



CITY OF SURPRISE
Regular City Council Work Session
16000 N. Civic Center Plaza
Surprise, AZ 85374
Tuesday, October 19, 2021 @ 5:00 PM
COUNCIL CHAMBERS

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Proclamation and Community Acknowledgements
- E. City Manager Report
- F. City Clerk Report
- G. Call To The Public

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

[Download the Call to the Public form](#) (PDF download requires Adobe Acrobat Reader)

[Fill out the Call to the Public form online](#) If submitting form electronically, please submit to City Clerk at least one hour before the meeting start time.

The Call to the Public form is also available at the front counter.

Note: A.R.S. 38-431.01(H)- During this time members of the public may address City Council only on issues within the jurisdiction of the City Council which are not an item on the agenda. At the conclusion of the open call, City Council 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.

Approval of items on the Consent Agenda – all items with an asterisk (*) are considered to be routine matters and will be enacted by one motion and one roll call vote to the City Council. There will be no separate discussion on these items unless a Councilmember requests, in which event the item will be removed from the consent agenda and considered in its normal sequence on the agenda.

Please be aware that Council Members may not discuss or respond to matters raised during call to the public that are not specifically identified on the agenda. Council Members may however, in their discretion, discuss or respond to relevant matters raised during a noticed public hearing or agenda item.

H. Regular City Council Work Session Agenda

CONSENT AGENDA:

REGULAR AGENDA ITEM - PUBLIC HEARING:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|---|--|
| 1. | Citywide | Presentation and discussion pertaining to a Sports and Tourism Department update. | None |
| | | | Kendra Pettis
Sports and
Tourism |
- I. Other Business and Future Agenda Items

J. City Council Reports

K. Executive Session

For information Purposes; Upon a public majority vote of a quorum of the City Council, the Council may hold an executive session, which will not be open to the public, but for only the following purposes:

- discussion or consideration of personnel matters (A.R.S. §38-431.03 (A)(1));
- discussion or consideration of records exempt by law from public inspection (A.R.S. §38-401.03 (A)(2));

L. Adjournment

SHERRY ANN AGUILAR, CITY CLERK, MMC

POSTED: October 14, 2021 at 11:55 AM

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
Regular City Council Work Session

Council Meeting Date: October 19, 2021

Contact Person: Kendra Pettis, DIR -
SPORTS/TOURISM

Submitting Department: Sports and Tourism

District: Citywide

Staff Recommendations: None

Consent: No

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Presentation and discussion pertaining to a Sports and Tourism Department update.

Motion:

None, discussion only.

Background:

This presentation will provide a summary of the Sports and Tourism Department activities in FY2021 and outline the Sports and Tourism's FY2022 upcoming events.

Objective Analysis:

The objective is to update Council on the progress of the Sports and Tourism department.

Policy Compliant:

This presentation is consistent with City and Council policy.

Financial Impact:

The information presented is intended to encourage discussion and does not have a financial impact.

Budget Impact:

The information presented is intended to encourage discussion and does not have a budget impact.

FTE Impact:

The number of full time equivalent (FTE) is not impacted by this item.

ATTACHMENTS:

1. Sports and Tourism Update October 19 2021_Draft
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Sports & Tourism Department Update

