

Scottsdale Fire - True to Their Mission for Every Event



Scottsdale, Arizona, is a destination community for both citizens and visitors. The city is known for having some of the most skilled fire service professionals in the state. The men and women of the Scottsdale Fire Department are highly trained, extremely motivated, well-educated and loyally focused on their core mission of caring for the community.

Scottsdale Fire Department (SFD) offers comprehensive fire, hazardous incident response and emergency medical services in a diverse service area, which includes densely populated residential, lower density large lot residences, robust entertainment districts, major corporate and industrial providers and the world-famous McDowell Sonoran Preserve. SFD provides a response and prevention solution to an urban area, which encompasses 184 square miles with a resident population of 241,361 (2020 Census).



SFD is a core member of the Phoenix Regional Dispatch and Deployment System commonly known as automatic aid. This orderly and reliable incident command system ensures that the closest available appropriate resource responds to calls for service regardless of municipal jurisdiction.



Throughout SFD's tenure, its firefighters have bravely and successfully confronted the hazards of a growing urban environment, and they continue to mitigate complex life-safety problems through risk management, strategic planning and disciplined deployment, along with an aggressive fire attack and rescue philosophy. The hard-working professionals of SFD are dedicated to guarding the quality of life for Scottsdale's citizens and visitors through multi-dimensional emergency response.



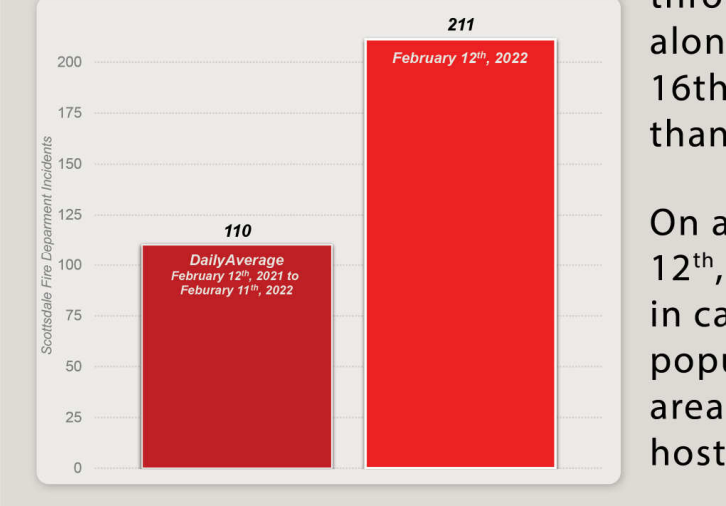
In addition to EMS, fire calls, and other emergencies, SFD responds to service calls ranging from lockout, animal rescue and snake removal. They aim to protect life, property and the environment in all that they do.

Put simply, Scottsdale Fire personnel are sworn to *care*. It is their mission and their promise to the community.

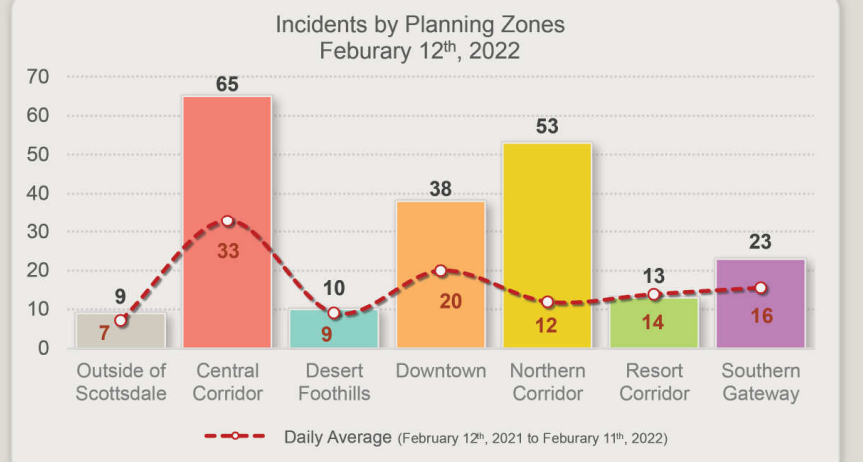


Annually, Scottsdale enjoys 314 days of sunshine making the city a popular tourist destination, attracting nearly 10 million visitors each year. Average high temperatures over 70 degrees in the earliest months of the year, make Scottsdale a popular site for several major events in January and February, including the WM Phoenix Open (WMPO) golf tournament.

