

Crystal Carroll
Candidate, Scottsdale City Council

I'm not a career politician — I'm a self-made entrepreneur who has built businesses from Krispy Kreme franchises to a multi-million-dollar tech company and new startups, including one in Scottsdale.

As a business owner and real estate investor, I have created jobs, led hundreds of employees, and managed large budgets. I bring the real-world leadership, fiscal responsibility, and accountability Scottsdale deserves on City Council.

As a mother of four, a lifelong conservative, and a small business owner in Scottsdale, I grew up with a single mom on welfare, so I know what it takes to start from nothing, work hard, and succeed.

We need leadership that protects Scottsdale's character, keeps our city special, and holds city leaders accountable for every tax dollar spent. I am not beholden to special interests, I cannot be bought, and my loyalty will always be to the residents of Scottsdale. Together, our focus is simple: unite, not divide, and lead with common sense — evaluating each issue on its merits, weighing the fiscal impact on taxpayers, and always asking one fundamental question: is this the proper role of city government? I look forward to serving you and preserving Scottsdale's future for generations to come.