

## **Did ABC's *Nightline* Discover The Last American Boomtown?**

**Sahuarita, AZ** (Dec. 23, 2008) – Rancho Sahuarita and the Town of Sahuarita have gained national recognition through a segment that aired nationwide December 9th on ABC's *Nightline* to over 3 million viewers. *Nightline* came to Southern Arizona to highlight Rancho Sahuarita and the Town's current economic success and to discover their "magic formula to survive the slowdown." ABC News wanted to know why homes are continuing to sell in this community in spite of the difficult economic times.

ABC correspondent John Donovan recently toured the community with Tom Murphy, Community Liaison for Rancho Sahuarita and he was amazed at the strong home building activity that was taking place. In his story, he talks about how just since President George W. Bush was first elected to office, there have been over 4,000 homes sold at Rancho Sahuarita and the population of Sahuarita has grown by nearly 600 percent. Through November of this year, Rancho Sahuarita had 457 new home closings, 377 new home sales, and 397 permits for new home construction, representing 13.68% of home starts in the entire metro area. Donovan is also astonished to learn that Home Depot is still planning to build a new store in Sahuarita, if an economic development agreement is approved by the Town Council, when so many other businesses are closing their doors across the country.

Donovan's segment not only focuses on the active residential construction environment in Rancho Sahuarita, with its 500 new home closings projected for 2008, but also on the quality of its amenities and the sense of optimism and calm displayed by its residents. The story highlights the Town's 15-acre lake park and the 20,000 sq. ft. Club Rancho Sahuarita, its splash park and its electric train. ABC News also appeared to be impressed with Rancho Sahuarita's Marketplace, the community's primary commercial amenity that opened less than one year ago as a one-stop shopping destination for pharmacy, grocery, banking, and a wealth of other convenient services.

Bob Sharpe, managing partner of Rancho Sahuarita, believes that the community's current success is due to Rancho Sahuarita offering lifestyle oriented buyers the right home, in the right neighborhood, at the right price. He recently said, "Rancho Sahuarita's vision to create a place where residents can live, learn, work, play and shop is very attractive to homebuyers, who recognize the value of living in a small town, with an intimate atmosphere."

Although the unsteady market has made prospective homebuyers insecure and confused about what exactly a good housing deal is today, Rancho Sahuarita's continual introduction of new amenities and events reassures residents that choosing to live in a "true" master planned community is the correct financial and emotional decision for their family. Donovan caught up with Rancho Sahuarita resident Lynette Hungerford at the Fry's Marketplace, and her feelings towards living in Rancho Sahuarita were very enthusiastic, describing the abundance of programs and activities as very similar to "being on a cruise ship with a cruise director." George Bass, owner of Solaris Restaurant and also a Rancho Sahuarita resident, told Donovan that he has been overwhelmed by the

volume of business that his restaurant is experiencing, saying, “The way the economy is going, we’re really surprised.”

Donovan concluded his Nightline segment on a somewhat optimistic note by saying that although there may not be any boomtowns left anywhere in America, “there is some kind of wish” in the Town of Sahuarita “to see things turn out OK like the vision said it would, and if it does, that would be magic.”

If you would like to watch the ABC Nightline story, the video is available on Rancho Sahuarita’s website. Just visit [www.ranchosahuarita.com](http://www.ranchosahuarita.com) and click the link on the home page.