



CITY OF SURPRISE
Tourism Fund Sub-Committee Meeting
16000 N. Civic Center Plaza
Surprise, AZ 85374

Thursday, March 3, 2022 @ 3:00 PM
COUNCIL CHAMBERS OVERFLOW ROOM
Amended on March 1, 2022 at 4:05 PM (Corrected item numbers)
Amended on March 2, 2022 at 8:45 AM (Added item #4)

- 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 | Consideration and action to approve the minutes of the Tourism Fund Subcommittee meeting on October 19, 2020. | None
Sports and Tourism |
| 2. | Citywide | Consideration and action to recommend to City Council the use of the Tourism Fund to support The Vista Center for the Arts. | None
Sports and Tourism |
| 3. | Citywide | Consideration and action to recommend to City Council the use of the Tourism Fund to partner with Perfect Game to host 10+ events in the City of Surprise through December 2022. | None
Sports and Tourism |
| 4. | Citywide | Consideration and action to reschedule the Rib Fest event from April 2022 to Fall 2022. | None
Sports and Tourism |

- 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: Tuesday, March 1, 2022 @ 1:40 p.m.

Amended agenda March 1, 2022 a 4:05 PM

Amended on March 2, 2022 at 8:45 AM (Added item #4)

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
Tourism Fund Sub-Committee Meeting

Council Meeting Date: March 3, 2022
Submitting Department: Sports and Tourism
Staff Recommendations: None

Contact Person:
District: Citywide

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

Agenda Wording:

Consideration and action to approve the minutes of the Tourism Fund Subcommittee meeting on October 19, 2020.

Motion:

I move to approve the October 19, 2020 Tourism Fund Subcommittee meeting minutes.

Background:

The Tourism Fund Subcommittee met October 19, 2020; meeting minutes to be approved at next meeting.

Objective Analysis:

Policy Compliant:

Financial Impact:

Budget Impact:

FTE Impact:

ATTACHMENTS:

1. 101920 Subcommittee of Tourism Funding DRAFT MINUTES
-

CITY OF SURPRISE
Tourism Funding Subcommittee Meeting
16000 North Civic Center Plaza
Surprise, AZ 85374

Monday, October 19, 2020 @ 4 pm
Council Chambers Overflow Room

CALL TO ORDER

Councilmember and Chair David Sanders called the **Tourism Funding Subcommittee meeting** to order at 4 pm.

ROLL CALL

Chair David Sanders, Councilmembers Patrick Duffy and Roland F. Winters Jr.

STAFF PRESENT

Sports & Tourism Director Kendra Pettis and Government Relations Administrator Jodi Tas

PLEDGE OF ALLEGIANCE

CURRENT EVENTS AND REPORTS

None.

STAFF REPORTS

None.

CALL TO THE PUBLIC

None.

REGULAR AGENDA ITEM

1. **Consideration and action to approve the minutes of the Tourism Fund Subcommittee meeting on February 13, 2020.**

Councilman Winters motioned to approve the minutes with a second from Councilman Duffy. Motion carries with a 3-0 vote.

2. **Consideration and action to recommend the use of the Tourism Fund to City Council to partner with a third-party event organizer to host up to 13 tournaments in the City of Surprise through December 2021.**

Kendra Pettis presented a tourism opportunity through a third party event organizer, Perfect Game. Perfect Game was founded in 1995 and is one of the world's largest elite youth baseball organizations. In 2020 and through the pandemic, they hosted over 1,300 events throughout the nation. They have more than 37,000 teams; 445,000 players and utilize approximately 225,000 room nights nationwide.

The Subcommittee discussed the utilization of tourism fund dollars for Perfect Game to host up to 13 tournaments in Surprise through December 2021. Kendra reported as of now, the fund has \$937,300 balance.

In 2020, Perfect Game hosted 7 tournaments with 380 teams. There were approximately 5,965 participants, 9,815 spectators that utilized more than 4,000 hotel rooms.

Their application for tourism funding is looking for reimbursement up to \$50,000 to host 13 tournaments, two which previously occurred, for more than 1,000 teams, 15,000 participants, 30,000 spectators, and more than 8,000 hotel nights. Kendra expects it to produce more than \$900,000 in hotel revenue and \$60,000 in hotel tax revenue.

Two options were recommended. Option 1 included a guaranteed per game reimbursement based on attendance over 1,000 and up to an additional \$5,000 per game based off of room nights. The funds can only be used to reimburse facility use fees and hotel reimbursements/rebates. Option 2 does not require a guarantee (for attendance) but would provide up to \$5,000 per tournament based off of room nights.