October 19, 2021

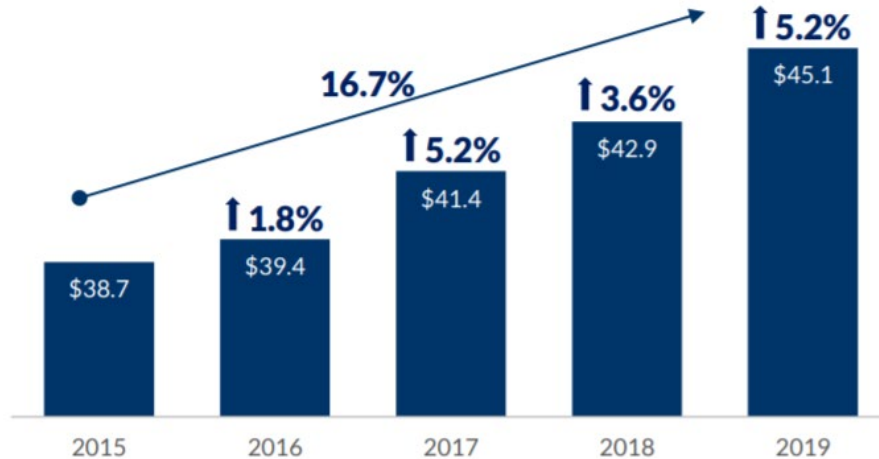
SPORTS & TOURISM UPDATE:

- **Industry Update:**
 - Impacts of COVID-19 on Sports & Tourism Industry
- **Department Update:**
 - COVID Recovery Strategy and Results
 - Recap of 2021 Events through September
 - Upcoming Events
- **FY22 Focus & Initiatives:**
 - Safety & Security
 - Special Events
 - New Development
 - Increased Visitor Attendance and Room Nights

PRE-COVID TRENDS

Sports-related travel spending and annual growth

Amounts in billions of nominal dollars and year-over-year percentage growth

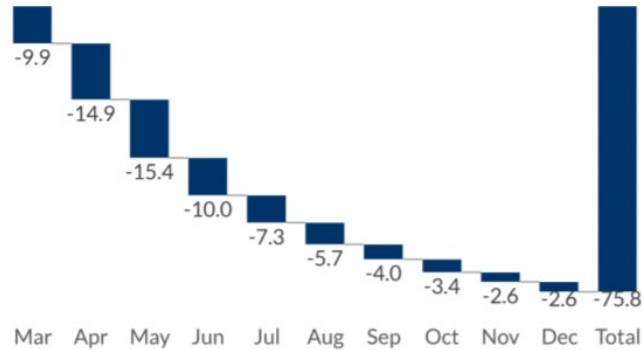


Source: Sports ETA, Longwoods International, US Travel Association, Tourism Economics

- Prior to COVID, Sports Tourism was a \$45 Billion Industry on the rise

COVID IMPACTS

Monthly sports traveler volume loss (millions)



Monthly sports tourism spending loss (\$ billions)



- **75 Million fewer people traveled from March – December 2020**
- **\$20 Billion USD Loss in Direct Spending**

THE CONNECTION TO ECONOMIC DEVELOPMENT

90%

- 90% of spending is done outside of the sporting event

\$45.1B SPORTS-RELATED TRAVEL SPENDING (2019)



Source: Tourism Economics

EVENT PLANNING IN 2020 & 2021

My plans

2020



RECOVERY STRATEGIES IMPLEMENTED

➤ **COVID Mitigation Plans:**

- Worked with City Management, Emergency Management, Police, Fire, State/County officials and external groups to develop COVID policies and safety procedures
- Worked with 3rd Party Verification Group (Creating consistencies throughout all events, providing HealthyVerify certification to build fan confidence)

➤ **Modify Tournaments & Events:**

- Reduced capacities, spectator limits, mask mandates, physical distancing, no community seating, pod seating, reduced touch points, new cleaning and sanitization procedures, adjusted schedules, reduced high traffic areas, entry/exit points, etc

➤ **Contract Strategies:**

- Worked with our Legal, Risk & Finance Departments to update our Facility Use Agreements / Protect both parties during COVID

RECOVERY STRATEGIES IMPLEMENTED

- **Collaborated w/MLB, Cactus League, Royals & Rangers for Spring Training Plan:**
 - Reduced capacities, seating pods, buffer zones, digital tickets, cashless transactions, order concessions from your seat, enhanced cleaning, etc
- **Enhanced Partnerships:**
 - Tourism Fund Utilization to Support Events/Tournaments
 - Planning for future events, supporting organizers that bring economic impact to the Community
 - Connected sponsors with Economic Development & Community Development to help with outside expansions, permits, etc
 - Regional partnerships – Cactus League, Arizona Office of Tourism, other Cities
 - Worked towards cohesive guidelines regionally
 - Regional Tourism Marketing Grants

