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City of Casa Grande
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City of Coolidge
City of El Mirage
Town of Florence
Town of Gilbert
City of Glendale
City of Goodyear
Green Valley
Greater Johnson Ranch area

City of Maricopa
City of Mesa
Northwest Fire District (Pima County)
Town of Oro Valley
City of Sahuarita
Town of Sahuarita
Sun City Fire District
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12 Two Heads are Better Than One
The Benefits of City/Town and CVB Partnerships
The focus of this issue of Arizona City & Town is tourism. Like many of the critical pieces of the Arizona economy, tourism has been touched by the recent breakdown of the country’s financial systems.

However, Arizona will always survive tough times in this particular market because of what we have to offer: remarkable natural attractions like the Grand Canyon, Lake Powell and the red rocks of Sedona. But we also have tremendous weather that really sets us apart from most of the country.

There is no doubt that tourism is an economic driver for the state, as well for areas like the Rim country and cities from Nogales to Scottsdale to Prescott. Those who come to explore our state’s wonders take back more than memories — perhaps a desire to stay and raise a family here...or grow a business. From a local perspective, I know that much of Chandler’s tourism activity comes from those who stay a few extra nights after a business trip to enjoy some shopping or golf.

Is your city or town doing all it can to take advantage of this industry niche? In down economic times, we must all get creative to drive visitors to our doorsteps. Whether that includes our climate, amenities, historic downtowns, scenic vistas or your own particular and unique attraction, we should now more than ever work to bring tourism dollars to our borders. Cities and towns will benefit, as will our state as a whole. Of course, as we set our own vacation plans for the New Year, think Arizona first. There’s more than enough to explore without leaving home.

Sincerely,

Boyd W. Dunn
League President
Mayor, City of Chandler

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In today’s sluggish Arizona economy, it’s popular to say we need brand new ideas to diversify our revenue base in order to better weather various financial ups and downs. But are there any truly new ideas? Not really. Most of them are variations on old themes, or recycled ideas dressed up in new coverings.

Tourism is one of those “old” Arizona ideas that needs to be re-examined and updated to fit in with today’s economic realities.

No one can dispute that tourism has been one of the state’s oldest and most profitable businesses. In addition to having great natural wonders that draw visitors, one of Arizona’s historic Five C’s — climate — has drawn tourists to the state for the better part of a century. Fortunately, that same climate is still here today and is still attractive to great masses of cold-climate residents.

In this issue of Arizona City & Town, we examine tourism and its integral partnership with municipalities as a way to keep this important sector innovative and successful.

Working cooperatively, the tourism business is a win-win for the entire state. Cities realize revenue from the activities of visitors and, in exchange, we invest in more infrastructure and attractions that meet the needs of tourists. But, this is not the tourism business of 50, or even 20, years ago. Today, cities across the entire state are making investments in downtown “theme” areas, spring training ballparks, convention centers, airports and other modern facilities that both attract as well as enhance the experience of out-of-state and in-state visitors.

Tourism will continue to be one of Arizona’s most important industries, but it is one that cannot be taken for granted. There is intense global competition for the tourism dollar, and we need to work consistently to make our tourism “product” one of the best in the world. I hope you will find the articles and ideas expressed in this issue helpful in making your community a tourism success story.

Sincerely,

Ken Strobeck
Executive Director
What Our Legislators Have to Say

We asked several state legislators the following question:

“The most critical piece of advice I have for anyone hoping to work together on Arizona's economy is to simply keep the lines of communication open. The challenges most cities, counties and the state are going to face over the next three years will be unprecedented. It is going to take tremendous creativity for business development to succeed in this environment. We have a councilman in Mesa who hosts a quarterly breakfast with various city, county and state leaders just to talk about working together.”

— Representative Rich Crandall, District 19

“In order to compete with surrounding areas, the state has to decrease the tax burden on business, both for existing companies and to encourage relocations. The cities need to complement this action by NOT increasing their business taxes and by reducing license and fee costs as much as possible.

“If there are regulations now in place that inhibit cities’ abilities to attract new business to their areas, especially in the ‘rural’ counties, the state should remove them. The local people know best what they should and should not do to bring industry and jobs to their areas.”

— Representative Nancy McLain, District 3

“State, county and city governments must work cooperatively with an eye to improve not only Arizona's economy, but also the future of Arizonans, by improving workforce quality and infrastructure of new developments or preservation of historic buildings/sites.