Chair Sanders motioned to recommend Option 2 to the full City Council for consideration and action at the Council meeting on November 2, 2020. Second, by Councilman Duffy. The motion carried with a 3-0 vote.

OTHER BUSINESS AND FUTURE AGENDA ITEMS

None.

EXECUTIVE SESSION

None.

ADJOURNMENT

Councilman Duffy made the motion to adjourn. Councilman Winters seconded the motion. With a 3-0 vote, the meeting adjourned at 4:39 pm.

Councilmember David Sanders, Chair

ATTEST:

Jodi A. Tas, Staff Liaison

CERTIFICATION:

I, Sherry Ann Aguilar, City Clerk for the City of Surprise, Maricopa County, Arizona, do hereby verify that these are the true and correct minutes of the Tourism Funding Subcommittee meeting of **Monday, October 19, 2020.**

Sherry Ann Aguilar, City Clerk, MMC



CITY OF SURPRISE Tourism Fund Sub-Committee Meeting

Council Meeting Date: March 3, 2022
Submitting Department: Sports and Tourism
Staff Recommendations: None

Contact Person:
District: Citywide

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

Agenda Wording:

Consideration and action to recommend to City Council the use of the Tourism Fund to support The Vista Center for the Arts.

Motion:

I move to recommend the use of the Tourism Fund for final Council approval to support The Vista Center for the Arts.

Background:

In 2018, the City Council approved a Tourism Strategic Plan with a focus area of attracting events and entertainment to Surprise with a goal of building out year-round activities for both residents and visitors, as well as supporting the economic vitality of the community.

The Strategic Plan also includes goals of creating partnerships with other organizations and facilities to enhance tourism-driven events within Surprise and promote the City as a tourist destination.

The Vista Center for the Arts is owned and operated by the Dysart Unified School District through the Community Education Department. The Vista's 21-22 season has over 30 show nights with each performance unique in its production to target a wide range of guests. The Vista anticipates attracting over 12,000 patrons visiting from outside our community as well as over 1,000,000 impressions through advertising. The requested funding would be utilized to reimburse marketing costs for the 2022-2023 season.

Objective Analysis:

The objective of supporting The Vista's events through the Tourism Fund would be to enhance the marketing reach to attract more visitors to Surprise, showcase additional arts & cultural events within the City, enhance the brand of the City and increase the economic impact within the community. This partnership would allow the City to market additional visitor amenities to a broader audience.

Policy Compliant:

This item is compliant with the Tourism Strategic Plan and City policies.

Financial Impact:

There will be a financial impact to the Tourism Fund in the amount recommended by the Subcommittee.

Budget Impact:

The FY22 and/or FY23 budget would see a reduction from the Tourism Fund in the amount of the approved recommendation.

FTE Impact:

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

ATTACHMENTS:

1. COS Tourism Grant Application_The Vista
-



Welcome to Surprise, AZ!



City of Surprise Tourism Grant Application

John Williams, Director: 623-300-8315

Front Office: 623-523-8888

www.TheVistaAZ.com

The Vista, Center for the Arts

15660 N. Parkview Place, Surprise AZ, 85374

623-523-8888

info@theVistaAZ.com

www.TheVistaAZ.com

Dr. Quinn Kellis, Superintendant
623-876-7000 / super@dysart.org

Jim Dean, Assistant Superintendent
623-876-7014 / jim.dean@dysart.org

John Williams, Theatre Director:
623-300-8315 / john.williams@dysart.org

Maya Courtright, FOH / Marketing Manager:
408-833-3041 / Maya.Courtright@dysart.org

Rochelle Esquerra, Theatre Technician:
928-530-3358 / rochelle.esquerra@dysart.org

Kara Poling, Community Liaison
623-687-5654 / Kara.Poling@dysart.org

OVERVIEW

The Vista Center for the Arts is entering into its 1st full season of programming. The Vista is owned and operated by the Dysart Unified School District through the Community Education Department. Community Education operates without any general fund dollars, similar to an enterprise fund. All Community Education programs, including The Vista Center for the Arts, must be financially self-sustaining in order to continue the program or service.

Like so many industries, the performing arts, and events industry in general, have been devastated by the impact of COVID-19. The events industry was among the first to close down and undoubtedly has been the last to fully reopen. Throughout our country, the performing arts industry supports 11 million jobs and generates over \$1.75 trillion a year in direct, indirect and induced spending—greater than agriculture, broadcasting and telecommunications, auto manufacturing, truck and rail transportation, and computer systems design and related services.

