

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

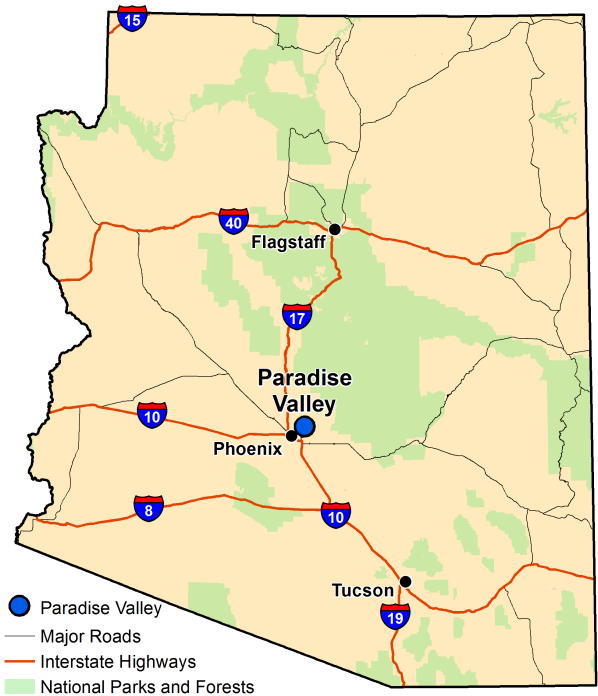
The main economic sectors in Paradise Valley are the hospitality and medical trades. The town is home to eight world-class resorts that showcase top-room rates and an average daily rate. These full-service resorts typically include spa services, prestigious restaurants with well-known chefs and resort 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.



Community Profile for Paradise Valley, Arizona

BASIC INFORMATION

Founded:	1890
Incorporated:	1961
Elevation:	1,165 ft.
Location:	Maricopa

Distance to major cities:

Phoenix:	10 miles
Tucson:	121 miles
Las Vegas:	302 miles
San Diego:	367 miles
Los Angeles:	385 miles

POPULATION

	2000	2010	2023 (est.)
Paradise Valley	13,664	12,810	12,707

Office of Economic Opportunity

SALES TAX / TRANSACTION PRIVILEGE TAX

Paradise Valley	2.50%
Maricopa	0.70%
State	5.60%

Arizona Dept. of Revenue & Arizona Tax Research Foundation

LABOR FORCE

	2000	2010	2022
Civilian Labor Force	6,320	5,428	6,531
Unemployed	94	194	123
Unemployment Rate	1.5%	3.6%	1.9%

Office of Economic Opportunity

WORKFORCE EDUCATION ATTAINMENT

	Count	Share
Less than high school	169	1.5%
High school or equivalent, no college	877	7.9%
Some college or Associate degree	1,960	17.6%
Bachelor's degree or advanced degree	8,144	73.0%

American Community Survey

INDUSTRY (RANKED BY EMPLOYMENT)

	Count	Share
Education, health care & social assistance	1,749	28.3%
Professional, scientific, & administrative services	1,264	20.5%
Finance, insurance & real estate	709	11.5%
Retail trade	503	8.1%
Arts, entertainment, food & recreation services	492	8.0%
Manufacturing	405	6.6%
Wholesale trade	316	5.1%
Other services, except public administration	247	4.0%
Public administration	201	3.3%
Construction	123	2.0%
Transportation, warehousing, & utilities	66	1.1%
Agriculture, forestry, fishing, hunting, & mining	66	1.1%
Information	35	0.6%

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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