



## **Tempe, AZ Media Kit**

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**FOR IMMEDIATE RELEASE**

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**Tempe: unexpected fun in the heart of Phoenix**

Tempe, Ariz. – Tempe, Ariz., a vibrant urban oasis in the heart of Metropolitan Phoenix, exudes its own personality, separate and apart from its neighboring cities. Refreshingly offbeat, this college town, home to Arizona State University (ASU), one of the largest universities in the country, welcomes couples, families, singles, and its beloved college crowd to enjoy the spirited lifestyle. Show up in jeans and a t-shirt, bike shorts or business attire, and you'll feel like you fit right in.

Easily accessible via four freeways and Valley Metro Rail, Tempe is also just 10 minutes from Phoenix Sky Harbor International Airport. When visitors arrive, they find unexpected fun—most of it in one concentrated area downtown and near the university: lively special events on weekends, Broadway shows and other arts and culture, water recreation, Sonoran Desert hikes and trails, affordable shopping, globally influenced dining experiences, an energetic nightlife, and sunshiny days—more than 330 of them each year.

Crowds line up for one of the longest-standing, juried arts festivals in the state, Tempe Festival of the Arts. It happens both in the spring and fall, attracting people from all over the Southwest and beyond. Four Peaks Oktoberfest at Tempe Town Lake, Arizona Dragon Boat Festival, and Rock 'n' Roll Arizona Marathon and ½ Marathon are among the many other special events that draw a wide audience and present a taste of Tempe's welcoming vibe and hospitable spirit. To sample more of the city's lively special events, you can attend an ASU football game at Sun Devil Stadium or a spring training game at Tempe Diablo Stadium.

Broadway shows offer the best example of Tempe's cultural arts flair. They take place at one of the finest theaters in the state, ASU Gammage, designed by Frank Lloyd Wright himself. ASU also houses more than 20 free museums and galleries, showcasing everything from contemporary art to science to historic collections. Equally special is the multi-use Tempe Center for the Arts. With its art gallery, theaters, gift shop and meeting space, this venue is a scenic destination that overlooks Tempe Town Lake.

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In fact, only a progressive town like Tempe would think to build a lake in its city center. Surrounded by condos, business complexes, an artistic pedestrian bridge, a popular park, a light rail bridge and marina, Tempe Town Lake is the site of daily water recreation. Joggers run through the park. Families picnic in the grass. Couples play on stand-up paddle boards or share a boat ride at the location of many of the city's outdoor events.

Downtown Tempe is even a great place for a hike up iconic "A" Mountain. Part of the Sonoran Desert right in Tempe's backyard, this is a popular jaunt for ASU students who whitewash the "A" on the side of the mountain each year. Visitors may also enjoy biking through town on the city's 175 miles of bike trails or to nearby Papago Park, home of The Phoenix Zoo, Desert Botanical Garden and the AZ Heritage Center at Papago Park, where you can learn about the area's original settlers, the Hohokam.

Affordable shopping, internationally inspired dining options and nightlife entertainment top off the list of unexpected attractions in Tempe. Within walking distance from downtown hotels, visitors might stroll pedestrian-friendly Downtown Tempe to explore more than 100 hip, inventive, even bohemian, shops, restaurants, taverns and nightclubs, a few that host live and local bands, helping to launch national music careers. Other major entertainment and shopping hubs within the city include Tempe Marketplace, known for great shopping at local and nationally-known retailers and live music on Friday and Saturday evenings. Arizona Mills features a mile of outlets, shops and entertainment venues, such as SEA LIFE Arizona Aquarium and LEGOLAND Discovery Center. IKEA, the Swedish home furnishings warehouse, is a destination of its own.

Tempe is known for its breweries and locally-owned eateries. You can find award-winning craft beer, Irish pub grub, Ethiopian food you can eat with your hands, Mediterranean- and Southwestern-style cuisine, vegetarian spots and much more that help make Tempe refreshingly unique.

For more information, please contact the Tempe Tourism Office at 800-283-6734 for a free visitor's guide or visit [www.tempetourism.com](http://www.tempetourism.com).

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### **Hip, Hot and Cool Describe Tempe's Cultural Climate**

Tempe, Ariz. -- Tempe is defined by its youthful vitality and its artistic expression, ever present at Arizona State University (ASU) and in Downtown Tempe. Funky local bands, award-winning local theater, literary events, blockbuster Broadway productions, comedy shows and contemporary dance companies are all part of Tempe's arts and cultural scene. All of Tempe's events can be found at [www.tempetourism.com](http://www.tempetourism.com).

