

CITY OF SURPRISE
Subcommittee on Tourism Funding Meeting
16000 N. Civic Center Plaza
Surprise, AZ 85374



Friday, January 17, 2020 @ 3:00 PM
Conference Room #CH 1F N1-150 Lobby

Amended January 15, 2020 at 3:40 PM (meeting location)

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Current Events and Reports
- E. Staff Reports
- F. Tourism Fund Subcommittee Agenda

CALL TO THE PUBLIC:

INSTRUCTIONS: In order to address the Board\Commission, you will need to fill out a Call to the Public Form available at the front counter, and then turn it in to the Secretary before the meeting begins.

Note: A.R.S. 38-431.01(H) - During this time members of the public may address the Board\Commission only on issues within the jurisdiction of the Board\Commission which are not an item on the agenda. At the conclusion of the open call, the Board\Commission may respond to criticism, may ask staff to review the matter or may ask that the matter be put on a future agenda. No discussion or action shall take place on any item raised.

CONSENT AGENDA:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- 1. Citywide Application and evaluation process

City Manager
Office
- 2. Citywide Review and recommendation of LPGA Legends Proposal

City Manager
Office
- G. Other Business and Future Agenda Items
- H. Executive Session

For information purposes: Upon a public majority vote of a quorum ("Commission"), the Commission may hold an executive session, which will not be open to the public, but for only the following purposes: discussion or consideration of records exempt by law from public inspection (A.R.S. §38-431.03(A)(2));

or discussion or consultation for legal advice with the attorney or attorneys of the public body (A.R.S. §38-431.03(A)(3)).

Confidentiality Requirements: Pursuant to A.R.S. §38-431.03(C)(D), any person receiving executive session information pursuant to A.R.S. §38-431.02 shall not disclose that information except to the Attorney General or County Attorney or by agreement of the Commission, or as otherwise ordered by a court of competent jurisdiction.

The Commission may vote to hold an executive session for the purpose of obtaining legal advice from the Commission's attorney on any matter listed on the agenda pursuant to A.R.S. § 38-431.03(A)(3).

I. Adjournment

SHERRY ANN AGUILAR, CITY CLERK, MMC

POSTED: January 14, 2020 @ 5:08 p.m.; amended on Wed., January 15, 2020 @ 9:20 a.m., meeting location & amended January 15, 2020 at 3:40 PM (meeting location)

SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK'S OFFICE @ 623.222.1200 OR TTY 623.222.1002, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.



CITY OF SURPRISE Subcommittee on Tourism Funding Meeting

Council Meeting Date: January 17, 2020
Submitting Department: City Manager Office
Staff Recommendations:

Contact Person:
District: Citywide

Consent: No Regular: No Public Hearing: No Report/Discussion: No

Agenda Wording:

Application and evaluation process

Motion:

N/A

Background:

Tourism fund application and evaluation process.

Objective Analysis:

Discuss the Sports & Tourism recommendation based on the Council approved guidelines/evaluation:

- Based off of the funding recommendation guideline, the event would be available to receive:
 - \$5000 for a 3 day event
 - Up to \$10,000 based off of verified room nights and attendance
-

Policy Compliant:

N/A

Financial Impact:

N/A

Budget Impact:

N/A

FTE Impact:

N/A

ATTACHMENTS:



CITY OF SURPRISE Subcommittee on Tourism Funding Meeting

Council Meeting Date: January 17, 2020
Submitting Department: City Manager Office
Staff Recommendations:

Contact Person:
District: Citywide

Consent: No Regular: No Public Hearing: No Report/Discussion: No

Agenda Wording:

Review and recommendation of LPGA Legends Proposal

Motion:

N/A

Background:

The total requested amount in the proposal was \$190,000. The Sports & Tourism recommendation for the operating budget portion is the following:

- We would recommend a range of \$20,000 - \$30,000 with the following stipulations:
 - The golf course/tournament must be secured in Surprise
 - Player/staff hotel rooms paid for by the LPGA must be in Surprise (based on availability)
 - The \$20-\$30k from the tourism fund can reimburse:
 - Marketing/Advertising (must say Surprise, AZ)
 - Facility rental fees (must be in Surprise)
 - Hospitality (must be Surprise businesses)
-

Objective Analysis:

N/A

Policy Compliant:

N/A

Financial Impact:

We currently have over \$477,000 in the Tourism Fund available for events.

Budget Impact:

N/A

FTE Impact:

N/A

ATTACHMENTS:

1. FY20 Tourism Fund_P2

2. LPGA Legends_Sports and Tourism Evaluation
 3. LPGA Legends_Tour Proposal
-



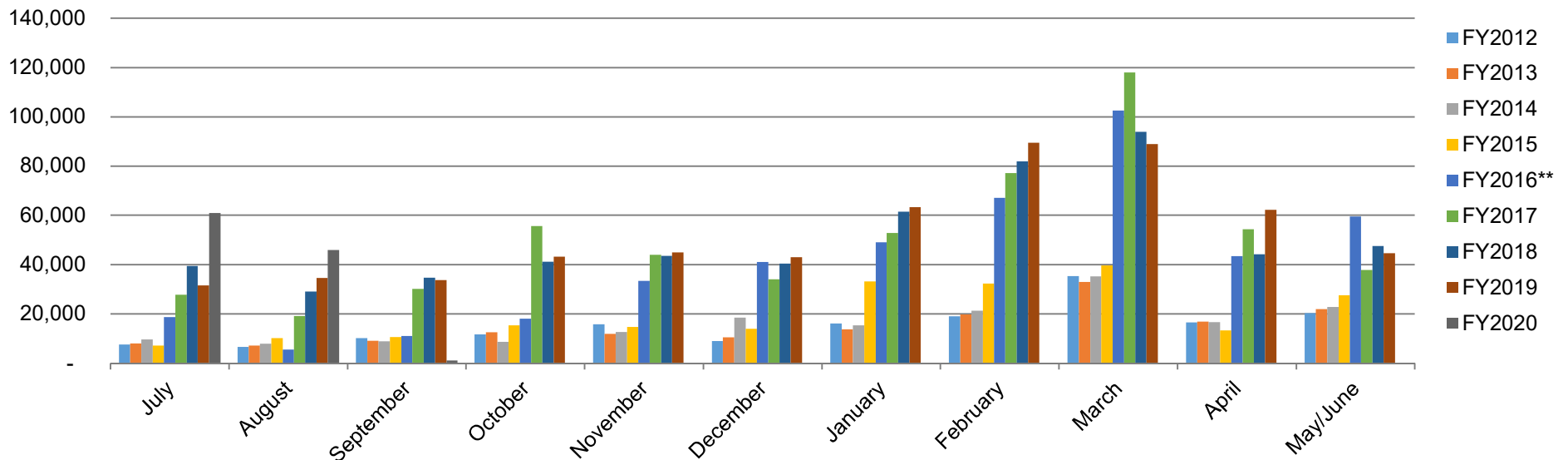
City of Surprise Tourism Fund

	<u>FY2020 Budget</u>
Beginning Fund Balance	\$331,500
Revenues	\$605,400
Reserve	(\$5,000)
Committed	(\$454,050)
Available Fund Balance*	\$477,900