“Boosting Arizona's tourism could also be a cooperative campaign between the state and cities to highlight historic sights in our state, showcase cities that incorporate business growth with family-friendly activities to entice out-of-state business to relocate and tourists to visit.”

— Senator Meg Burton-Cahill, District 17
At the Capitol

“How can the state and the cities work together to improve the vitality of Arizona’s economy?”

Rebecca Rios

“This upcoming session will undoubtedly be one of the most challenging in recent state history. In order to ensure Arizona’s economic vitality, it is imperative that State Legislative leaders be mindful of the fact that we are partners with our city and town leaders, that we are responsible for serving the same constituency and, lastly, that we take caution in minimizing the economic impact on our local governments. Together, the state and cities should continue to look for ways to maintain fiscal efficiency while still providing critical services to Arizonans. In doing this, we can address the current shortfall yet still prepare for Arizona’s future.”

— Senator Rebecca Rios, District 23

Lucy Mason

“I think that economic development is going to be the main driver that will bring Arizona out of the economic slump we’re in right now. The energy opportunities we have with the new technologies to help reduce the amount of energy, whether it’s solar, geo-thermal, bio-mass or hydroelectric — all the natural resources that we have in this state — we need to utilize for sustainability and for the next wave of growth we are going to have. We need to build these infrastructures now.”

— Representative Lucy Mason, District 1

The League of Arizona Cities and Towns is grateful to these legislators for their time and insights. We look forward to working with them and their colleagues in the upcoming session. Now, more than ever, all levels of government must work as partners to see the state through these tumultuous economic times.

The League of Arizona Cities and Towns has been the voice at the capitol for Arizona’s municipalities since 1937. Whenever you have a question or comment about legislative issues please call the League for assistance.
Arizona is an amazing state with an enormous variety of spectacular natural features, world-class hotels, resorts, guest ranches and cozy bed and breakfast retreats. Rich in diversity, culture and quality of life, with incredible opportunities for businesses and employment, it is a place people want to be — as exemplified by the annual influx of visitors and the nearly 6 million people who call Arizona home.

The cities and towns of Arizona are at the heart of making the state a great place to live, work and play with a monumental economic impact. More than 80 percent of the state’s residents live in incorporated cities and towns, producing 91 percent of the state income tax revenues and 93 percent of the state sales tax revenues.

In today’s challenging economy, with the state facing major budget deficits and declining tax revenues, the tourism industry is one...

Two Heads Are Better Than One

The Benefits of City/Town and CVB Partnerships

Arizona’s tourism industry brings in more than 33.6 million domestic and international visitors each year.
of the state’s greatest export products. The industry brings in more than 33.6 million domestic and international visitors each year, who spend nearly $19 billion dollars, which equates to almost $51 million pumped directly into the state’s economy every day! In addition, tourism is the only export industry that brings prosperity to all 15 Arizona counties and is second only to the microelectronics industry in generating earnings for Arizona residents.

Now more than ever, there needs to be increased synergy between cities and towns and their respective convention and visitor bureaus (CVBs). Cities and towns from all parts of the state benefit from the tourism industry, and by partnering (or increasing collaboration), cities and towns can assist at an even higher level in keeping visitors coming and those important dollars flowing into the state. As one of the fastest growing states in the country, statistics indicate the great majority of residents visited the state prior to relocating their families, their businesses or their corporate headquarters.

CVBs throughout the state, in harmony with the Arizona Office of Tourism and the private sectors, regardless of size, share the same main passion and goal: to bring visitors to their area and ultimately to the entire state. Cities and towns that collaborate and develop partnerships with their CVBs reap a variety of rewards, from instant revenues to long-term economic development opportunities.

The CVBs spend marketing dollars to promote their respective cities and areas to the entire spectrum of visitors, families, individuals, business travelers, groups and conventions. They also provide statistics to support feasibility studies for hospitality-related projects such as hotels, conference centers, shopping opportunities and other development. They can conduct studies about how the city is perceived by visitors so that cities do not have to research this on their own. This valuable information is then used in conjunction with the cities and towns to further target the marketing programs.

A Variety of Ways to Partner
As the old adage states: “Two heads are better than one.” This was never a more powerful statement than now, and communication between cities and CVBs can produce amazing results. To begin or enhance the process, here are some ideas to stimulate the shared creativity.