Along Downtown Tempe's Mill Avenue and throughout Tempe, the strains of local and national musical acts beckon patrons into a variety of clubs, coffeehouses and eateries. Tempe's musical legacy dates back decades, from the river bottom roadhouses, where Waylon Jennings's brand of country music was so popular in the 60s and 70s, to the hip sounds emanating from today's local hot spots. Tempe's music venues have served as the spring board for nationally known groups like the Gin Blossoms, Jimmy Eat World and The Maine.

Once your musical appetite is satisfied, your palette is next. The most culturally diverse of the cities in the metropolitan area, Tempe offers an astonishing range of tasty cuisines from Thailand to Mexico to Ethiopia. Tempe's family owned eateries, upscale al fresco dining and familiar American cuisine are sure to please even the most discriminating tastes. Many of these international restaurants are located near the ASU Tempe Campus and along the Valley Metro Rail line.

Theatre enthusiasts are never short of options in Tempe. ASU Gammage is home to the annual DESERT SCHOOLS® Broadway Across America – Arizona series, and the BEYOND Series, featuring nationally touring dance, theatre and musical performances. Stray Cat Theatre, voted the Best Alternative Theater by azcentral.com, performs at the Tempe Center for the Arts and other venues around town. Decidedly off the beaten path, Stray Cat aggressively seeks out and showcases the most vital contemporary material.

The Tempe Center for the Arts (TCA), located on the south bank of Tempe Town Lake, opened in September 2007. The 88,000-square-foot facility features a 600-seat theater and a 200-seat studio theatre. Users of the facility include the Tempe Symphony Orchestra, Childsplay and Desert Dance Theatre. Childsplay, the critically acclaimed professional theatre company for young audiences, offers a

full season of productions that range from hilariously funny to thought provoking. The TCA also houses a gallery with rotating, themed exhibitions, a regularly scheduled open mic night and the Lakeshore Music Concert Series.

The visual arts also reflect Tempe's penchant for the present. According to "Art in America" magazine, the ASU Art Museum is "the single most impressive venue in the state for contemporary art." One of more than 20 free museums and galleries at ASU, the ASU Art Museum features revolving exhibits of contemporary art and also boasts an impressive permanent collection of 19<sup>th</sup> and 20<sup>th</sup> century American art.

The beautiful ASU Tempe Campus is further accentuated by an extensive public art collection, which can be enjoyed by taking a self-guided walking tour. From Depression-era murals to contemporary sculpture, ASU's public art reflects the rich historic traditions of ASU and Arizona, as well as recent expressions by nationally renowned artists.

Contemporary architecture, such as the inverted pyramid that is Tempe City Hall, the birthday cake-like appearance of ASU Gammage designed by Frank Lloyd Wright and the ASU Art Museum at the Nelson Fine Arts Center, designed by Antoine Predock, illustrate Tempe's affinity for unusual and beautiful architecture. Tempe's love of great design is apparent throughout the city, but some of the most remarkable are located along or just off Mill Avenue and on the ASU campus.

The most recent addition to ASU's enviable public art collection is James Turrell's Skyspace, "Air Apparent." The public can easily access this space, designed as an artistic interpretation of Native American Hohokam shade ramadas and pit houses. Once inside, the open ceiling of the Skyspace provides a framework for sky viewing, which is especially dramatic during sunrise and sunset. Turrell designed light fixtures at the top of the structure that change from one vibrant color to another.

Tempe's energetic presence has inspired numerous annual festivals. One of the best ways to enjoy local culture and incomparable sunshine is to attend annual events, such as the spring and fall Tempe Festival of the Arts and Four Peaks Oktoberfest at Tempe Town Lake.

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### **Think Tempe First for Family Fun**

Tempe, Ariz. – Looking for a fun-filled vacation getaway for the whole family? Look no further than Tempe, Ariz. Boating on Tempe Town Lake, SEA LIFE Arizona Aquarium, wave pools, desert hikes and creating your own ice cream treat...these are just a few of the choices for fun in Tempe. Visit [www.TempeTourism.com](http://www.TempeTourism.com) for family-friendly itinerary ideas.

Active families are attracted to Tempe Beach Park and Tempe Town Lake, a recreational haven located adjacent to Downtown Tempe, the Tempe Center for the Arts and Arizona State University. Explore the 5 miles of pathways around the lake on foot or on a rented bicycle from the Bicycle Cellar. Or, rent kayaks, pedal boats or other watercraft from Tempe Boat Rentals. Tempe Beach Park is also home to many annual family-friendly festivals such as Four Peaks Oktoberfest at Tempe Town Lake, the Arizona Dragon Boat Festival and the Arizona Aloha Festival.