Marketing/Studies/Special Events (25%)	Available Balance \$477,850
Total Available for Marketing/Studies/Special Events	\$477,850
Sports Tourism Facility Development and Improvement (75%)	\$454,050
Dedicated for Stadium Renovation	\$0
Dedicated for Debt Service	(\$454,050)
Total Available for Facility Development and Improvement	\$0
TOTAL POTENTIAL AVAILABLE BALANCE*	\$477,900

recorded through 8/30/19

Bed Tax Revenue



*rounded to nearest 100

**Transaction privilege tax for transient lodging increased to 4.52% effective November 1, 2016.

Internal Evaluation of Tourism Fund Applications

<u>CRITERIA</u>	<u>% RATING</u>	<u>POINTS</u>
1. Surprise hotel nights generated ○ Is there a guaranteed amount of room nights by applicant? ○ If it is a sporting event/tournament, are they requiring teams/participants to stay in Surprise hotels? ○ Has the applicant included a breakdown of total projected room nights?	25%	0-6 (3)
2. Economic impact to Surprise ○ Has the applicant included an estimated economic impact projection? ○ Will there be an increase in sales tax revenue?	20%	0-5 (2)
3. Attendance ○ Has the applicant included an estimated attendance breakdown? ○ If it is a sporting event, is there a guaranteed amount of teams/participants?	15%	0-4 (2)
4. Regional or national recognition ○ Has the applicant included a marketing plan that will attract regional or national media?	10%	0-2 (1)
5. Long term benefits to the community ○ Does the event/project have a long term impact on the community? ○ Is there potential for the event/project to grow? ○ Has the applicant outlined the community benefits?	10%	0-2 (1)
6. Evaluation of proposed business plan ○ Does the applicant have a detailed, comprehensive business plan? ○ Did the applicant include a complete budget? ○ Did the applicant include a strategic marketing plan? ○ Did the applicant include examples of a prior event/project?	20%	0-5 (4)
TOTAL % - MAXIMUM POINTS	100%	24 Points

Total = 13 points

Points Rating Evaluation Recommended Calculation

0 – 12 points: No Consideration
12+ points: Consideration Recommended

Funding Recommendation Guideline:

Category 1: Surprise Hotel Nights Generated	<i>*Based on verification of room nights</i>
100-300 room nights	Up to \$2500
301-599 room nights	Up to \$5000
600+ room nights	\$5000+
Category 2: Attendance	<i>*Based on verification of attendance</i>
1,000-3,000	Up to \$2500
3,001-5,000	Up to \$5000
5,000+	\$5000+
Category 3: Event Days	
1 day	Up to \$2500
2 days	Up to \$5000
3 days	<u>\$5000+</u>
Category 4: Seasonality (bonus for events between May-September)	<i>NA</i>
1 day	Up to \$2500
2 days	Up to \$5000
3 days	\$5000+
Category 5: Operating Budget	<i>Recommendation: \$29,000 - \$39,000</i>
Based off of submitted budget	Up to 50% of total projected expenditure budget

*All categories must be verified before reimbursement.

*The combined amount with all five categories recommended by the Tourism Advisory Commission will not exceed 50% of the total event/project expense budget.

*Note all funding consideration and recommendation is discretionally determined by the Tourism Advisory Commission on a project by project basis for recommendation to the Surprise City Council. The calculation process is only a measurement tool for discussion and determination by the Tourism Advisory Commission and is not a guarantee of funding or binding by the Commission or the City of Surprise.



November 6, 2019

City of Surprise – Sports and Tourism Department
15930 N. Bullard Ave.
Surprise, AZ 85374

Dear Tara,

The enclosed documentation represents an RFP submission for a Sport and Tourism New Event grant. The proposed event is a women's professional golf tournament to be held at a golf course in Surprise.

The documents submitted here relate to a new event to be held at a third-party facility and not one owned or managed by the city of Surprise. Although not confirmed, the target venue is the golf course at Sterling Grove – located within the new Toll Brothers development. That said, the only missing requirement is the proof of ability to obtain general liability insurance. Should that insurance requirement be necessary to obtain the grant, we would be willing to provide that documentation, as well.

We realize that there are other groups submitting grant applications but truly feel that the Legends Tour golf tournament would be extremely well received by Surprise residents and would provide the City of Surprise with an opportunity to be recognized on golf's national stage.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jane', with a stylized flourish at the end.

Jane Geddes

CITY OF SURPRISE TOURISM FUND APPLICATION

I. Application Checklist

Please ensure all of the following documents are included with the application when submitted. If you are unable to provide information for one of the categories/requirements, please note in your application. The more information provided within the application will give the reviewers the best illustration of your candidacy for funding.

- ☒ Completed and signed Tourism Fund Application (Page 1 and 2)
- ☒ Narrative proposal as defined in Section V (Page 3)
- ☒ Business license (for-profit entities) or 501(c)(3), (4), or (6) status letter (non-profits).
- ☒ Detailed project budget for event outlining:
 1. Proposed use of Tourism Funds and matching funds associated with request.
 2. ALL expenses and revenues for entire project (including those not associated with this funding request).
- ☒ Event marketing and media plan detailing all types of media, names of publications, stations, websites, ad sizes, costs, impressions, audience, and other relevant information.
- ☒ Professional references (at least two) with contact information.
- ☒ Proof of ability to obtain general liability insurance with minimum policy limits of \$1 million per occurrence and \$2 million aggregate.
- ☒ For at least one prior event, provide a historical event report including final budget, balance sheet, attendance figures, economic impacts, and examples of marketing materials.

SEE
Cover
Letter

II. Applicant Signature

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I have contacted the City of Surprise and will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and reporting requirements. If my activity is funded I agree to use the approved City of Surprise logo in all promotional material.