The WMPO is world-renowned as the most fan-friendly stop on the Professional Golfers Association (PGA) Tour. Held at the Tournament Players Club of Scottsdale in February, this marquee Scottsdale event attracts more than 700,000 spectators throughout the week and almost 250,000 on Saturday alone. A major feature of the course is the legendary 16th hole, where stadium-style seating attracts more than 16,000 attendees daily.



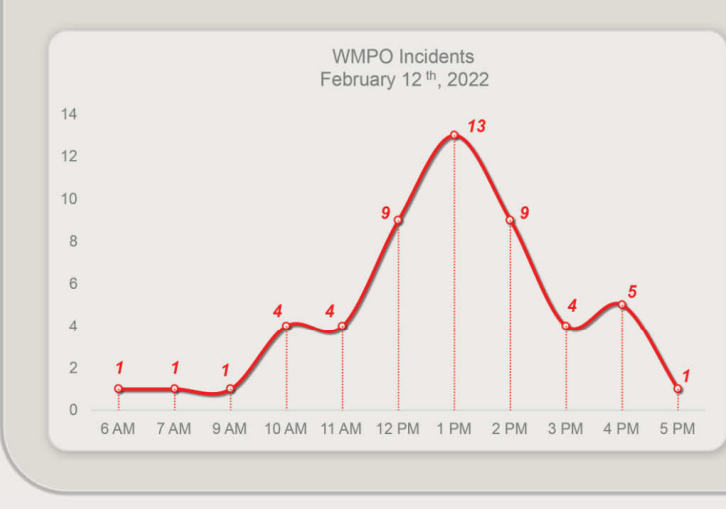
On average, SFD responds to 110 incidents in and around Scottsdale daily. On February 12th, 2022, with the number of visitors back to pre-Covid levels, SFD had a 90% increase in calls. While WMPO was hosting more than 200,000 spectators, nearly doubling the population of Scottsdale, the Old Town area and the rest of the City of Scottsdale hosted visitors from all over the world.



SFD command staff use planning zones to evaluate their level of service and make decisions based on data. The incidents that SFD responded to on February 12th, aggregated by planning zone show areas where increases occurred. In particular, the Central Corridor, Northern Corridor (WMPO), and Downtown (Old Town) planning zones showed an increase over what is normally seen daily in these zones.

Regardless of the busy day, SFD lived up to their mission statement of "We Care for You" and ensured citizens and visitors enjoyed their day in Scottsdale.