The Tempe Center for the Arts (TCA) is located on the shore of Tempe Town Lake. Childsplay, Arizona's professional theatre company for young audiences, is the primary resident company at TCA. Childsplay offers a series of productions annually – perfect for parents who want to be entertained while introducing their children to theatre.

For those seeking adventure, try a scenic hike at Papago Park, just north of Tempe Town Lake, or South Mountain Park and Preserve, one of the largest municipal parks in the U.S. The well-marked trails feature excellent examples of desert plants and wildlife. Another favorite way to explore the Sonoran Desert is by horseback, jeep tour or hot air balloon. See plants from arid climates around the world at Desert Botanical Garden or take a road trip to the Apache Trail, Sedona or the Grand Canyon.

The Phoenix Zoo in Papago Park has been voted one of the nation's top 5 zoos for kids. The whole family will enjoy getting up close and personal to the animals at unfenced exhibits such as Monkey Village and Harmony Farm.

During the summer, Big Surf and Golfland/Sunsplash are the coolest places to be. Big Surf, America's original water park, offers activities for the entire family. Kids and adults alike will love thrilling speed slides like Hurricane Falls and the little ones can splash around at Captain Cooks Landing. At Golfland/Sunsplash, families can play video games or laser tag in King Ben's Castle, play miniature golf, ride bumper boats, splash in multiple waterslides and pools, coast down the Endless River and more.

Main Event Entertainment is a great spot for the whole family with bowling lanes, laser tag, a gravity ropes course, billiards and shuffleboard tables, more than 125 interactive games and a lots of food and beverage options.

Tempe is a great spot for shopping, dining and entertainment. Arizona Mills is home to over 175 retailers, restaurants and theaters. Feel like you're a part of the action at the exhilarating Harkins IMAX Theatre. Explore SEA LIFE Arizona Aquarium, a place that transports visitors into the amazing underwater world with thousands of sea creatures. Next door to SEA LIFE, you'll find LEGOLAND® Discovery Center Arizona, a unique indoor interactive attraction with two rides, a 4D theater and lots of opportunities for creative play. The newest attraction at this indoor mall is Tilt Studio at Arizona Mills, featuring more than 150 classic and modern interactive video and redemption prize games for all skill levels, and food and beverage options at BYO Craft Kitchen & Bar and Taproom at Tilt Studio Bar. To refuel after a day of shopping and sightseeing, families can grab a bite to eat at the newly renovated food court or sit-down restaurants such as Rainforest Café and Joe's Crab Shack.

The red brick sidewalks Downtown Tempe are filled with more than 100 unique shops, restaurants and cafes. From pizza to burgers to more sophisticated fare, you'll find it all along Downtown Tempe's Mill Avenue. After dinner, you'll want to save room for a handmade Mexican ice cream treat at Paletas Betty or a custom-made ice cream sandwich at Slickables.

Tempe Marketplace boasts 1.3 million square feet of shopping, dining and entertainment. In addition to shopping, Tempe Marketplace offers live music every week on Friday and Saturday evenings in "The District", a pedestrian-friendly gathering place. The District is also home to the Splash Pad, the perfect place for little ones to cool off and have fun. Tempe Marketplace has a great variety of dining options to thrill even the pickiest toddlers.

Tempe is a quick Valley Metro Rail ride away from the Children's Museum of Phoenix and the Arizona Science Center, both located in Downtown Phoenix. The light rail can also transport families to Downtown Mesa for the i.d.e.a. Museum, which combines imagination, design, experience and art, and the Arizona Museum of Natural History Museum.

Tempe has plenty of hotels to suit everyone, from family-friendly and budget conscious properties to upscale resorts. Arizona hotels are known for their sparkling pools, which make the perfect backdrop to enjoy one of our 330 days of sunshine each year. Located in the heart of the Phoenix Metropolitan area, Tempe is just minutes away from Phoenix Sky Harbor International Airport and is also easily accessible by car or Valley Metro Rail. For a free visitor's guide, please call 800-283-6734 or visit [www.TempeTourism.com](http://www.TempeTourism.com).

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## TEMPE FACT SHEET

**MAYOR** Mark Mitchell

**AREA** 39.62 square miles

**ELEVATION** 1,163.8 feet – from Downtown Tempe

**WEATHER** 330 days of sunshine each year; average temperature is 85.3 degrees

**MAJOR ACCESS ROADS** Interstate 10, Interstate 60, Loop 202 and Loop 101

**LOCATION** Bordered by Phoenix, Scottsdale Mesa and Chandler

**PROXIMITY** Ten minutes from Phoenix Sky Harbor International Airport

**HISTORY** Founded in 1871 by Charles Trumbull Hayden. Hayden homesteaded in 1870 and built a store, flourmill, warehouses, blacksmith shops and a ferry.