<u>LP&A Legends Golf Tournament</u>	<u>October 2020</u>
Name of Activity or Program	Date of Program
<u>The Legends Tour</u>	<u>Jane Geddes</u>
Organization Name	Organization Representative Name
<u>[Signature]</u>	<u>11/5/19</u>
Organization Representative Signature	Date

For any questions regarding the Tourism Fund Application, please contact:
Tara Combs – 623.222.2239 | Tara.Combs@surpriseaz.gov

Submit application via email (Tara.Combs@surpriseaz.gov) or mail/drop-off applications to:
City of Surprise Sports and Tourism Department
15930 N. Bullard Ave., Surprise, AZ 85374

CITY OF SURPRISE TOURISM FUND APPLICATION

III. Organization Information

The Legends Tour
Organization Name

Jane Geddes
Organization Contact Name

CEO
Organization Contact Title

813-240-7729
Contact Phone

Jane.Geddes@TheLegendsTour.com
Contact Email

4918 W. San Rafael St.
Street Address

Tampa, FL
City State

33629
Zip Code

Applicant Status (Check one): ☒ Non-Profit ☐ For-Profit ☐ Public Agency

IV. Event / Project Information

Surprise Legends Golf Tournament
Event Name

Golf Tournament
Event Type (Ex. Sport tournament, conference, arts / music)

October 2020
Event Date(s)

TBD - Golf Course in Surprise
Event Location / Address

3000
Estimated Event Attendance

550
Estimated Hotel Stays (Total Nights)

\$190,000
Amount Requested (\$) – Max 50% of Budget

\$383,000
Total Project Budget (\$)

Which Surprise Tourism Strategic Plan focus area does the event or project support? (Check one or more)

- ☒ Events and entertainment
- ☒ Marketing that would promote Surprise tourism
- ☐ Tourism based partnership and facility development

Application continued on next page.

CITY OF SURPRISE

TOURISM FUND APPLICATION

V. Narrative Proposal of Project and Economic Impact

In no more than three pages (single spaced, 1" margins, 12 pt font), address the following items. NOTE: The numbered header below must be included in the narrative proposal, but not the description and instructions following the header. For example, please include "A. Project Description" above the relevant section.

A. Project Description

- Describe the event including purpose, activities, vendors used, target audience, market origin of attendees, locations / venues for advertising, source of matching funds, etc.
- Explain how tourism funding is critical to the success of your event / project.

B. Support for Surprise's Tourism Strategic Goals

- Identify one or more of Surprise's tourism strategic goals – (1) events and entertainment; (2) marketing to support Surprise tourism; or (3) tourism-based partnership and facility development – supported by the event / project.
- Describe how the event / project supports the selected tourism strategic goal(s).

C. Estimated Attendance and Hotel Stays / Accommodations

- Outline total attendance estimates including how many attendees fall into the following categories – (1) staying overnight in paid accommodations; (2) staying overnight in unpaid (e.g. family / friends) accommodations; (3) Staying only for the day and traveling 50+ miles
- Outline how many estimated hotel nights are generated including if there is any minimum room nights guaranteed, or recommendation / requirements for participants to stay in Surprise accommodations.
- Explain why the date was chosen for the event. If the event is to be held when the City's occupancy is already high, describe how the event will extend visitor stays or explain why a move to a lower occupancy date is not feasible.

D. Economic Impact and Community Benefit

- Discuss two or more of the following items to demonstrate that the project helps build Surprise as a tourist destination or provide benefits to the community.
 - o Provide an estimated economic impact projection and discuss any forecasted increase in sales tax revenue.
 - o Discuss how the event or marketing plan will attract regional or national media.
 - o Describe how your project impacts the community's efforts to increase visual or performing arts, host regional sporting and outdoor recreation activities, and / or heighten awareness of area's natural amenities.
 - o Discuss any long-term impacts on the community

**City of Surprise
Tourism Application
Legends Tour Golf Tournament**

A. Project Description

The Surprise Legends Golf Tournament will be contested at a golf course in Surprise, AZ. Legends Tour members are LPGA Touring Professionals 45+ years old who competed on the LPGA Tour. The tournament activities will consist of a golf clinic, one-day Pro Am and two-days of golf competition for the Professionals. The Pro Am will include approximately 180 Amateur golfers and 50 LPGA Professionals. The Legends official tournament rounds will be contested amongst the 50 Professionals only.

Typically, vendors working the event will come from the local community. The vendors may also consist of out of town guests but that will depend on the location and business of the tournament's title sponsor.

The target audience for the tournament will consist mainly of local Surprise residents but will also draw from the greater Phoenix area. The majority of advertising will be done in the local Phoenix market but since the Legends Tour plays tournaments all around US, the tournament will also be promoted via the Legends national website.

As with most Legends and LPGA Tournaments, local support, both commercially and financially, is critical to the success of the event. Most tournaments secure a title sponsor that will provide funds to cover a portion of the tournament expense, but the remainder of revenues come from a variety of sources including Tourism funds much like Surprise.

B. Support for Surprise's Tourism Strategic Goals

The Surprise Legends Golf Tournament will most definitely support both the Event and Entertainment and Marketing Surprise's Tourism strategic goals. The benefits of hosting a professional golf tournament has greatly increased through the years. As a local point of reference, both the LPGA Founders Cup and Waste Management Open bring tremendous notice to the Phoenix community. Although the Legends Tournament will be smaller in scale, the Tour Professionals that participate in the event are known to be some of the greatest women golfers to ever play the game. That notoriety alone creates a unique and special opportunity for local and regional residents who attend the event.

As it relates to the Marketing to Support Tourism, again we should look at what the current Phoenix golf events bring to the area. The ability for Surprise to be added to the list of Professional golf tournament destinations in Phoenix would clearly define the city as an intentional sports destination both locally and nationally.

C. Estimated Attendance and Hotel Stays/Accommodations

The total attendance estimates from the Surprise Legends Golf Tournament are based on attendance numbers from previous events in the area and others played nationwide.

same is true with larger LPGA tournaments, such as the Founder Cup. With that said, hotel stays would most likely remain very low throughout the event for spectators.

With regards to Legends Professionals and Pro-Am participants, most Professionals will stay in hotels for the duration of the event – 5 days – and Pro-Am participants, from outside the local area, will require hotel rooms for a minimum of two nights.

Approximately 50 Legends Professionals will participate in the event and will require a minimum of 5 nights of housing with the vast majority staying in paid accommodations. As it relates to the Pro-Am event, approximately 150 - 200 people will participate in the event and will require a minimum of 2 nights of housing with the majority staying in paid accommodations. A total of approximately 550 total hotel stays will be accrued during the tournament week.