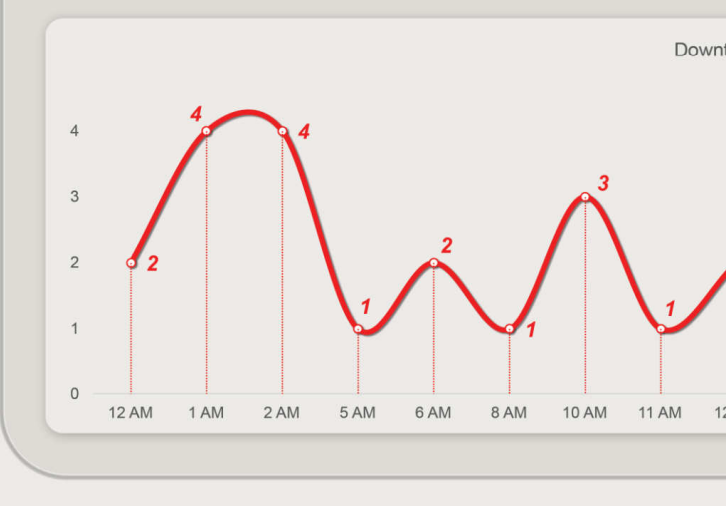
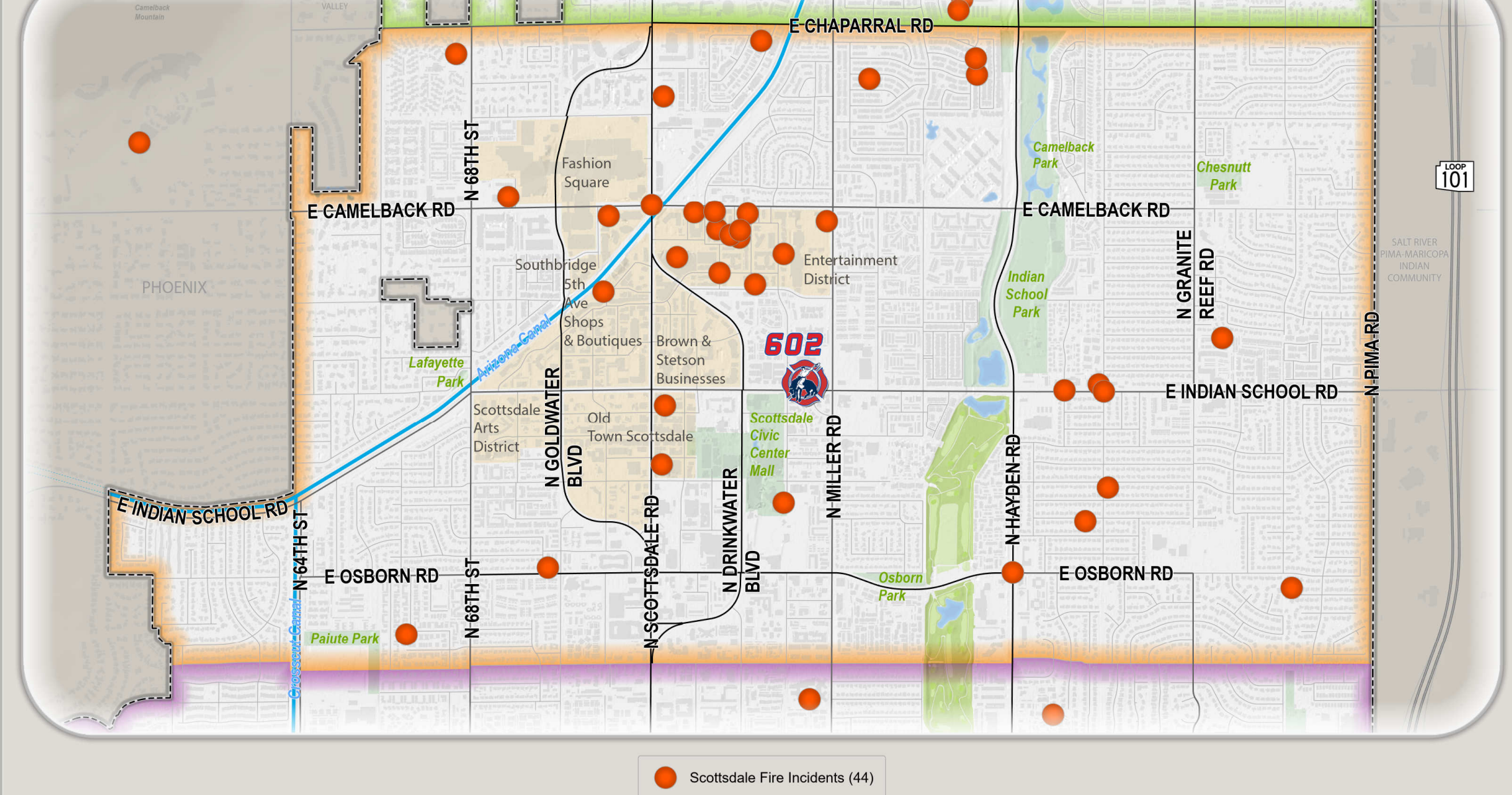
Northern Corridor and Central Corridor Planning Zones Detail



To provide the services necessary for crowds over 200,000, SFD assigns over two dozen EMS staff to the WMPO. SFD also has command staff on site to coordinate and facilitate the response needed for this event. Additionally, SFD has staff which provide care carts to transport those in need of assistance from the course to their vehicle to alleviate any potential medical issues. Throughout the WMPO, SFD gives out sunscreen, band aids, and provides directions to WMPO attendees to ensure they have a safe and enjoyable visit to this premier Scottsdale event.



Downtown Planning Zone Detail



With its art galleries, shopping, bars, restaurants, and entertainment district, Old Town offers many attractions which bring visitors to this area in Scottsdale daily. While the WMPO was taking place up north, down south, the Downtown planning zone saw a steady demand for SFD services. While not unusual for this popular tourist area, SFD handled the increased activity with the utmost professionalism and care.