**LIVING IN TEMPE** Population: 161,000+; median age: 28

**HOTEL ROOMS** Tempe boasts 45 hotels featuring 5,637 hotel rooms

**FUTURE HOTEL GROWTH** Total hotel rooms in Tempe are planned to increase by more than 20% within the next 5 years

**ARIZONA STATE UNIVERSITY** Located adjacent to Downtown Tempe, ASU is one of the largest public universities in the U.S.

**NUMBER OF VISITORS TO TEMPE** Tempe hosts 4 million visitors annually

**ECONOMIC IMPACT OF TOURISM IN TEMPE (2015/2016)** \$37,644,546

**TARGET MEETING SIZE** Tempe is the perfect location for meetings and events with 10-500 attendees

**CORPORATE WHO'S WHO** in Tempe: Edward Jones, Go Daddy, Insight, First Solar, DriveTime, Medtronic, State Farm and Amazon

**TRANSPORTATION** Tempe is accessible via four major freeways. The Valley Metro Rail line provides a link between Tempe, Downtown Phoenix and Downtown Mesa and offers an extension that connects directly to Phoenix Sky Harbor International Airport.



## Tempe's History

Following the establishment of Fort McDowell on the eastern edge of central Arizona's Salt River Valley in 1865, enterprising farmers moved into the area. They dug out the irrigation canals left by the prehistoric Hohokam people and built new ones to carry Salt River water to their fields. Valley farms soon supplied food to Arizona's military posts and mining towns.

The first settlers to move to the Tempe area, south of the Salt River and east of Phoenix, were Hispanic families from southern Arizona. They helped construct the first two irrigation canals, the Kirkland-McKinney Ditch and the San Francisco Canal, and started small farms to the east and west of a large butte (Tempe Butte). In 1872, some of these Mexican settlers founded a town called San Pablo east of Tempe Butte.

Another settlement, known as Hayden's Ferry, developed west of Tempe Butte. Charles Trumbull Hayden, owner of a mercantile and freighting business in Tucson, homesteaded this location in 1870. Within a few years, he had built a store and flourmill, warehouses and blacksmith shops, and a ferry. This community became the trade center for the south side of the Salt River Valley.

Both settlements grew quickly and soon formed one community. The town was named Tempe in 1879. "Lord" Darrell Duppa, an Englishman who helped establish Phoenix, is credited with suggesting the name. The sight of the butte and the wide river, and the nearby expanse of green fields, reminded him of the Vale of Tempe in ancient Greece.

As more farmers came to settle in the Valley and started raising alfalfa and grains for feeding livestock, the Tempe Irrigating Canal Company provided all of necessary water. With a network of canals that extended several miles south of the river, irrigation water was carried to more than 20,000 acres of prime farmland. Crops of wheat, barley, and oats ensured a steady business for the Hayden Mill. The milled flour was hauled to forts and other settlements throughout the territory. By the 1890s, some farmers started growing new cash crops such as dates and citrus fruits.

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In 1885, the Arizona legislature selected Tempe as the site for the Territorial Normal School, which trained teachers for Arizona's schools. Soon, other changes in Tempe promoted the development of the small farming community. The Maricopa and Phoenix Railroad, built in 1887, crossed the Salt River at Tempe, linking the town to the nation's growing transportation system. The Tempe Land and Improvement Company was formed to sell lots in the booming town. Tempe became one of the most important business and shipping centers for the surrounding agricultural area.

The completion of Roosevelt Dam in 1911 guaranteed enough water to meet the growing needs of Valley farmers. On his way to dedicate the dam, former President Theodore Roosevelt applauded the accomplishments of the people of central Arizona and predicted that their towns would grow to become prosperous cities. Less than a year later, Arizona became the 48th state, and the Salt River Valley was well on its way to becoming the new population center of the Southwest.

Tempe was a small agricultural community through most of its history. After World War II, Tempe began growing at a rapid rate as veterans and others moved to the city. The last of the local farms quickly disappeared. Through annexation, the city reached its current boundaries by 1974. Tempe had grown into a modern city. The town's small teachers college had also grown, and in 1958, the institution became Arizona State University.

Tempe's commercial center along Mill Avenue declined during these years. Prompted by Tempe's centennial in 1971, Mill Avenue was revitalized into an entertainment and shopping district that attracts people from throughout the Valley. Today, Tempe is well known nationally as the home of the Buffalo Wild Wings Bowl and Arizona State University. It is the seventh largest city in Arizona, with a strong modern economy based on commerce, tourism, and electronics manufacturing.

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Note: Information provided by the Tempe History Museum