Of all those participating in the event, approximately 10% of Professionals and 15% of Pro-Am participants will not require paid accommodations as they will live within a 50 miles radius of Surprise.

The October 2020 date was chosen for the tournament so to give the tournament organizers ample time to sell the event and, as it relates to hotel occupancy, the October time frame is not considered high season for the Surprise area.

D. Economic Impact and Community Benefit

Professional golf tournaments, in general, provide unique benefits, both short and long term, to the communities in which they are hosted. As it relates to the residents of Surprise, they will have the opportunity to give back to their community via the tournament in different ways – from volunteering, to attending the tournament to donating money to the tournament's charity. With most Legends Tournaments operating in the Not-for Profit sector, the Tour proudly boasts contribution of over \$24 million to charity over the course of the last 18 years.

In addition, Surprise, AZ will become the location of a nationally recognized Legends tournament and will be promoted by both the Legends and LPGA Tours throughout the year. Just as with all Legends Tournaments, promotion and marketing will take place on both the local and national stage. When the Tournament is officially announced, a press conference will take place in Surprise that will be attended by Legends Professional and the press. Depending on the event's Title Sponsor, the announcement has the potential to appeal to national as well as local media.

Should the tournament be hosted at a new golf facility or a development that is looking to promote their property, the Legends Tournament will provide access to the public which will, in turn, offer that developer or golf course owner a unique opportunity to showcase their golf amenities and surrounding properties to those in attendance.

2020 Surprise Legends Golf Tournament Budget

<u>REVENUE</u>	<u>BUDGET</u>
<u>Entitlements</u>	
Title Sponsor	\$175,000.00
Presenting Sponsor	\$75,000.00
Pro-Am Sponsor	\$20,000.00
Putting Green Sponsor	\$3,500.00
Driving Range Sponsor	\$5,000.00
Official Soft Drink	\$5,000.00
Official Beer	\$5,000.00
Women's Clinic Sponsor	\$2,000.00
Water Cooler Sponsor	\$3,000.00
Local Sponsors	\$25,000.00
Misc Sponsorships	\$8,000.00
Subtotal	\$326,500.00
<u>Pro-Am</u>	
Basic Pro-Am Spots	\$75,000.00
Subtotal	\$75,000.00
<u>Hospitality</u>	
Hospitalty Sponsor Tent	\$5,000.00
Subtotal	\$5,000.00
<u>Tickets</u>	Charity Donation
Anyday Tickets	
All Season Badge	
Small Business Package	
Silver Package	
Gold Package	
Thursday	
Friday	
Saturday	
Sunday	
Parking	
Subtotal	\$0.00
<u>Advertising</u>	
Pairings Sheet Ads	\$2,000.00
Leaderboard	\$3,000.00
Tee Signs	\$2,500.00
Sponsor Board	\$2,500.00
Marshal Paddles	\$3,500.00
Subtotal	\$13,500.00
<u>Miscellaneous</u>	
Volunteer Fees	\$3,000.00
Raffle Income	\$5,000.00
Subtotal	\$8,000.00
GRAND TOTAL - REVENUE	\$428,000.00

Revenue

2020 Surprise Legends Golf Tournament Budget

<u>EXPENSE</u>	<u>2019 BUDGET</u>
<u>Tournament Fees</u>	
Purse	\$250,000.00
Facility Rental (Golf Course and carts)	\$10,000.00
Legend Fee	\$12,500.00
Subtotal	\$272,500.00
<u>Pro-Am</u>	
Official Pro-Am Advertisement	\$10,000.00
Official Pro-Am Tee Gifts	\$9,600.00
Pairings Party	\$10,000.00
Official Pro-Am Awards Lunch	\$2,500.00
Official Pro-Am Awards Lunch	\$2,500.00
Subtotal	\$34,600.00
<u>Hospitality</u>	
Media/Sponsor Day	\$2,000.00
Professional F & B	\$7,500.00
Subtotal	\$9,500.00
<u>Tournament Operations</u>	
Operations Fee	\$15,000.00
Operations Support Golf Course	\$5,000.00
Rope/Stakes/Fencing	\$1,000.00
Tables/Chairs/Décor	\$3,000.00
18 Hole Tent Rental	\$5,000.00
Media Center	\$1,000.00
Ice and trailer	
Range Balls	\$2,000.00
Office Trailers	\$3,000.00
Toilets	\$3,000.00
Golf Cart Rental	\$1,000.00
Misc Supplies (paint, etc)	
Signage	\$5,000.00
Disposal/Dumpsters	\$1,000.00
Subtotal	\$45,000.00
<u>Volunteer</u>	
Volunteer HQ	
Volunteer Uniform	\$3,000.00
Volunteer Meals	\$2,500.00
Subtotal	\$5,500.00
<u>Special Events</u>	
Women's Clinic	\$1,500.00
Subtotal	\$1,500.00
<u>Promotional</u>	
Phototography	\$500.00

Expense

2020 Surprise Legends Golf Tournament Budget

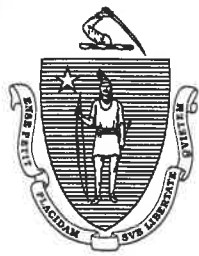
<u>EXPENSE</u>	<u>2019 BUDGET</u>
Advertising - Radio/TV/Paper	\$6,000.00
Posters	\$500.00
Brochures	\$1,000.00
Newsletter	\$750.00
Subtotal	\$8,750.00
 <u>Printing</u>	
Credentials	\$500.00
Scorecards	\$400.00
Pairings Sheets	\$2,000.00
Subtotal	\$2,900.00
 <u>Office</u>	
Postage	\$2,000.00
Supplies & Equipment	\$1,500.00
Committed Charitable Contributions	
Subtotal	\$3,500.00
 GRAND TOTAL - EXPENSE	 \$383,750.00

2020 Surprise Legends Golf Tournament Budget

<u>SUMMARY</u>	<u>BUDGET</u>
Grand Total Revenue	\$428,000.00
Grand Total Expense	\$383,750.00
Net Gain (Loss)	\$44,250.00
 Projected Charitable Contributions	
Net Gain (see above)	\$44,250.00
Committed Charitable Contributions (see Expense Sheet)	
 Total Projected Charitable Contributions	\$44,250.00

PROPOSED USE OF SURPRISE TOURISM FUNDS

All funds received will be used toward Tournament Expenses



The Commonwealth of Massachusetts
Secretary of the Commonwealth
State House, Boston, Massachusetts 02133

William Francis Galvin
Secretary of the
Commonwealth

Date: October 28, 2019

To Whom It May Concern :

I hereby certify that according to the records of this office,
WOMEN'S SENIOR GOLF ASSOCIATION, INC.

is a domestic corporation organized on **September 15, 2001**

I further certify that there are no proceedings presently pending under the Massachusetts General Laws Chapter 180 section 26 A, for revocation of the charter of said corporation; that the State Secretary has not received notice of dissolution of the corporation pursuant to Massachusetts General Laws, Chapter 180, Section 11, 11A, or 11B; that said corporation has filed all annual reports, and paid all fees with respect to such reports, and so far as appears of record said corporation has legal existence and is in good standing with this office.



