



- Research
- Analysis
- Strategy
- Implementation

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Economic Development and Tourism & Events Strategic Planning

The City of Scottsdale has contracted Keen Independent to facilitate the creation of two distinct and coordinated strategic plans:

- Economic Development Strategic Plan; and
- Tourism & Events Strategic Plan.

The plans will establish priorities, clarify the roles of the City and its partners, identify measurable outcomes, and provide practical actions for implementation. These strategic plans will help the City understand:

- What is working well today;
- What conditions are changing;
- Where barriers or unmet needs exist; and
- Which opportunities should receive the greatest attention.

Planning team. Keen Independent is a national research firm based in Phoenix with expertise in community planning, tourism, events and economics.

Schedule. This process began in July 2026 and will be completed in November 2026.

How to Get Involved

The City is seeking input from people with direct knowledge of Scottsdale's businesses, workforce, development opportunities, visitor industry, events, arts, culture and community assets.

Submit input anytime by:

- Visiting the [strategic planning website](#)
- Participating in the [virtual workshop](#)
- Calling the plan hotline: (602) 767-7067
- Emailing the planning team:
ScottsdaleStrategicPlanning@keenindependent.com



Project site



Virtual Workshop