COUNCIL DECISION REQUEST

SUBJECT: Payson Image Statement

MEETING DATE: July 18, 2007

PAYSON GOAL: NEW: Yes EXISTING: Yes

ITEM NO.:

TENTATIVE SCHEDULE:

SUBMITTED BY: Jerry Owen

AMOUNT BUDGETED: N.A.

SUBMITTAL TO AGENDA
APPROVED BY TOWN MANAGER

EXPENDITURE REQUIRED: N.A.

CONT. FUNDING REQUIRED: N.A.

EXHIBITS (If Applicable, To Be Attached):
Image Statement dated July 18, 2007

POSSIBLE MOTION:
"I move to approve the Payson Image Statement as presented."

SUMMARY OF THE BASIS FOR POSSIBLE MOTION:
The attached Image Statement was developed by Roy Berghold and the Image Taskforce to define the Town's image as suggested by Payson Goal Plan and the Focused Future II Plan. Following its presentation to the Council last month, staff received seven comments and suggestions which were forwarded to Mr. Berghold on June 22, 2007 for his review.

PROS:
An approved Image Statement for the Town could bring focus to the Town's economic development and tourism efforts.

CONS:
None noted.

PUBLIC INPUT (if any):
As noted above, seven suggestions/comments were received from individuals. The revised Image Statement was then routed back to them for their review.

BOARD/COMMITTEE/COMMISSION ACTIONS/RECOMMENDATIONS (if any) (give dates and attach minutes):
None.

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Payson Image Statement Revised July 18, 2007

The Mountain Town with a Western Heritage

The Mountain Town

Payson, Arizona, boasts a mountain climate substantially cooler than Phoenix. Its perpetually blue skies, devoid of pollution, invite clean industry, and form a wonderful cover for the largest Ponderosa Pine Forest in the world, with open spaces and a variety of wildlife.

As a place to live, Payson treasures the slower pace of a rurally situated small town atmosphere. Payson prides itself on a lifestyle built on strong family values, with lots of outdoor recreation suitable for every member of the family. And, you will find that Payson's heart is as big as the forest it resides in, with people who genuinely care for each other and are always there to help. As well, Payson has a rich historical past that delights folks with its museums, cultural activities, art galleries, and festivals.

In fact, fun is our middle name. There's always something going on in our mountain town which our residents and our visiting friends can relax and enjoy. The Classic Car Show in April brings almost four hundred beautifully restored autos to fill Main Street as far as you can see. We have a major bike race through town, and at the Winter Holiday Season, we celebrate with an Electric Light Parade and all sorts of special treats. Just about every weekend there is a festival, rodeo or concert to go to. Or, just sit out at Green Valley Park and Lakes and watch the kids catch trout. It's all great fun.

Our Western Heritage

Payson prides itself on its Western Heritage. Each year we host Professional Rodeo Cowboy Association Rodeos, including "The World's Oldest Continuous Rodeo", and a major High School Rodeo. We also host various western events such as The National Mounted Shooting Championships and The Arizona Championship Fiddlers Competition. In addition, we are a major part of the Hashknife Pony Express Ride.

Our western heritage is enhanced by the western architecture at the south entrance to town, and, of course, Main Street has always had a western feel, anchored by the famous Oxbow Saloon, and other historic sites in the immediate area, including a reproduction of Zane Grey's cabin.

Payson – The Mountain Town with a Western Heritage