

The town of Paradise Valley is conveniently located in the heart of the Scottsdale-Phoenix metro area. In 1889, surveyors were so overwhelmed by the beauty and tranquility of the desert landscape that they named this area Paradise Valley. The town was incorporated in 1961 after residents set out to keep zoning to a one-acre per house minimum. Citizens wanted to keep the area entirely residential and keep government regulation to a minimum. Throughout the town's history, the residents have strived to preserve this original mission. In addition to its upscale residential homes, Paradise Valley has the highest median income and the largest percentage of college graduates in the area. It also is known for being home to some of the area's most luxurious resorts.

### Principal Economic Activities

The main economic sectors in Paradise Valley are the hospitality and medical trades. The town is home to eight world-class resorts that showcase top-room rates and an average daily rate. These full-service resorts typically include spa services, prestigious restaurants with well-known chefs and resort amenities including golf and tennis. The resorts are extensions of national brands such as the Ritz Carlton, JW Marriott, Omni and Hyatt Andaz, as well as independent hotels such as Sanctuary, Mountain Shadows, Hermosa Inn and Plaza Resort. Paradise Valley offers three medical plazas along with 15 places of worship. World-renown architect Paolo Soleri resided in Paradise Valley. Today, his home and workshop are a top tourist attraction offering visitors a chance to buy handmade Soleri Windbells. Paradise Valley is home to many CEOs, professional athletes and business owners who operate their ventures outside of Paradise Valley.

### Scenic Attractions

Paradise Valley offers easy access to biking and hiking trails within the Phoenix Mountain Preserve, a large area of natural desert landscape that includes Squaw Peak, North Mountain and Camelback Mountain. From the tops of the mountains, hikers can see views stretching across the valley.

### Community Facilities

Visitors must see the Goldwater Memorial, the first major work of art to celebrate the life of Senator Barry Goldwater. A long-time resident of the town, Goldwater retired to Paradise Valley after serving in the U.S. Senate for three decades. The location of Paradise Valley allows residents to easily access services and amenities throughout the valley, especially in Scottsdale and Phoenix. These amenities include libraries, parks, theaters, museums, art galleries and shopping centers. The resorts within the town offer swimming pools, spas, golf courses, tennis courts, restaurants and bars.



## BASIC INFORMATION

<b>Founded:</b>	1890	<b>Incorporated:</b>	1961
<b>Elevation:</b>	1,165 ft.	<b>Location:</b>	Maricopa County
<b>Distance to major cities:</b>			
<b>Phoenix:</b>	10 miles	<b>San Diego:</b>	367 miles
<b>Tucson:</b>	121 miles	<b>Los Angeles:</b>	385 miles
<b>Las Vegas:</b>	302 miles		

## POPULATION

	2000	2010	2016 (est.)
Paradise Valley	13,664	12,810	13,930
Maricopa County	3,072,149	3,824,058	4,137,076
State of Arizona	5,130,632	6,401,569	6,835,518

*Office of Economic Opportunity*

## PROPERTY TAX

	2000	2010	2016
Elementary / High School	9.98	4.95	7.05
City / Fire District	0.00	1.82	2.17
Maricopa County	3.35	2.79	4.06
Totals (Maricopa County)	13.33	9.56	13.28

*Arizona Dept. of Revenue & Arizona Tax Research Foundation*

## SALES TAX / TRANSACTION PRIVILEGE TAX

Paradise Valley	2.50%
Maricopa County	6.30%
State	5.60%

*Arizona Dept. of Revenue & Arizona Tax Research Foundation*

## LABOR FORCE

	2000	2010	2016
Civilian Labor Force	6,320	5,428	6,338
Unemployed	94	194	98
Unemployment Rate	1.5%	3.6%	1.5%

*Office of Economic Opportunity*

## WORKFORCE EDUCATION ATTAINMENT

	Count	Share
Less than high school	263	2.6%
High school or equivalent, no college	929	9.1%
Some college or Associate degree	1,690	16.5%
Bachelor's degree or advanced degree	7,353	71.8%

*American Community Survey*

## INDUSTRY (RANKED BY EMPLOYMENT)

	Count	Share
Education, health care & social assistance	1,623	28.3%
Professional, scientific, & administrative services	1,289	22.5%
Finance, insurance & real estate	959	16.7%
Retail trade	373	6.5%
Arts, entertainment, food & recreation services	293	5.1%
Manufacturing	258	4.5%
Construction	212	3.7%
Other services, except public administration	188	3.3%
Transportation, warehousing, & utilities	155	2.7%
Public administration	147	2.6%
Wholesale trade	133	2.3%
Information	75	1.3%
Agriculture, forestry, fishing, hunting, & mining	25	0.4%

*American Community Survey*

This profile was prepared by the Arizona Commerce Authority in cooperation with local sources. For further information, please contact:

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## Paradise Valley Chamber of Commerce

6401 E Lincoln Dr  
Paradise Valley, AZ 85253  
Website:  
<http://www.paradisevalleychamber.com/>

## Greater Phoenix Economic Council

2 N. Central Avenue, Suite 2500  
Phoenix, AZ 85004  
Phone: 602-256-7700  
Email: [info@gpec.org](mailto:info@gpec.org)  
Website: <http://www.gpec.org>

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