



TEMPE TOWN LAKE

by the numbers 2012

Tempe Town Lake opened in 1999 with the goals of protecting the public through flood control, of providing recreation opportunities and boosting economic development.

Tempe Town Lake has accomplished these goals. It has become a regional destination, part of Tempe's brand and an economic generator. To this date, more than \$825 million in economic impact through development, special event revenues and taxes have been garnered for Tempe and the Greater Phoenix Metropolitan Area.

Every day of the year, Town Lake is used by thousands of people for boating, jogging, fishing, picnicking and special events. The benefits to not only Tempe residents but the region are beyond fiscal – they include healthy living, raising community spirit at events like the Fourth of July celebration and creating memories and building relationships for friends and families.



Economic Impact

- The conservative economic impact of special events since Town Lake opened is more than \$166 million, with most of these events raising many hundred thousand dollars for local charities
- The construction value of buildings already at Tempe Town Lake is more than \$355 million with another \$241 million on the horizon soon
- Businesses surrounding Tempe Town Lake have earned more than \$753 million since the lake opened

- Approximately 5,000 people have jobs in Tempe because companies large and small want to have a Town Lake location
- Town Lake is also a reason many businesses site for their choice to locate on Mill Avenue
- More than 1,000 people live at Town Lake, with several hundred more people expected to live on the shores when Argo at Town Lake and the Villas at Southbank open.



Recreation

- Nearly 5 million people have attended a special event at Tempe Town Lake
- Approximately 890,000 people have visited Tempe Center for the Arts since it was built

- At least 700 events have taken place inside the Tempe Center for the Arts
- In the past three years, about 3,000 people have taken a class at Town Lake, such as rowing, beach yoga or stand up paddleboarding
- In the past three years, about 10,000 boat permits have been sold
- It is estimated that 2.6 million people enjoy Town Lake each year

Flood Control

- People are safer now that the Salt River is channelized and the lake is built
- There has not been a flood beyond the shores of channelized area of Town Lake since it was built

Origins of Town Lake

While many might think that Tempe Town Lake has been part of Arizona since creation, it's only been part of the landscape since 1999.

When the Salt River Project dammed the Salt River upstream, a barren stretch of desert replaced a sometimes dangerous yet beautiful river. The land became an eyesore and a dumping ground. Residents realized that this land was too valuable to waste and began to contemplate solutions. In 1966, Dean James Elmore and the team from the ASU School of Architecture devised a plan to restore the water to the riverbed and create economic opportunity for Tempe. The riverbed also was challenged with a no vote for the Rio Salado Project in 1987, but Tempe persevered to open Tempe Town Lake on Nov. 6, 1999.

Location

Tempe's Rio Salado Project, of which Tempe Town Lake is the most well-known component, is about 5.5 miles in length, beginning at the City of Mesa border and extending to the City of Phoenix border following the Salt River. The project is about a mile wide. Tempe Town Lake is about 2 miles long, extending past Rural Road and Mill Avenue but the water does not quite reach Priest Drive or McClintock Road. Pathways leading to Town Lake do extend to those roads.



How Town Lake Works

Building the 220-acre lake required years of studies and engineering and the design of a water-flow system that included inflatable dams, a water pump system, and slurry walls. Before construction of the lake could begin, a major cleanup of the riverbottom had to take place to remove decades of dumping: old cars, refrigerators and the trash.

Tempe Town Lake is contained by an inflatable dam system consisting of eight bladders, four in a row at the east end (located between Rural and McClintock roads), and four in a row at the west end (located between Mill Avenue and Hardy Drive). One of the unique features of the inflatable dams is their ability to deflate quickly and easily to prevent upstream flooding. The dams can be deflated and inflated within 30 minutes, offering a high level of control and easy method of releasing and recapturing water.

The inflatable dams at Town Lake were replaced in 2010. A new steel gate dam system is being engineered with the new dam scheduled to be in place in December, 2015.

Parks and Amenities

The City of Tempe has also invested in Town Lake beyond simply providing a lake. Tempe has built:



- Renovation of Tempe Beach Park
- Parks and pathways along Town Lake
- Splash Playground at Tempe Beach Park
- Luis Gonzales Field
- Town Lake Marina
- Tempe Center for the Arts
- Habitat areas at the Indian Bend Wash Greenbelt and at both ends of the lake

- Town Lake Pedestrian Bridge
- Veterans Memorial

Special Events Numbers



The events at Tempe Town Lake bring vibrancy to downtown Tempe. From the state's largest Fourth of July celebration to the Fantasy of Lights Boat Parade and beyond, there's always a good time to be had. Check the events calendar for details on what's happening www.tempe.gov/calendar

Tempe Town Lake Estimated Special Events Attendance

Year	Total	Resident	Out-of- County	Valleywide
2001	191,600	28,740	9,580	153,280
2002	236,200	35,430	11,810	188,960
2003	354,050	53,107	17,703	283,240
2004	468,050	70,207	23,403	374,440
2005	396,800	59,520	19,840	317,440
2006	463,350	69,503	23,167	370,680
2007	352,650	52,897	17,633	282,120
2008	453,080	67,962	22,654	362,464
2009	555,860	83,379	27,793	444,688
2010	546,210	81,931	27,310	436,968
2011	607,260	91,089	30,363	485,808
2012	273,760*	41,064	13,688	219,008

(*2012 numbers = Jan 1 - June 30)
 Total Estimated Special Event Attendance: 4,898,870
 Total Economic Impact: \$166,806,579

Tempe Center for the Arts Visitors

	Total	Resident	Out-of-County	Valleywide
	*890,000	133,500	44,500	712,000
Events Hosted in 2012				700
Total TCA Event Economic Impact				\$30,304,500
Ticket Sales since 2007 opening				\$2,272,713.32
Total TCA Economic Impact				\$32,577,213.32

(*Figures as of July 2012 - Tempe Center for the Arts opened five years ago, in 2007.)