1. Appoint an elected official to serve on the CVB board of directors; this person would communicate and share news and needs of the city and receive bureau information in return.
2. To further communication, have leadership from the bureau (the president or executive director) participate with the city’s tourism committee or division as well as the economic development committee—again, for the exchange of vital information.
3. Hold regular meetings between the mayor, city council and CVB board of directors for strategic planning and creative brainstorming, as well as funding support of mutually beneficial events for the area.
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4. Form a committee consisting of city staff and bureau staff leaders who will develop criteria and analyze event sponsorship requests to make recommendations to the city council as to their value and projected revenues.

5. Collaborate with the bureau on public relations campaigns to tell the story of the community, local events and their benefits. Provide this information to the local media as well as visiting media and media across the country and internationally. Visiting travel writers and organizations such as AAA can generate millions of dollars in media exposure.

6. Create combined campaigns for advertising and marketing strategies — and even branding, which links the combined message for the bureau and the city for the CVB to market. Such campaigns have proven to be successful for maximizing advertising dollars and targeting specific markets.

In today's challenging economy, the tourism industry is one of the state's greatest export products.

7. CVBs and city management can work together to analyze the city's amenities that affect visitors and residents. CVBs have been successful in conducting "destination planning" task forces combining leadership from all facets of the community to develop long-range strategic plans and recommendations for areas of improvement and enhancement, such as adding sports facilities for amateur competitions, an arts facility, or pedestrian-friendly areas like walking malls and bicycle paths.

8. Combined lobbying on specific issues at the city, state and national level is another major benefit of partnering with the CVBs, who often have a lobbyist, or belong to an organization such as the Arizona Tourism Alliance, a statewide advocacy organization who has a full time lobbyist. An added bonus is that
The Alliance represents all of the state’s CVBs and communities and is available to assist with specific challenges from bed tax issues to initiatives.

9. One of the major advantages of partnering with a CVB is to work together to bring in large events which add increased sales tax and bed tax dollars to the city coffers. The CVB acts as a conduit between the city and the event producers, and as an agent for the event and the city, assists with hotel room blocks, transportation, and services needed to make the event a success.

There are many examples of exciting, successful partnerships already in place throughout the state. Just a few of these include:

- In Tempe, the city and CVB partnered to secure the Ford Ironman of Arizona for Tempe and the Tempe Town Lake area as an annual event. This event has now increased to twice a year and features more than 2,000 participants who stay an average of seven days for each competition.
- A combination of the CVBs and the cities of Phoenix, Tempe, Scottsdale and Mesa collaborated to bring the P.F. Chang’s Rock ’n Roll Arizona Marathon and Half Marathon, which now draws more than 30,000 participants with an economic impact of more than $40 million annually.
- The Scottsdale CVB considers its recent 20-year agreement between the city of Scottsdale, the Scottsdale CVB and the Fiesta Bowl to be a classic example of the benefit between the city and the CVB. Since the partnership was formed two years ago, the Scottsdale market area’s occupancy, rate and revenue per available room have been significantly higher than the rest of the Valley.
- In Sierra Vista, the CVB is a component of the city with all of the advantages of CVB departments. In harmony with the city, the CVB is able to partner with event planners in the area to bring events to the area such as the Poetry & Music Gathering and the Southwest Wings for Birding Festival.
- In the northern section of the state, the Flagstaff CVB, funded by its bed, board and booze taxes, is a section of the city government. Reporting to the city manager and Council, the CVB is a member of the Economic Vitality Division, which includes community investments, the airport and the CVB, which is responsible for all of the direct marketing for the city. Its goal, like other CVBs, is to increase taxes for the benefit of the entire city and have the generated funds benefit arts and sciences, parks and recreation, beautification and economic development.
- Sedona’s CVB is an integral part of the Chamber of Commerce and its tourism department. Through their combined efforts, in partnership with the city of Sedona, Highway 179 from I-17 to Sedona is being widened and will offer much easier access for the millions of visitors who delight in visiting the Red Rock Country.

Cities and towns that develop partnerships with their CVBs reap a variety of rewards, from instant revenues to long-term economic development opportunities.
What if a City Doesn’t Have a CVB?

