association

Note: Tax rate per \$100 assessed valuation

Sales Tax

	2008
City/Town	1.65%
County	0.70%
State	5.60%

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

Weather

	Avg. Low (°F)	Avg. High (°F)	Precip. (in.)
January	59.9	83.9	0.7
February	42.7	64.5	0.8
March	44.8	67.6	0.8
April	48.1	73.0	0.7
May	55.8	81.7	0.3
June	64.6	91.6	0.1
July	73.3	100.8	0.2
August	80.7	103.9	0.8
September	78.8	101.4	1.1
October	73.5	97.3	0.7
November	62.3	86.9	0.7
December	50.5	73.4	0.7
	43.6	65.4	1.4

Source: Western Regional Climate Center

Western Regional Climate Center, wrcc@dri.edu. Period of record 1955-1970. 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:

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