

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.

Basic Information

Founded: 0	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	2006
Paradise Valley	11,773	13,664	14,000
Maricopa County	2,122,101	3,072,149	3,792,675
Arizona	3,665,228	5,130,632	6,305,210

Sources: Arizona Department of Economic Security 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

	2006
Trade, Transportation, and Utilities	373,800
Professional and Business Services	321,200
Government	212,400
Educational and Health Services	187,000
Mining and Construction	184,600
Leisure and Hospitality	174,900
Financial Activities	151,100
Manufacturing	132,900
Other Services	68,500
Information	32,100

Source: Arizona Department of Economic Security

Figures are organized under the North American Industrial Classification System (NAICS).



Labor Force Data

	1990	2000	2006
Civilian Labor Force	5,924	6,321	7,548
Unemployed	146	95	122
Unemployment Rate	2.5%	1.5%	1.6%

Source: Arizona Department of Economic Security

Growth Indicators

	1990	2000	2006
New Bldg. Permits	485	1,120	1,110
Taxable Sales (\$)	221.4 million	530.3 million	524.7 million
Net Assessed Value (\$)	213.1 million	396.3 million	659.5 million

Sources: Arizona State Univ., 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.

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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)	800.428.7324
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	2006
Elementary/High Schools	8.85	9.98	8.18
City/Fire District	0.00	0.00	0.00
Countywide	3.51	3.35	2.74
Totals	12.36	13.33	10.92

Source: Arizona Tax Research Foundation

Note: Tax rate per \$100 assessed valuation

Sales Tax

	2006
City/Town	0.00%
County	0.70%
State	5.60%

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

Weather

	Avg. Low (°F)	Avg. High (°F)	Precip. (in.)
January	42.7	64.5	0.8
February	44.8	67.6	0.8
March	48.1	73.0	0.7
April	55.8	81.7	0.3
May	64.6	91.6	0.1
June	73.3	100.8	0.2
July	80.7	103.9	0.8
August	78.8	101.4	1.1
September	73.5	97.3	0.7
October	62.3	86.9	0.7
November	50.5	73.4	0.7
December	43.6	65.4	1.4
Yearly Avg.	59.9	83.9	8.4

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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