Methodology:

The economic impact numbers for special event attendance at Town Lake represent the Tempe Tourism Office's estimate of how much visitors to Tempe Town Lake spend, based on their residency location. It includes averages for hotel, transportation food, entertainment, etc.

For events that last longer than one day, such as Ironman Arizona, guests are counted only for one day. The likelihood is that the length of stay is substantially longer for many of these events.

Where Town Lake Visitors Live

- 15% estimated Tempe residents
- 80% Valleywide,
- 5% out-of-county or beyond
- Estimated Money Spent
- \$15 each Tempe visitor
- \$30 per county visitor
- \$156 per day for out-of-county visitors

The Special Event Attendance number is based on the estimated crowd size that event promoters provide to the Tempe Special Event Task Force. The Tempe Special Event Task Force oversees and approves all special events for the City of Tempe and assigns Police, Fire, trash containers, Port-a-Johns and other necessary items to ensure event safety and quality based, in part, on the size of an event. We believe these numbers would be the most conservative way to estimate event attendance.

Special Event Attendance numbers do not include those who visit for casual recreation, such as walking, fishing, rowing, boating or family picnics, neither do they include visitors to Tempe Splash Playground or those registered for boating clubs and classes. This would include many thousand more people.

Income for boating classes and registration is not included. Income from park rentals paid by event promoters and ticket sales revenues are not included in these numbers.

Tempe Center for the Arts Visitor information is calculated in the same manner, only the numbers come from the event planners hosting events inside Tempe Center for the Arts and Gallery visitations. Facility rental costs are not included in these numbers.

The impact of more than 1,000 residents at Town Lake apartments and condominiums is not included in this report. Neither is the impact of more than 5,000 people who work at Tempe Town Lake.





Development Numbers

From the commercial high rises of Hayden Ferry Lakeside to the colorful, LEED-certified Aloft Hotel, Town Lake offers many new commercial, retail and residential buildings. There is still land available for development. Visit www.tempe.gov/business.

Town Lake Development (construction value)

Hayden Ferry Lakeside Commercial Buildings 1 + 2 and parking garage	\$85,918,900
Hayden Ferry Lakeside Edgewater and Bridgeview	\$59,638,700
Grigio	\$59,638,700
Northshore	\$20,698,200
Papago Gateway Center	\$51,177,000
Riverside Office Plaza	\$10,559,000
Rio West	\$13,713,300
Aloft Hotel	\$7,260,600
Playa del Norte (In n Out Burger & Retail/Restaurant/Office Bldg)	\$1,650,000
Regatta Point	\$13,962,020
Sotelo	\$25,003,281
525 Town Lake	\$6,326,772

*Total Construction Value of Completed Development **\$355,546,473**

This is not the sale of building price – it is the estimate of the cost to construct the building. As an example, Hayden Ferry Lakeside 2 sold for \$92 million, yet the three commercial buildings from that development have a construction value of \$86 million.



These projects have received preliminary approvals and are moving forward in the development process. These numbers have been provided by the developers. Construction value is not calculated until building permits are requested.

Development in Progress (estimated value)

Argo at Town Lake	\$56,000,000
Villas at Southbank	\$85,000,000
Hayden Ferry 3	\$100,000,000

*Total Projected Development in Progress **\$241,000,000**

Tempe Town Lake Financial Cost /Benefit Analysis



Tempe Town Lake Investment Costs

*Total Lake Operations and Construction Costs:	\$349,808,769.01
Other Funding Sources:	\$81,509,109.95
Tempe Portion of Costs:	\$268,299,659.06

**This number includes operational expenses, construction costs, amenities such as Tempe Beach Park, Splash Playground, Town Lake Marina, road construction, pathways around the lake, signage, wildlife habitats and every expense occurred at Tempe Town Lake from July 1, 1985 through June 30, 2012.*

Tempe Town Lake Return on Investment

Taxes, Interest, Miscellaneous	\$21,524,163
Capital Assessments, Permits, Boat Storage	\$8,403,343
Economic Impact – Special Events	\$166,806,579
Economic Impact – Tempe Center for the Arts Development	\$32,577,213.32
Development	\$355,546,473
Development in Progress	\$241,000,000

*Total Return **\$825,857,771.32**

**Return on Town Lake began in 1997. Not included in these numbers are special event park rental fees or recreation class registration fees, such as boating.*

Total Tempe Costs	\$268,299,659.06
Total Revenues	\$825,857,771.00
Net:	+\$557,558,111.94



Town Lake Merchant and Hotel Sales Revenues

Tempe Town Lake Sales Revenue	\$609,413,649
Tempe Town Lake Hotel Revenue	\$143,867,105
*Total Revenue	\$753,280,754.00

**This number includes tax revenues from the lake from 1999 until June 30, 2011. Tax revenues after that time are incorporated into the General Fund. This is the money the merchants and hotels have reported, not the amount of tax received.*

To learn more about Tempe Town Lake, watch videos or download a Safari Guide coloring book, visit www.tempe.gov/lake.



Town Lake Contact Information:

Parks: 480 350-5200 tempe.gov/parks
 Special Events: 480 350-5180 tempe.gov/events
 Development: 480 858-2059 tempe.gov/business
 Water Quality: 480 350-2603 tempe.gov/lakeh20