In testimony of which,
I have hereunto affixed the
Great Seal of the Commonwealth
on the date first above written.

William Francis Galvin

Secretary of the Commonwealth

Certificate Number: 19100591570

Verify this Certificate at: <http://corp.sec.state.ma.us/CorpWeb/Certificates/Verify.aspx>

Processed by:



Official Senior Tour of the LPGA

SURPRISE LEGENDS GOLF TOURNAMENT

Marketing and Promotional Plan

Surprise, AZ

October 2020

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1. Marketing objectives
2. Communication Strategy
3. Key Strategies
4. Budget Plan

1. Marketing Objectives

Overview

The Surprise Legends Golf Tournament will be hosted at a golf course, yet to be determined, in Surprise, AZ during the month of October in 2020. The event will feature 50+ LPGA Legends including some of the greatest names in Women's golf. The public will be invited to the tournament which will be contested over 3 days. Successfully marketing the tournament to both sponsors and spectators will be the key to the event.

Positioning

The Surprise Legends Golf Tournament will be promoted as the return of the Legends Tour to the Surprise/Sun City West area of Phoenix.

Key messages will encompass the return of some of the greatest women golfers to the area and the unique benefit the tournament will provide to sponsors and spectators alike.

In golf, unlike most any professional sports, Professional and Amateur golfers may participate together in the tournament's Pro-Am or are no further than a handshake or autograph away from the spectators throughout the Professional event.

SWOT Analysis

Strengths	Weaknesses
• <i>Only Legends Tournament in area</i> • <i>Greatest names in women's golf</i> • <i>Local charitable tie community</i> • <i>Connection to the LPGA</i> • <i>Opportunity for community involvement</i>	• <i>Smaller than other Phoenix professional golf events</i> • <i>"Legends Tour" name less recognizable</i> • <i>Smaller footprint than other sporting events in Surprise area, ie Spring training</i>
Opportunities	Threats
• <i>Grow the Tour in different markets</i> • <i>Showcase women golfers that match the demographic of the area</i> • <i>Provide support to local charities</i>	• <i>Clashes with other events taking place in the local area</i> • <i>Community does not fully embrace event</i> • <i>Local sponsors do not commit to support</i>

2. Communication Strategy

Product – The Surprise Legends Golf Tournament will offer a 1-day Pro-Am where Professional participate with Amateurs and a Professional only, 2-day competitive golf tournament to be enjoyed by sponsors and spectators alike.

- The target audience for sponsors will be dependent on the regional and local outreach along with the needs of the Title Sponsor.
- The target audience for spectators will include all golfers in the Phoenix and surrounding area.
- Marketing programs and content should be developed to target both sponsors and spectators.
- The total tournament experience will include involvement in the Pro-Am and 2-day professional tournament to single day attendance at 1-day of the event.
- Enhancements to the overall program will include the offering of event packages in association with transport providers, hotels, restaurants, etc. that could make the event experience more attractive and enjoyable.

Price – The cost of attending the event will be extremely affordable and the majority of the revenue generated from ticket sales will be donated to the tournament charity(s).

Convenience – Tickets to the event will be available at a variety of locations in the local area and will also be available for purchase at the gate.

Promotion – Depending on the Title Sponsor and Golf Course facility chosen for the event, promotions will be directed accordingly. Overall, the local Surprise community and surrounding areas will be the general target for all promotions relative to tournament attendance. With regards to sponsorships, targets will be dependent on the needs of the sponsor's specific demographics and requirement for national promotion of the event.

Marketing Tools – The following are tools to be used in the promotion of the event:

- Print: posters, leaflets, postcards, programs, etc.
- Direct mail and print distribution
- Media advertising: print, radio and TV
- Website/internet/e-bulletins
- Outdoor advertising: billboards, poster sites, street dressing, etc
- Friends/ambassadors' programs/clubs
- Media releases, promotions and activity
- Media sponsorships

3. Key strategies

Key Strategies Summary	Key Initiatives Summary
1. <i>Effectively promote the event through increased marketing activity in local and national press and online.</i>	• <i>Enhance existing website</i> • <i>Establish specific promotional plan detailing target markets, times, methods etc</i> • <i>Establish local and regional media partnerships</i>
2. <i>Leverage reach of Title and Presenting Sponsors</i>	• <i>Promotion of Surprise and Golf Course through sponsorships and associated support of event</i>
3. <i>Highlight and promote the local charity(s) and support provide by event</i>	• <i>Build ongoing connection to event through connection with tournament charity(s)</i>
4. <i>Effectively support and promote Surprise as a recognized sports destination through event</i>	• <i>Work with Surprise Sports and Tourism Board on specific messaging and promotional plan that promotes Surprise through event</i>

4. Budget Plan

Marketing and Promotions	Total
Phototography	\$500.00
Advertising - Radio/TV/Paper	\$6,000.00
Posters	\$500.00
Brochures	\$1,000.00
Newsletter	\$750.00
Total	\$8,750.00

Professional References – Jane Geddes

Michael Whan
LPGA Commissioner
100 International Golf Dr.
Daytona Beach, FL 32124

(386) 274 - 6202 Office

Jay Karen
CEO, National Golf Course Owners Assoc.
291 Seven Farms Dr, 2nd Floor
Charleston, SC 29492

(843) 471 - 2711 Office

Historical Event Information

2012 Walgreens Charity Classic

Sun City West, AZ

FOR IMMEDIATE RELEASE

Legends Tour Brings Hall Of Famers To Sun City West

BOSTON, February 14, 2012 – At least five World Golf Hall of Fame members will be in the field when the Legends Tour, the LPGA's official tour for professionals age 45 and over, launches its 2012 season this April in the Greater Phoenix area.

The Legends Tour will kick off the year with the inaugural Walgreens Charity Classic in Sun City West. The tournament will be staged from April 27-29, at Grandview Golf Course and will feature LPGA and World Golf Hall of Famers Amy Alcott, Pat Bradley, Patty Sheehan, and Phoenix-area resident Betsy King.