The focus of this article has been partnerships and collaboration between cities and towns and CVBs; however, cities and towns that have no CVB still have many opportunities to partner with CVBs in their local areas or with local tourism entities, such as Chambers of Commerce, or other cities and towns. An example of successful collaboration is the Arizona Salsa Trail, which won the 2008 Governor’s Tourism Award for Innovative Promotions. Initiated by the Graham Chamber of Commerce’s Visitor and Tourism Council, six cities in three counties created a “trail” of Mexican restaurants, a tortilla factory and a chili farm and developed a successful tourism product that brought visitors and revenue to the southeastern part of the state.

Tourism industry-generated taxes fund critical programs for Arizona residents. Business development and attraction are key components of Arizona’s economy, and the tourism industry is a driving force in establishing the “quality of life” message and amenities that are necessary to make Arizona an attractive place to visit, work and live. CVBs play a major role in protecting and promoting this valuable export industry. All of Arizona and its citizens will benefit from increased and expanded partnerships, be it between cities and towns and CVBs or cities and towns and other tourism entities. Opportunities for all are unlimited, fueled by mutual creative vision and passion.

The author would like to thank all of the state’s convention and visitor bureaus, the Arizona Office of Tourism and Barry Aarons of the Aarons Company, lobbyist for the Arizona Tourism Alliance, for their input and continued efforts on behalf of the Tourism Industry.
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### 20 Questions
City Governments Need to Ask About Tourism Efforts

<table>
<thead>
<tr>
<th>Question</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is economic development through tourism a priority?</td>
<td><a href="http://www.azleague.org">www.azleague.org</a></td>
</tr>
<tr>
<td>Does your city have a plan to strengthen and develop its tourism features and to take full advantage of economic opportunities in the field?</td>
<td>Image courtesy of the Arizona Office of Tourism</td>
</tr>
<tr>
<td>Arts are important to tourism. Does your city encourage arts in your public areas?</td>
<td>20 Questions BY DOUG HARMAN TOURISM CONSULTANT TO THE TEXAS AND U.S. TRAVEL INDUSTRIES</td>
</tr>
<tr>
<td>Are the local police sensitive to the needs of the visitors in the area?</td>
<td>Has your city identified the public lands most critical to tourism success?</td>
</tr>
<tr>
<td>Does your city understand its “competition” in the tourism field, as well as how to build alliances in tourism with neighboring cities or attractions?</td>
<td>Has the city identified the public lands most critical to tourism success?</td>
</tr>
<tr>
<td>Does the city have an appreciation about what makes it a special or attractive destination for visitors?</td>
<td>How satisfactory is local signage from the standpoint of visitors?</td>
</tr>
<tr>
<td>City history is especially important in Arizona. Does your city have a program to identify and interpret local history?</td>
<td>Are local parks and open spaces important to visitors?</td>
</tr>
<tr>
<td>Is the quality of local museums important to tourism success?</td>
<td>Has the city gathered data about visitors' experiences with the city?</td>
</tr>
<tr>
<td>Has the city identified the public lands most important to tourism, and are these buildings kept in competitive condition?</td>
<td>Since local sales tax returns are important for local economies, does the city make shopping easy for visitors?</td>
</tr>
<tr>
<td>Downtowns are an extremely important factor from a tourism standpoint. How does your downtown rate, from a tourism perspective?</td>
<td>Are there key corridors to and in your city that are especially important from a visitor standpoint, and are these corridors given special attention?</td>
</tr>
<tr>
<td>How satisfactory is local signage from the standpoint of visitors?</td>
<td></td>
</tr>
</tbody>
</table>

BY DOUG HARMAN
TOURISM CONSULTANT TO THE
TEXAS AND U.S. TRAVEL INDUSTRIES
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You can travel to any city or town in Arizona and notice something they all have in common: a reliance on tourism. In fact, tourism is one of the few industries that impact all 15 counties in Arizona. Tax revenue generated by travel spending represents a net benefit to communities throughout the state.

Arizona's tourism industry is a multi-billion dollar business. In fact, in 2007, the Grand Canyon State hosted a total of 35.2 million overnight travelers who directly spent $19.3 billion throughout the entire state. This direct spending generated $2.7 billion in local, state and federal tax revenue annually, equating to an estimated $1,170 per Arizona household. These types of benefits would not be possible without the assortment of tourist attractions and destinations found in both rural and urban Arizona.

