

BUSINESS NEWS



May Day Forecast: Hot & Spicy

El Pedregal hosts its fourth annual outdoor Salsa Festival from noon to 3 p.m. Saturday, May 1, showcasing more than a dozen Arizona chefs from The Spotted Donkey, El Encanto, Harold's Cave Creek Corral, Dos Diablos, Tonto Bar & Grill and other Valley eateries. Guests are invited to listen to festive music by mariachis in the outdoor amphitheatre and sample signature salsas. Semental Tequila will also offer sample tastings as local chefs compete for "best salsa" honors. El Pedregal at the Boulders is on the southeast corner of Scottsdale Road and Carefree Highway.

Senior Living Landscape

Avenir, which opened the 170-unit **Arté** senior living rental community at 114th Street and Via Linda earlier this year, has applied for a use permit to build up to 495 units in a four-story complex at 91st Street and Legacy Boulevard, according to *The Arizona Republic*. The **Krystall** retirement community at DC Ranch would feature condominiums, apartments and assisted-living care, a spa and two restaurants.



Arté deco style

On March 12, more than 250 people attended the official grand opening of deco-style Arté. More: www.arteresortliving.com.

Scottsdale Airpark-based **CCS Presentation Systems**, the largest integrator of audio-visual equipment in the Southwest, announced its 2009 U.S. revenue reached \$162 million. CCS' boost in income was largely driven by growth. The company's overall U.S. revenue grew by nearly 7 percent, and CCS added 50 new employees throughout its U.S. offices and opened new locations in Kansas and New Mexico in 2009. More: www.ccspresentationssystem.com.

Commerce Center

at 14287 N. 87th St., Scottsdale. The buyer, Adancho Properties of Phoenix, was represented by Todd Noel, Charles Miscio and Keith Lambeth of Colliers' Phoenix office. Sheila Bale and Ryan O'Conner of Prudential CRES represented the seller, Shea Com 101. **Driggs Title Agency** will move into Suite 117, with the remaining first floor occupied by existing tenants, **Pinnacle Bank of Arizona** and **SAXA Inc.**



Todd Noel

Airpark-based **Go Daddy** has invited the public to produce a Go Daddy commercial as part of a social media contest. The top prize is \$100,000 in cash, with second and third place winners receiving \$50,000 and \$25,000. Contest commercials don't need to be professionally produced, but ad professionals are eligible. Public voting began online March 22 and will determine the winners; submission deadline is April 23. More: www.GoDaddyCommercials.com.

The Paolo Soleri Bridge and Plaza at the Scottsdale Waterfront is scheduled for completion in October or November this year, reports AZCentral.com. The project includes a 100-foot pedestrian bridge over the Arizona Canal just west of Scottsdale Road.

Colliers International negotiated the acquisition of a 12,224-square-foot office condo for \$2.475 million in **Pima**

Scottsdale voters approved **Proposition 200** in March, raising the hotel bed tax from 3 percent to 5 percent. The change becomes effective July 1. Half the bed tax will be allocated to destination marketing;



Safe Bet: Networking at Casino Royale

Everyone is invited to North Scottsdale Chamber of Commerce's biggest spring event: **Casino Royale**, Friday, April 23, 6 p.m.-11 p.m., at Fox Sports Grill, 16203 N. Scottsdale Road. Terrific prizes await those who prove themselves at roulette, blackjack, craps and the putting green. Admission is \$35 (\$60 per couple) and includes appetizers, two drink tickets and \$500 casino voucher. More: 480-889-8987