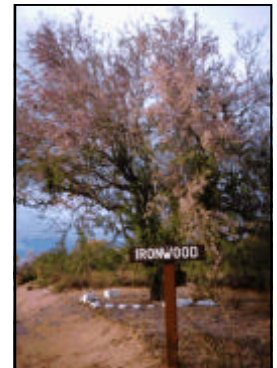


**Friends
of the
Scenic Drive**

**Helping to preserve the past,
serve the present
and create the future**

**Friends
of the
Scenic Drive**
Scottsdale, Arizona



Friends of the Scenic Drive

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**Stewards
of the
Desert Foothills Scenic Drive**

Stewards Of the Desert Foothills Scenic Drive

The mission of Friends of the Scenic Drive is to leverage the natural beauty and heritage of the foothills area to create distinctive roadsides that differentiate the area, enhancing quality of life and tourism. Our goals include:

- ?? Maintaining and enhancing Desert Foothills Scenic Drive plant exhibits, visitor exhibits and monument signs



- ?? Minimizing the impact of growth by protecting roadside vegetation and vistas

- ?? Enhancing roadsides by conducting beautification projects and reducing pollution

- ?? Educating the public about the drive and its traditions

- ?? Minimizing commercial development along the drive

- ?? Working pro-actively with the City of Scottsdale to implement its scenic corridor guidelines

- ?? Promoting community service and sense of community among area residents

Drive Stewardship

Friends restored the drive's plant exhibits in 1995 and led the effort to create new drive entry signs, install a visitor's exhibit, enhance the drive's monument sign, and post "scenic drive" signs. Volunteers maintain the plant exhibits along the drive, replacing damaged signs and maintaining the areas around the plants.

Beautification Projects

Friends funds the watering of re-vegetated intersections along the drive. During the past year, Friends painted utility boxes and poles using a distinctive, desert-sensitive color. Friends and homeowners successfully lobbied Scottsdale to paint traffic masts, poles and roadside railings using the same color. Power lines and poles along the drive have been buried and some corners re-vegetated.

Educating the Public

Friends' Web site educates the public (near and far) about the drive, flora, fauna, history and attractions. The site, established in 1996, attracts hundreds of visitors from around the Valley and the world every day.

Friends popular annual benefit, Cookout at the Ranch, promotes the drive and preservation. The event is celebrating its 7th anniversary.



Serving the Community

Friends volunteers serve on Scottsdale boards, commissions and committees and helped draft guidelines to preserve the desert ambiance of the city's scenic corridors (northern Scottsdale and Pima Roads, Dynamite Road, eastern Carefree Highway, Cave Creek Road and Shea Boulevard).

Reducing Litter and Pollution

Friends initiated and enforces a voluntary ban of political signs on the drive and successfully worked to eliminate the posting of temporary weekend real estate signs. Our volunteers help the City of Scottsdale enforce its sign ordinance along the drive.



force its sign ordinance along the drive.

Friends conducts and funds regular litter pickup efforts along the 6 1/2 mile length of the drive with Saturday pickups scheduled for October 26, 2002 from 8:00 - 10:00 am (Scottsdale Pride's city-wide Treasures and Trash pickup event), December 7, 2002 from 8:00 - 10:00 am, February 8, 2003 from 8:00 -

10:00 am, April 5, 2003 from 8:00 - 10:00 am and May 10, 2003 from 7:30 - 9:30 am

Building Community Pride

The drive links neighborhoods and communities and provides a common ground for people to meet. It links today's volunteers to the those who labored to preserve the drive during the 60s, 70s, 80s and 90s. By participating in Friends' activities residents can help create a distinctive road and build community pride.

Volunteer Now

The growth clock is ticking. Contact Friends today to volunteer.

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Friends of the Scenic Drive, Inc. is a non-profit, tax exempt Arizona Corporation. Contributions are not tax deductible.