Hollis Stacy, who will be inducted into the World Golf Hall of Fame in May, also will be in the field. Stacy won 18 tournaments in 26 years on the LPGA Tour, including three U.S. Women's Open titles.

"The LPGA Legends Tour is pleased to bring this new tournament to Sun City West," said Legends Tour CEO Jane Blalock. "The Greater Phoenix community has hosted the LPGA for many years and will once again be able to welcome some of the greatest names in women's golf at this event. We are very proud to partner with Walgreens at this tournament to help raise funds for the Phoenix Children's Hospital."

Arizona-based Legends Tour players in the field also include France's Anne-Marie Palli and Sherri Turner, both of Phoenix, and Tucson residents Cindy Rarick and Christa Johnson.

Other headliners in the field will include former LPGA stars Rosie Jones, Liselotte Neumann, Sherri Steinhauer and Val Skinner, who currently works as an on-course reporter for The Golf Channel.

The Walgreens Charity Classic will feature a purse of \$200,000 with a field of 40 players. A pro-am is set for Friday, April 27, followed by 36 holes of stroke-play competition on Saturday and Sunday, April 28-29. Tee times will start each day at 9 a.m.

The Phoenix Children's Hospital will serve as the tournament's charity, benefiting from all tournament proceeds. Tickets are \$10 each day, with kids 17-under admitted free. Active military are also admitted free with a current ID.

Tickets to all events may be purchased by visiting www.thelegendstour.com .

About Sun City West

Sun City West, the nation's premier active adult golf community, offers the lifestyle you've been looking for. The community offers everything for the active adult 55 and older, from more than 100 chartered clubs and seven golf courses to state-of-the-art bowling and countless activities. Baby Boomers and Greatest Generation members alike - and everyone in between - will find the Sun City West lifestyle suits them. Welcome to the neighborhood!

www.rcscw.com www.scwaz.com www.suncitywestgolf.com [facebook.com/suncitywest](https://www.facebook.com/suncitywest)

About The Legends Tour

The Legends Tour is the Official Legends Tour of the LPGA. The tour began in 2000 by LPGA professionals to showcase the talents of some of the greatest women's golfers of all time. The Legends Tour has more than 100 members, including 10 LPGA and World Golf Hall of Fame members. Legends Tour players have over 650 combined LPGA Tour victories, including 65 major championships. In its 11 seasons, The Legends Tour has awarded more than \$9 million in prize money and helped raise more than \$11 million for charity. The Legends Tour has hosted events in Connecticut, Florida, Hawaii, Indiana, Iowa, Massachusetts, Michigan, New Hampshire, New Jersey, Wisconsin, Japan and Australia. For additional information on The Legends Tour, log on to www.thelegendstour.com .

Contact: Lisa Mickey at lisamickey@mac.com , or Sue Fracker at sfracker@jbcgolf.com and 617-206-9757, Ext. 104.



Welcome to the 2012 Walgreens Charity Classic!

We are pleased to welcome you to the Walgreens Charity Classic taking place April 27th – 29th, 2012. Sun City West is a fantastic venue; we know you will enjoy visiting and witnessing many of the greatest names in women's golf history compete for a title on a very challenging course.

Enclosed find the following materials as they relate to your sponsorship needs:

- Schedule of Events
- Hotel Reservation Information
- Directions to Sun City West from Phoenix Sky Harbor Airport
- Pro-Am Team Registration: SUBMIT BY APRIL 13, 2012.
- Pairings Party & Awards Reception Information
- V.I.P. Parking & Access Information
- Parking Map

If you have additional needs or questions, please do not hesitate to contact us. Thank you for your support of the Walgreens Charity Classic. We look forward to seeing you there!

Warm regards,

Anna Dugal
JBC Golf
Office: 617.206.9757 (ext 105)
Mobile: 617-997-6194
adugal@jbcgolf.com

The Legends Tour | 1340 Soldiers Field Road Suite 4 | Boston, MA 02135 |
www.thelegendstour.com



2012 Schedule of Events

Thursday, April 26, 2012

- ▶ Legends Tour Professional Qualifier
8:00 a.m. / Grandview Course
- ▶ Pairings Party
6:00 p.m. / Social Hall

Friday, April 27, 2012

- ▶ Walgreens Charity Classic Pro-Am
11:00 a.m. Shotgun / Grandview Course
- ▶ Pro-Am Awards Reception
Following the Completion of Pro-Am
Grandview Course Tent

Saturday, April 28, 2012

- ▶ Walgreens Charity Classic – 1st Round
9:00 a.m. Tee Times / Grandview Course
- ▶ Walgreens Healthy Living Expo
8:00 a.m. – End of Play / Grandview Course
- ▶ Walgreens Walk
10:30 a.m. / Grandview Course

Sunday, April 29, 2012

- ▶ Walgreens Charity Classic – 2nd Round
9:00 a.m. Tee Times / Grandview Course
- ▶ Walgreens Healthy Living Expo
8:00 a.m. – End of Play / Grandview Course
- ▶ Walgreens Walk
10:30 a.m. / Grandview Course
- ▶ Champion's Trophy & Check Presentation
End of Play / 18th Green of Grandview Course
- ▶ Last Shuttle Departs from Clubhouse 1
Hour after play



Hotel Reservation Information

Area Hotels:

OFFICIAL WALGREENS CHARITY CLASSIC HOTEL

Quality Inn & Suites
16741 N. Greasewood Street
Surprise, AZ 86374
Phone – 623-583-3500
King - \$79*

Two Queens - \$89*

*Please mention Walgreens Charity Classic to secure above rates.

****Deadline to secure above rates: April 18th, 2012**

OFFICIAL WALGREENS CHARITY CLASSIC HOTEL

Days Inn & Suites
12477 West Bell Rd
Surprise, AZ 85374
Phone – 623-933-4000
King - \$79*

Two Queens - \$89*

*Please mention Walgreens Charity Classic to secure above rates.

****Deadline to secure above rates: April 18th, 2012**

Hampton Inn & Suites - Surprise

14783 W. Grand Avenue
Surprise, AZ 85374
Phone – 623-537-9122

King - \$99*

Suite - \$119*

*Please mention Walgreens Charity Classic to secure above rates.