SPORTS & TOURISM SPRING/SUMMER 2021 RECAP:

January-September 2021 Events:

- **MLB, NCAA & Ottawa Baseball Events (264 Games / 84,364 in Attendance)**
 - Sanderson Ford College Baseball Classic: February 19-22, 2021 (8 Games / Attendance = 7,304*)
 - MLB Spring Training: February 28-March 29, 2021 (27 Games / Attendance = 58,550*)
 - MLB Co-Op Development League: April 2021 (8 Games / Attendance = 640*)
 - MLB Minor League Spring Training: April 2021 (43 Games / Attendance = 3,440*)
 - MLB Extended Spring Training: May & June 2021 (52 Games / Attendance = 4,160*)
 - MLB Arizona Complex League: June-August 2021 (71 Games / Attendance = 5,680*)
 - OUAZ Baseball – Varsity & Developmental: (55 games / Attendance = 4,590*)

**Modified event/limited capacity due to COVID*



SPORTS & TOURISM SPRING/SUMMER 2021 RECAP:

January-September 2021 Events:

- **Tennis & Pickleball Tournaments (10 Tournaments / Over 3,000 in attendance from all over the U.S.)**
 - USTA National Level 2 Juniors: Feb 6-8 (Attendance = 256*)
 - USTA Tri Level National Invitational: March 5-7 (Attendance = 501*)
 - USTA National NTRP Singles Championships: April 9-11 (Attendance = 453*)
 - USTA National NTRP Doubles Championships: April 16-18 (Attendance = 556*)
 - USTA Men's 35's Hardcourt National Championships: April 29-31 (Attendance = 36*)
 - USTA Southwest Section 18+ / 40+ / Mixed Doubles: September 24-26 (Attendance = 375)
 - PacWest Athletic Conference Men's & Women's Championships: April 22-24 (Attendance = 296*)
 - NCAA Men's & Women's Division II West Regional Championships: May 7-8 (Attendance = 162*)
 - NCAA Men's & Women's Division II National Championships: May 18-22 (Attendance = 322*)
 - Battle of the Paddle Pickleball Tournament: September 25-26 (Attendance = 80)

**Modified event/limited capacity due to COVID*



SPORTS & TOURISM SPRING/SUMMER 2021 RECAP:

- **Summer Baseball Tournaments (15 Events/ 73,872 in Attendance from all over the U.S.) :**
 - Perfect Game Showcase: April 17-18 (Attendance = 221)
 - Perfect Game Mountain West Elite Championships 13U: May 7-9 (Attendance = 2,700)
 - Perfect Game Mountain West Elite Championships 14U: May 14-16 (Attendance = 2,880)
 - Perfect Game Sunshine Southwest Showcase: May 22-23 (Attendance = 631)
 - Perfect Game West Memorial Day Classic: May 28-30 (Attendance = 2,160)
 - Perfect Game WWBA West National Championship 15U-17U: July 9-16 (Attendance = 11,300)
 - Perfect Game WWBA West National Championship 14U-16U: July 16-23 (Attendance = 13,500)
 - Perfect Game 17U World Series: July 27-31 (Attendance = 9,200)
 - Perfect Game Labor Day Classic: September 3-6 (Attendance = TBD)
 - Perfect Game Fall National Championship: September 10-13 (Attendance = TBD)
 - Perfect Game Fall National Championship: September 17-20 (Attendance = TBD)
 - Perfect Game Fall National Championship: September 27-30 (Attendance = TBD)
 - USA Baseball 16U Championships: June 15-20 (Attendance = 9,240)
 - USA Baseball 17U Championships: June 23-28 (Attendance = 9,240)
 - USA Baseball 14U/15U National Team Championships: July 1-6 (Attendance = 12,800)