As the Top Arizona Attractions by Visitation charts show, all 90 cities and towns across the state host, or are near, vibrant travel destinations. For example, Bisbee offers the Mining and Historical Museum; Holbrook is next to Petrified Forest National Park; Lake Havasu City showcases the London Bridge; Tempe is home to Tempe Town Lake; and Flagstaff and Williams are the gateways to the southern edge of the Grand Canyon National Park.

These destinations, along with the towns and cities where they reside, showcase the vast diversity of the culture, heritage, activities and scenic beauty of Arizona. They are the foundation to Arizona's successful tourism industry and will continue to contribute to the economic health and vitality of Arizona.

See Top Arizona Attractions by Visitation charts on next page.
### Top Arizona Attractions by Visitation

<table>
<thead>
<tr>
<th>Attraction</th>
<th>2007 Visitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tempe Town Lake</td>
<td>2,782,000</td>
</tr>
<tr>
<td>Chase Field</td>
<td>2,699,178</td>
</tr>
<tr>
<td>London Bridge</td>
<td>1,500,000</td>
</tr>
<tr>
<td>The Phoenix Zoo</td>
<td>1,474,000</td>
</tr>
<tr>
<td>U.S. Airways Center</td>
<td>1,392,526</td>
</tr>
<tr>
<td>Jobing.com Arena</td>
<td>1,200,000</td>
</tr>
<tr>
<td>University of Phoenix Stadium</td>
<td>1,180,149</td>
</tr>
<tr>
<td>Tlaquepaque Arts &amp; Crafts Village</td>
<td>1,000,000</td>
</tr>
<tr>
<td>WestWorld of Scottsdale</td>
<td>625,000</td>
</tr>
<tr>
<td>ASU Sun Devil Stadium</td>
<td>551,895</td>
</tr>
<tr>
<td>Reid Park Zoo</td>
<td>478,794</td>
</tr>
<tr>
<td>Arizona-Sonora Desert Museum</td>
<td>460,000</td>
</tr>
<tr>
<td>Wildlife World Zoo</td>
<td>405,000</td>
</tr>
<tr>
<td>Phoenix International Raceway</td>
<td>400,000</td>
</tr>
<tr>
<td>Rawhide Western Town &amp; Steakhouse</td>
<td>350,000</td>
</tr>
<tr>
<td>Scottsdale Center for the Arts</td>
<td>322,421</td>
</tr>
<tr>
<td>Phoenix Art Museum</td>
<td>312,147</td>
</tr>
<tr>
<td>Desert Botanical Garden</td>
<td>295,000</td>
</tr>
<tr>
<td>Grand Canyon Railway</td>
<td>295,000</td>
</tr>
<tr>
<td>Arizona Temple and Visitors’ Center</td>
<td>257,260</td>
</tr>
<tr>
<td>Mesa Art Center</td>
<td>250,000</td>
</tr>
<tr>
<td>San Xavier Mission</td>
<td>250,000</td>
</tr>
<tr>
<td>Sunrise Park Resort</td>
<td>196,778</td>
</tr>
<tr>
<td>Old Tucson Studios</td>
<td>189,000</td>
</tr>
<tr>
<td>Tucson Museum of Art &amp; Historic Block</td>
<td>180,756</td>
</tr>
</tbody>
</table>

**Source:** Arizona Department of Tourism 2007 Year End Summary

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### Top 25 Natural Attractions