The Performing Arts constitutes 4.2 percent of the national GDP. When shutdowns occurred in March of 2020, this vital aspect of the American economy essentially ceased to exist. The Dysart Unified School District leadership team understood this value when the venue was approved and construction completed in 2008. The Vista was, and remains, a state-of-the-art performing arts center offering a spacious lobby and 1,300 seat auditorium, largest of its kind west of the I-17.

While COVID-19 has slowed the grand opening for professional performances, we now look ahead with great promise at future performances. The Vista kicked things off in a partial season last spring that included comedians Bill Engvall and Jim Breuer, The Drifters, Ballet Folklorico De Los Angeles, Tribute to Bobby Darin, AZ Philharmonic, and magician Mike Super. The impact to Surprise, as the venue now fully reopens includes but is not limited to:

- Increased visibility as a leader in arts, culture, and entertainment.
- Increased job growth, positive economic impact, and improved quality of life for residents of the City of Surprise.
- Regional and national acts bring with it regional and national recognition to the City of Surprise.
- Increased exposure to local assets including but not limited to hotels, restaurants, and other small businesses throughout our community.

The following proposed application and business plan is for matching funds for our season performances and marketing expenses related to the Vista. In order to retain and attract national and international talent, while keeping ticket sale prices at a reasonable cost, yet continuing to ensure the financial sustainability of the venue, we are seeking grant and sponsorship support for the continued growth and development of this venue. To date OUAZ, Chasse Building, West Valley Symphony, Chef Peter's Bistro, Carrabba's, Innovative Screen Printing and Design, Midstate Energy, LV8, Sun Canyon, Orcutt-Winslow, and Core Construction have been critical sponsors and supporters of The Vista. We continue to build partnerships, grow sponsorships, and are now seeking the support of The City of Surprise through the COS Tourism Grant application process, to help offset these costs as we continue with our 21/22 season and begin building the 22/23 season at The Vista.



The Vista, Center for the Arts

15660 N. Parkview Place, Surprise AZ, 85374

623-523-8888 info@theVistaAZ.com www.TheVistaAZ.com

Project Description

The Vista Center for the Arts 21-22 season has over 30 show nights, with each performance unique in its production and overall economic impact to our community, with all grant funding providing support for marketing expenses and artist contract fees. All events hold a ticket capacity of 1,300 seats and shows are running at an average of 60% capacity or 780 attendees per show. The following is a breakdown of each event, including details in terms of where our patrons are coming from when they visit Surprise for a show!

Over the course of the season we anticipate over 12,000 patrons coming into our community from outside our community, as well as over 1,000,000 impressions through advertising, both print and social media.

Country Music Festival Day 1 | SEP 10 & 11, 2021

In recognition of our public safety and military personnel, we have partnered with Debbie Lee and America's Mighty Warriors for a tribute weekend, raising funds for Gold Star families through America's Mighty Warriors, and remembering the sacrifices on that fateful day 20 years ago.

- Shooter Jennings
 - For nearly two decades, Shooter Jennings defied expectation while expanding the parameters of country, rock 'n' roll, and beyond.
- Kendell Marvel
 - Kendell Marvel wrote and recorded Solid Gold Sounds in a matter of days, but it took a lifetime in country music to get there.
- Lee Rocker (of the Stray Cats)
 - Lee Rocker made his mark singing, playing, standing on, spinning and rocking his giant upright bass in the legendary, Grammy-nominated music group The Stray Cats.
- Buddy Jewell
 - The first winner on the USA Network talent show Nashville Star, Jewell made his debut with the release of his self-titled album, which produced the singles "Help Pour Out the Rain" & "Sweet Southern Comfort".
- Chase Bryant
 - Bryant's band headlines Day 2, recognized as one of the great up and coming acts in Country today.
- Austin Burke
 - Phoenix native and recording artist of the hit singles "Sleepin'" and "Whole Lot in Love", Austin Burke was named the 2019 "artist to watch" by both Pandora and Country Swag.
- Jerrod Niemann
 - Major-label artist and prolific Nashville hitmaker, Jerrod Niemann put his heart on his sleeve with the patriotic anthem, "Old Glory" in honor of U.S. soldiers willing to sacrifice in the name of duty.
- Gabe Lee
 - Known for his ability to detail the intricacies of everyday life, the small distinctions that leave some on the fringe and others in the mainstream, and the particulars that stick around long after a lover leaves.
- Theatre attendance demographics: 41% Surprise residents; 35% west valley communities; 10% east valley communities; 10% outside Maricopa County; 4% out-of-state