****Deadline to secure above rates: March 26th, 2012**

Windmill Suites in Surprise

12545 West Bell Road
Surprise, AZ 85378
Phone – 623-583-0133

Single/Double - \$85*

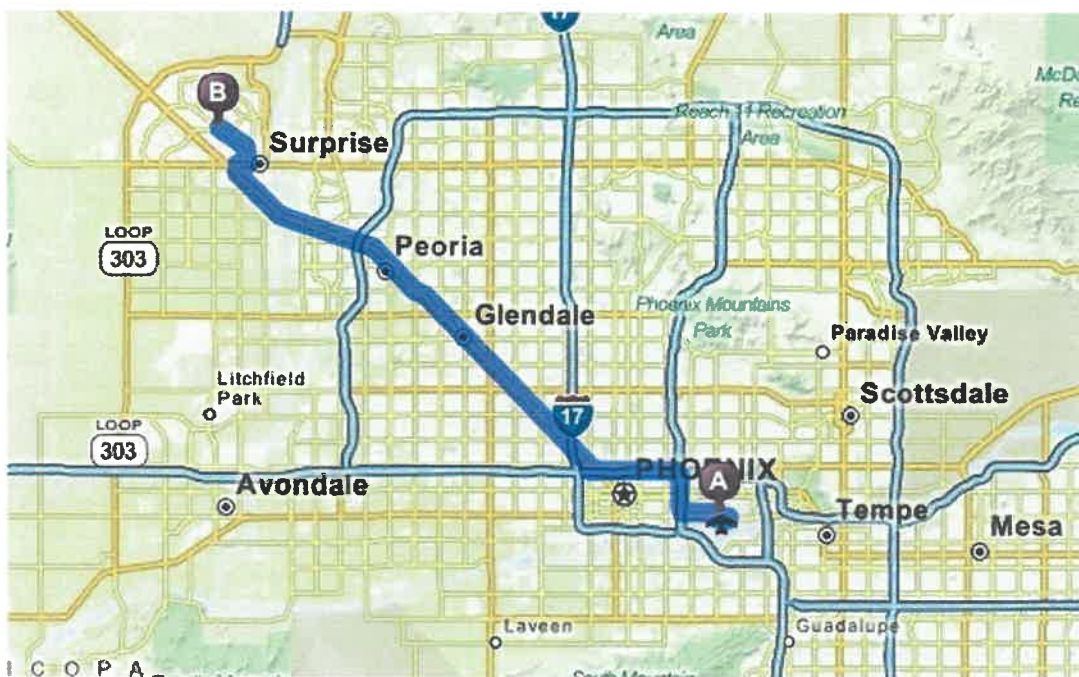
*Please mention Walgreens Charity Classic to secure above rates.

****Deadline to secure above rates: April 5th, 2012**



Directions from Airport:

1. Start out going east on E Sky Harbor Blvd. (go 0.3 miles)
2. Turn right toward Terminal 2/3/West Exit/24th Street/Downtown Phoenix/Rental Car Return. (go 0.08 miles)
3. Turn slight right onto E Sky Harbor Blvd. (go 2.29 miles)
4. Stay straight to go onto I-10 W. (go 4.67 miles)
5. Take the 19th Ave exit, EXIT 143C, toward Grand Ave. (go 0.31 miles)
6. Turn right onto N 19th Ave. (go 0.26 miles)
7. Turn slight left onto W Grand Ave/US-60 W. (go 18.46 miles)
8. Turn slight right onto N Dysart Rd/N Dysart Ave. (go 0.42 miles)
9. Take the 3rd right onto W Bell Rd. (go 0.44 miles)
10. Take the 1st left onto N R H Johnson Blvd. (go 2.04 miles)
11. Welcome to SUN CITY WEST, AZ.





2012 PRO-AM INDIVIDUAL / TEAM REGISTRATION

Event Date: Friday, April 27, 2012

Schedule: 8:00 a.m. Registration/Breakfast ~ Grandview Clubhouse

11:00 a.m. Shotgun ~ Grandview Course

At conclusion of play - Pro-Am Awards Reception – Grandview Course Tent

Location: Grandview Golf Course, Sun City West, AZ

LPGA Legends:

Featuring Amy Alcott, Pat Bradley, Patty Sheehan, Betsy King, Hollis Stacy and more.

PLEASE REGISTER FOR THE PRO-AM IN ONE OF THE FOLLOWING WAYS. IF YOU ARE REGISTERING A FOURSOME, PLEASE SUBMIT ONE FORM PER PLAYER. THANK YOU!

1. ON-LINE
 - a. Go to [LINK](#)
 - b. Complete and submit the form.
 - c. You will be sent a confirmation e-mail acknowledging receipt within 48 hours.
2. DOWNLOAD AND FAX FORM
 - a. Open and print this file: [LINK](#)
 - b. Complete the form and fax to Anna Dugal, 617-206-9760.
 - c. You will receive confirmation via e-mail or phone.
3. QUESTIONS?
 - a. Call Anna Dugal at 617.206.9757, ext. 105 or 617-997-6194
 - b. E-mail Anna at adugal@jbcgolf.com

DEADLINE: APRIL 13, 2012



Sponsors Pairings Party / Pro-Am Awards Reception

Thursday, April 26

Sponsors Pairings Party

6:00 p.m. ~ Sun City West Social Hall

Sponsored by Texas Roadhouse

Business Casual Attire (No Jeans)

Featuring an opportunity to meet the Legends!

Your sponsorship includes 2 tickets to this reception.

Please R.S.V.P. via e-mail to adugal@jbcgolf.com or call 617.206.9757 ext 105 with the names of those attending.

Deadline: April 6, 2012

Friday, April 27

Pro-Am Awards Reception

Immediately Following Play

Cocktails & Hors D' Oeuvres, Grandview Course Tent

Awards Presentation

Golf Attire

Your sponsorship includes 1 ticket to this awards reception.

Please R.S.V.P. via e-mail to adugal@jbcgolf.com or call 617.206.9757 ext 105 with the names of those attending.

Deadline: April 6, 2012



V.I.P. Parking & Access Information

Parking

PARKING IS **NOT** AVAILABLE AT THE GRANDVIEW GOLF COURSE CLUBHOUSE.