<table>
<thead>
<tr>
<th>Attraction</th>
<th>2007 Visitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Canyon National Park</td>
<td>4,413,668</td>
</tr>
<tr>
<td>South Mountain Park</td>
<td>3,000,000</td>
</tr>
<tr>
<td>Saguaro National Park</td>
<td>2,847,313</td>
</tr>
<tr>
<td>Glen Canyon NRA</td>
<td>1,894,114</td>
</tr>
<tr>
<td>Lake Mead NRA</td>
<td>1,824,297</td>
</tr>
<tr>
<td>Coronado NF &amp; Sabino Canyon NRA</td>
<td>1,000,000</td>
</tr>
<tr>
<td>Canyon de Chelly</td>
<td>825,320</td>
</tr>
<tr>
<td>Grand Canyon West</td>
<td>700,000</td>
</tr>
<tr>
<td>Lake Pleasant Regional Park</td>
<td>697,479</td>
</tr>
<tr>
<td>Montezuma Castle NM</td>
<td>597,611</td>
</tr>
<tr>
<td>Petrified Forest National Park</td>
<td>563,590</td>
</tr>
<tr>
<td>Organ Pipe Cactus NM</td>
<td>338,594</td>
</tr>
<tr>
<td>Lake Havasu State Park</td>
<td>329,529</td>
</tr>
<tr>
<td>Slide Rock State Park</td>
<td>305,759</td>
</tr>
<tr>
<td>Wupatki National Monument</td>
<td>239,603</td>
</tr>
<tr>
<td>Sunset Crater Volcano NM</td>
<td>231,855</td>
</tr>
<tr>
<td>Meteor Crater</td>
<td>216,860</td>
</tr>
<tr>
<td>Patagonia Lake State Park</td>
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The first inhabitants of Arizona’s Rim Country were the Mogollons, a prehistoric people who mysteriously vanished. They were followed by the Apache Indians, and then by white soldiers, pioneers, ranchers and loggers.

In those early days, the small dusty town of Payson was little more than a collection of small establishments and saloons where settlers bought supplies and cowboys let off steam.

Today, Payson’s streets have been paved and modern technology is ever apparent. It was recently named as the “Best Small Town in Arizona” by Media World USA…but the history and heritage still run deep.

One thing that has not changed in millions of years is the breathtaking landscape that surrounds Payson. Towering in the distant background is the majestic Mogollon Rim. One of Arizona’s defining natural features, this giant, slanting escarpment of volcanic and sedimentary rock and pine trees has amazed travelers for hundreds of years.

The origin of the word “Mogollon” is a mystery. “Say, where’s this Magnolia, er Mulligan Rim you folks got around here?” tourists ask.

Locals will tell you “Muggy-own” is the correct pronunciation. The name comes from Juan Ignacio Flores Mogollon, a past Spanish governor of New Mexico. Geologists will tell you the Mogollon Rim was formed by a great upheaval followed by flooding and erosion in the Mesozoic age. Geographers will tell you it measures 200 miles long and forms the southern end of the Colorado Plateau. Ordinary folks simply stand on its most dramatic point and gaze up at its 2,000 foot-high rock facings and try to find words to match its magnificence.

Because of this natural treasure, visitors come to Payson in droves seeking an abundant supply of outdoor recreation. Payson boasts of some of the longest-running and most successful events in the state.

Visitors come to Payson in droves seeking an abundant supply of outdoor recreation. Payson boasts of some of the longest-running and most successful events in the state.
City/Town Feature

originated back in 1884 and was organized by “Arizona Charlie” Meadows (1860-1962), who moved to the Rim Country with his parents from California in 1877, and young John Collins Chilson (1867-1924), who also moved to this area from California in 1879. This event would later become, and still is today, regarded by the PRCA (Pro Rodeo Cowboy’s Association) as the “Best Small Town Rodeo” in the country.

If you enjoy festivals and special events, visiting Payson, known as the “Festival Capital of Arizona,” is an absolute must. Payson boasts of some of the longest-running and most successful events in the state. In August 2009, Payson will celebrate the 125th Annual August Doin’s — the World’s Oldest Continuous Rodeo. This event

The burgeoning art community is reflected in the galleries throughout the area.

It shows up on maps as little more than a jagged ink line making its way across Arizona. One of the state’s defining natural features, the Mogollon Rim — a giant, slanting escarpment of volcanic and sedimentary rock and pine — has amazed and hypnotized travelers for hundreds of years.
Throughout the year, visitors can attend several popular events, such as the Payson Aero Fair; the Annual Beeline Cruise-in Car Show, where more than 300 classic cars are on display; the Payson Loggers Sawdust Festival; and the Annual Arizona State Fiddlers Championships. These are just a few of the many events and activities that go on year-round in Payson.

To better accommodate visitors, the town of Payson just launched a new 400-page Web site that showcases everything a tourist would want to know about Payson. Recently, the site won an award for best promotional material at the Governor's Rural Development Conference. It comes complete with maps, pictures, information about the best hiking trails, history, information about museums and much more. Visit www.paysonrimcountry.com and see for yourself the wonderful things Payson has to offer.

We invite you to come and enjoy “Arizona’s Cool Mountain Town”! You may decide to never leave.

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