The Vista, Center for the Arts

15660 N. Parkview Place, Surprise AZ, 85374

623-523-8888 info@theVistaAZ.com www.TheVistaAZ.com

Generation Radio | SEP 24, 2021

- Made up of musical legends from Rascal Flatts, Journey, Tom Petty and the Heartbreakers, and Chicago, these artists come together to form a supergroup with the intent to bring 80's rock and classic music back to life.
- Theatre attendance demographics: 46% Surprise; 29% west valley residents; 6% east valley; 5% Phoenix; 11% beyond Maricopa County; 3% out-of-state

Lorrie Morgan | OCT 1, 2021

- Nashville native, Lorrie Morgan, made her debut on the Grand Ole Opry stage at age 13 and has sold over 8 million records, including 14 top ten hits, and has received multiple CMA awards. She was one of the youngest performers to be named a member of the Grand Ole Opry!
- Theatre attendance demographics: 46% Surprise; 27% west valley; 13% Phoenix; 10% east valley; 4% beyond east valley

Wicked Divas | OCT 16, 2021

- A concert of diva showstoppers featuring Broadway star Alli Mauzey and Emmy Award-winner Nicole Parker who previously starred as Glinda and Elphaba respectively in the Broadway cast of Wicked. Together they'll conjure up an exciting evening of program favorites from hit musicals including Gypsy, Ragtime, Titanic, Phantom of the Opera, Carmen and, of course, Wicked!
- Theatre attendance demographics: 46% Surprise residents; 31% west valley communities; 16% east valley communities; 5% outside Maricopa County; 2% out-of-state

The Doo Wop Project | OCT 24, 2021

- Featuring stars of Broadway's smash hits, Jersey Boys and Motown: The Musical, the Doo Wop Project brings unparalleled authenticity of sound and vocal excellence to the recreate—and in some cases entirely reimagine—some of the greatest music in American pop and rock history!
- 1100 seats sold for this show
- Theatre attendance demographics: 36% Surprise residents; 39% west valley communities; 16% east valley communities; 8% outside Maricopa County; 1% out-of-state



The Vista, Center for the Arts

15660 N. Parkview Place, Surprise AZ, 85374

623-523-8888 info@theVistaAZ.com www.TheVistaAZ.com

AZ Philharmonic - Arizona Philharmonic is a professional orchestra with leading musicians from across the state. Select from five varied and compelling performances coming to The Vista.

- OCT 30 | Brandenburg & Beyond
 - Maestro Peter Bay returns to lead the Arizona Philharmonic for this fabulous concert. With the elegance of the Bach Brandenburg No. 3, the sublime of the Marcello Oboe Concerto, the war-cry of Biber's Battalia, the lightheartedness of Stravinsky's Brandenburg-inspired Dunbarton Oaks, and the clarity of Mozart's Symphony No. 29, this concert has it all.
- DEC 18 | We Wish You Christmas
 - Experience the wonder and hope of the holidays as Arizona Philharmonic presents We Wish You Christmas, featuring the beautiful vocal stylings of the three esteemed Arizona sopranos, accompanied by Arizona Philharmonic chamber musicians.
- JAN 8 | ¡Andalusia!
 - Maestro Peter Bay presents ¡Andalusia!, a dramatic exploration of the music of southern Spain.
- JAN 30 | Brahms Requiem
 - Dr. Joshua Harper returns to Arizona Philharmonic's podium with his acclaimed chorus Quartz Ensemble presenting a new, intimate and exciting rendition of Johannes Brahms' acclaimed Ein deutsches Requiem (A German Requiem).
 - The clarity of Quartz Ensemble's 12 voices is beautifully balanced with Arizona Philharmonic's double quintet plus timpani chamber orchestra. The orchestra size lies between Brahms' original two accompaniment options of full orchestra or two pianos.
- APR 1 | James D'León Piano Quintet
 - Internationally touring Steinway Artist James D'León curates and directs some of his favorite works for piano and strings. You will enjoy Mendelssohn's Piano Trio No. 1, a couple of Piazzolla tangos, and the Brahms Piano Quintet in f minor.
 - During the concert, D'León will offer personal insights into each of the works being performed.