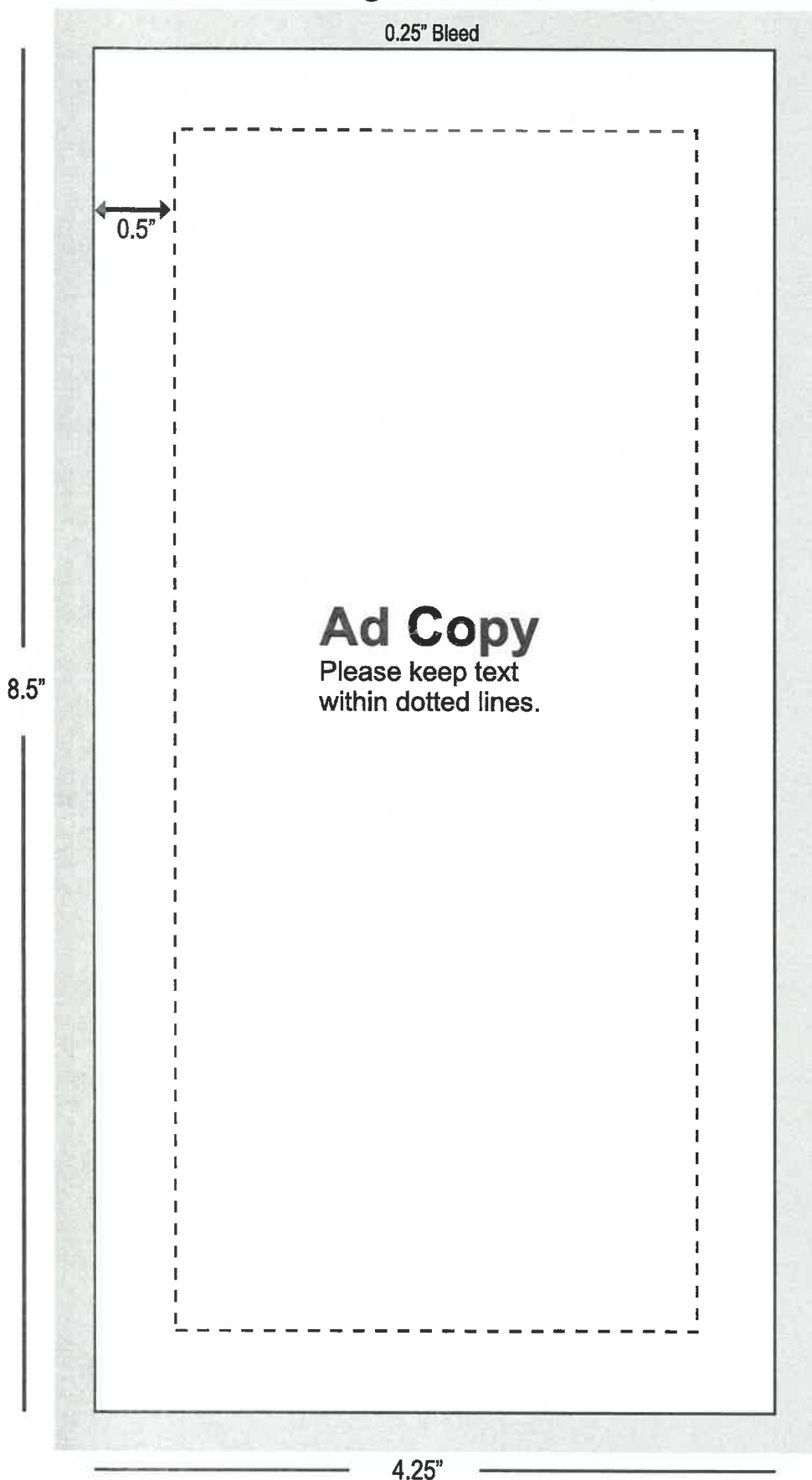
Parking is located at the Sun City West Social Hall parking lot (ADDRESS). Please reference the map below. To My Surprise Shuttle Service is the official transportation sponsor of the Walgreens Charity Classic and will shuttle you and your clubs to the clubhouse.



Parking Map

From Kevin

Actual Page Size (gray is bleed)



Tournament Program Ad Specs

Book Size: 8.5" x 8.5" (folded in half, stapled)
Finish Size: 4.25" x 8.5"
Full Page Ad: 4.25" x 8.5"
Page Margin: 0.5"
Bleed: 0.25"
Color: Full Color
Stock: Text Enamel, Self Cover

Accepted Files:
300 dpi JPG
PDF
Adobe Illustrator

Please submit ads to:

Sue Fracker
sfracker@jbcgolf.com
617.206.9757 ext 105

Files larger than 6MB: FTP
ftp://204.106.240.94
user name: jbcgolf
password: jbctransfer

If using FTP, e-mail to indicate when
file has been transferred.

VOLUNTEER OPPORTUNITIES



VOLUNTEER POSITION DESCRIPTIONS

Scorers – “*Inside the Ropes*” - One scorer is required for each tee time. The scorer reports the scores of players in his/her assigned group to scoring central via radio. Must have knowledge of golf, scoring, and be able to walk 18 holes each day in all weather conditions.

Standard Bearer “*Inside the Ropes*”– Updates players scores on scoring standard - walks with Scorer. One standard bearer is required for each tee time. Must be able to carry a 10lb sign and walk 18 holes.

Leader Boards “*Inside the Ropes*”– Keep scores updated on manual scoreboards at designated holes during play. Must have knowledge of golf.

Marshals “*Inside the Ropes*”– Provide crowd control and safety around tees, greens and fairways. Help to spot balls for players if needed.

Merchandise- Help set up and sell merchandise. Familiarity with retail sales and credit card machines is helpful.

Ecology/On Course Services - Empty trash containers, keep tees supplied with water and snacks.

Shuttle Driver - Shuttle spectators if needed. Shuttle marshals and leader board volunteers to their assigned locations.

Volunteer Services - Help manage volunteer headquarters. Jobs include check-in, meal vouchers, scheduling and assisting other positions as needed.

Fanbassadors- Meet and greet event attendees, answer questions and provide directions to tees etc..

Security - Help manage credentialing and monitor access to specified areas. Direct fans as needed.

Admissions – Assist with ticket sales, will call, charity donations, maps, pairings sheets, programs and tournament information at admissions gate / main tournament entrance.

Scoring Tent – Check scores of Legends professionals in scoring tent on 18.

Practice Range – Manage and maintain practice area -place name plates in stations to identify which pros are hitting.

Professional Services – Register the professionals, manage pro locker room

Scoring Central – Manages Real Time Scoring on the Tour website ; Collects scores from walking scorers and uses computers to input scores into the Real Time Scoring program on Tour website. Must have strong computer skills and golf knowledge.

Media Services – Assist in the operations of the Media Center – including, registering media, answering questions.

Parking – Assist in various parking lots

Expo – Help manage sponsor tents Expo area. Jobs may include manning a tent and handing out samples, etc.

Walk Checkpoint– Manage one of Walk with Walgreen’s tents on the walk route handing out samples etc.

Questions? Please contact your Volunteer Coordinator (Kevin Wurgler) at 480-540-6572.