SPORTS & TOURISM SPRING/SUMMER 2021 RECAP:

January-September 2021 Events:

- **3rd Party Rentals (7 Events / 2,395 in Attendance)**

- Surprise Fine Art & Wine Festival (Thunderbird Artists): January 8-10, 2021 (Attendance = 1,070*)
- Highland Prep Baseball: April 2021 (6 Games / Attendance = 300)
- Desert Cove SDA Church Rental: April 25 (Attendance = 200)
- PSC Pro Soccer Tryout: June 7-9 (Attendance = 150)
- Air Force Retirement Ceremony: June 11 (Attendance = 200)
- Juneteenth Wine Festival: June 19 (Attendance = 325)
- Sun Health Women's 5K: September 26 (Attendance = 150)

**Modified event/limited capacity due to COVID*

- **Cancelled or Postponed Events**

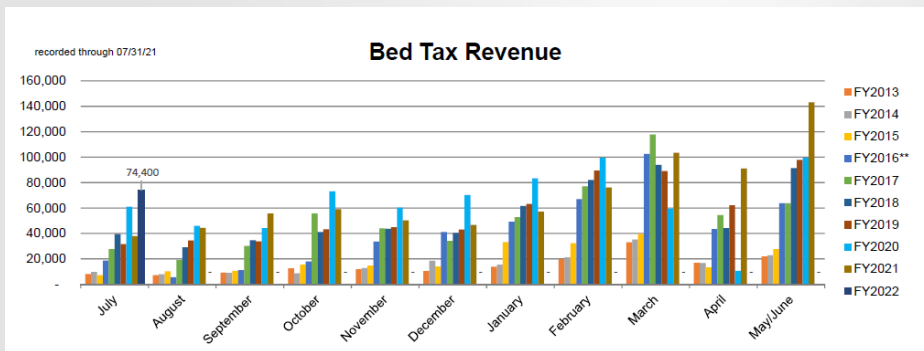
- Kachina Kennel Dog Show – January (Est. Attendance = 5,000)
- Artisan Treasures Handmade Market – February (Est. Attendance = 2,500)
- Rib Fest Throwdown – April (Est. Attendance = 10,000+)
- USTA League National Invitational 65+ (8.0) - January 22-24 (Est. Attendance = 640)
- USTA League National Invitational 65+ (7.0) – January 29-31 (Est. Attendance = 640)



SPORTS & TOURISM SPRING/SUMMER 2021 RECAP:

January-September 2021 Events Highlights:

- Total Attendance for 2021 through September = 163,191
- AOT Governor's Award for Cactus League Task Force – Best Tourism Partnership
- Over 500 baseball games played in July, Average of 16 games a day
- Perfect Game Room Nights
- DMO Funding Increases from AOT
- Increased Transient Lodging Taxes
 - March 2021: 77% increase from 2020, 17% increase from 2019
 - April 2021: 871% increase from 2020, 49% increase from 2019
 - May 2021: 97% increase from 2020, 74% increase from 2019
 - June 2021: 48% increase from 2020, 74% increase from 2019
 - Overall Transient Lodging Taxes for FY21 increased 12% from FY20, 25% from FY19 (FY20 & 21: COVID restrictions)



FALL & WINTER 2021 UPCOMING EVENTS:

October – April Events:

- **7 USTA League National Tennis Championships – 2,400+ Players**
 - October 1-3 Division: Adult 18 & Over 3.5
 - October 8-10 Division: Adult 18 & Over 4.5
 - October 15-17 Division: Adult 18 & Over 4.0
 - October 22-24 Division: Adult 40 & Over 3.0
 - October 29-31 Division: Mixed 18 & Over 6.0, 8.0 & 10.0
 - November 5-7 Division: Mixed 18 & Over 7.0/9.0
 - November 12-14 Division: Mixed 40 & Over 7.0/8.0
- **3 Pickleball Tournaments – 1,800+ Players**
 - October 29-November 1: Surprise Pickleball Association Monster Smash
 - December 2-5: Super Senior World Pickleball Championships
 - January 8-11: Surprise Pickleball Association Tommy Wong Memorial Tournament
- **Fall Baseball Tournaments – 6 Tournaments/ 280 teams / 4,200+ Players**
 - September 29-October 3: Arizona Senior Fall Classic
 - October 7-10: Arizona Sophomore Fall Classic
 - October 14-17: Arizona Freshman Fall Classic
 - October 3 & 10: National Adult Baseball Association Phoenix World Championship Series
 - October 18-27: Men's Senior Baseball League World Series MLB AZ Fall League
 - October 21-24: Easton Fall Classic

FALL & WINTER 2021 UPCOMING EVENTS:

October – April Events:

- **MLB & NCAA Events**
 - Instructional League: September 28-October 16
 - MLB AZ Fall League: October 13-November 19 (15 home games at Surprise Stadium)
 - Sanderson Ford College Baseball Classic: February 18-21 and February 24-26
 - Spring Training: February 26-March 26 (30 home games at Surprise Stadium)
- **OUAZ Baseball & OUAZ Tennis**
 - Fall & Spring Seasons
- **PSC Soccer Showcases**
 - November 26-28
 - December 18-20
- **Special Events**
 - October 23: G.A.I.N. Night (Surprise Public Safety Event)
 - October 24: Gathering Rental (3rd Party)
 - November 6: Apraxia Foundation Walk (3rd Party)
 - November 27: Artisan Treasures Christmas Market (3rd Party)
 - January 6-9: Thunderbird Artists- Surprise Fine Arts & Wine Festival (3rd Party)
 - January 15: Clean Culture Car Show (3rd Party)
 - January 27-30: Copper Classic Dog Show (3rd Party)
 - March 4: Spring Training 5K (Sports & Tourism)
 - April 15-17 tentatively: Surprise Festival Days (3rd Party)



PRESENTS

RIB FEST

THROWDOWN 2022

*The Battle of Texas vs. Kansas City Style BBQ
With A Two-Day Large Scale Music Festival*

@KANSAS CITY/ TEXAS STADIUM

15850 N. Bullard Ave, Surprise, AZ 85374

SATURDAY APRIL 23, 2022 | 12pm – 10pm

SUNDAY APRIL 24, 2022 | 12pm – 7pm

www.arizonaribfest.com

Professionally Produced By

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NATIONAL TALENT



RIB COMPETITION



CARNIVAL RIDES



CARNIVAL GAMES



FAMILY GAMES



VIP EXPERIENCES



VENDOR FAIR



EATING COMPETITION

ROYALS DEVELOPMENT – THE FOUNTAINS AT SURPRISE CENTER

- 82,000 sf
- House up to 170 players/staff
- Classroom & Meeting Space
- Fitness Area, Swimming Pool
- Open by Spring Training 2022



SPORTS & TOURISM FY22 FOCUS & INITIATIVES:

- **Safety & Security:**
 - Continue to evaluate and adapt to the changes within the industry
 - Collaboration with Emergency Management, Fire and Police
- **Special Events:**
 - Signature Event: Rib Fest - April 2022
 - Utilize new city assets to partner with new 3rd Party Event Groups
- **New Development:**
 - Sports & Entertainment Venues
 - Full Service Hotel/Resort Partnerships
- **Increased Visitor Attendance and Room Nights:**
 - Collaboration with key partners: AOT, Cactus League, MLB, USTA
 - Tourism Fund Marketing (Dedicated website/Campaign to attract events)



SURPRISE
ARIZONA

QUESTIONS OR COMMENTS?

Thank You