The Legendary Count Basie Orchestra | NOV 13-14, 2021

- Count Basie was able to get many of the greatest instrumentalists and vocalists in jazz to be a part of his orchestra, including Billie Holiday, Lester Young, Sweets Edison, Joe Jones, Joe Williams, Snooky Young, Frank Foster, Thad Jones, Frank Wess, and Clark Terry amongst others. The orchestra has played many times for Kings, Queens, and other members of Royalty around the world. Appeared in movies, television shows, tv and radio commercials, won every respected jazz poll in the world and has 18 Grammy Awards, the most for any orchestra. Today, under the leadership of it's Director, Scotty Barnhart, The Count Basie Orchestra is traveling the world and continuing the excellent standards in swinging and shouting the blues with precision, and continuing to be "The Most Explosive Force In Jazz".
- Theatre attendance demographics: 36% Surprise residents; 31% west valley; 27% east valley; 6% beyond Maricopa County

West Valley Symphony November 21, 2021, December 19, 2021, January 16, 2022, February 13, 2022, March 6, 2022, April 3, 2022

- Led by Musical Director Cal Stewart Kellogg, West Valley Symphony laid its roots in 1968 as the Sun City Symphony, and has been entertaining crowds ever since.
- Theatre attendance demographics: 41% west valley residents; 40% Surprise residents; 10% Phoenix residents; 6% east valley residents; less than 1% beyond Maricopa County
- Historically, West Valley Symphony draws an average of 1100 per show

The Vista, Center for the Arts

15660 N. Parkview Place, Surprise AZ, 85374

623-523-8888

info@theVistaAZ.com

www.TheVistaAZ.com

Sara Evans | NOV 27, 2021



- Over the last two decades, Evans has carved a successful career anchored by her insightful songwriting and warm, evocative voice. She's earned recognition as the fifth most played female artist at country radio and continues to be a force on the road with tour dates crisscrossing the country. Ring in the holidays with songs such as "Silent Night," "Winter Wonderland," "I'll Be Home For Christmas" and "O Come All Ye Faithful." featured on her 2014 Christmas album, At Christmas.
- Total attendance for this event 1051
- Theatre attendance demographics: 51% Surprise residents; 26% west valley; 14% east valley; 9% beyond Maricopa County

Nochebuena: A Christmas Eve in Mexico | DEC 3, 2021

- Celebrate the holidays at home with this vibrant evening of music and dance featuring two of L.A.'s most acclaimed performance ensembles: Ballet Folklórico de Los Ángeles and Mariachi Garibaldi de Jaime Cuéllar.
- Christmas in Mexico isn't just a single day; it's a whole season of Christmas-related celebrations. Let Ballet Folklórico de Los Ángeles & Mariachi Garibaldi take you on a journey through the rich tradition and heritage of Christmas Eve in Mexico!
- Theatre attendance demographics: 38% Surprise residents; 42% west valley communities; 9% east valley communities; 11% outside Maricopa County
- Based on current sales trends, anticipate over 900 in attendance for this performance

A Christmas Carol - DEC 22-23, 2021

- Celebrate the true Spirit of Christmas with this brand new, original production. A Christmas Carol is delightful, thoroughly entertaining, and the perfect family holiday event. Filled with beloved music of the season, superb staging, and tremendous artistry.
- Theatre attendance demographics as of 12/1/21: 33% Surprise residents; 46% west valley communities; 12% east valley communities; 9% outside Maricopa county
- Based on current sales trends, anticipate over 2000 in attendance for these performances

Queens of Rock and Soul featuring: LaKisha Jones | JAN 15, 2022

- Join American Idol Finalist LaKisha Jones in a celebration of the great ladies of soul from Diana Ross, Donna Summer, Tina Turner, the legendary Aretha Franklin and the one and only Whitney Houston. "...from sound stages and concert halls across the country and around the world, she's got them standing in the aisles!"
- Participating in City of Surprise MLK Day of Service
- Theatre attendance demographics as of 12/1/21:
 - 49% Surprise residents;
 - 36% west valley communities;
 - 12% east valley communities;
 - 3% outside Maricopa County



The Vista, Center for the Arts

15660 N. Parkview Place, Surprise AZ, 85374

623-523-8888

info@theVistaAZ.com

www.TheVistaAZ.com

Ambrosia | JAN 22, 2022

- With 5 Grammy Nominations, 5 Hit Singles, and the admiration and respect of the musical community, Ambrosia has shown musical versatility to sold out concerts around the world.
- In the year 1970, four young musicians from the South Bay of Los Angeles, came together to create a new invigorating style of music. With three of the original members intact plus the addition of guitar ace Doug Jackson on electric guitar and backing vocals, Mary Harris contributing amazing keyboards and vocals, and the powerful and contemporary lead vocals and acoustic guitar of Ken Stacey... Ambrosia is exploring new musical territory and continuing to wow life-long fans and new converts alike!
- Theatre attendance demographics as of 12/1/21: 51% Surprise residents; 36% west valley communities; 12% east valley communities; 1% outside Maricopa County
- Based on current sales trends, anticipate over 1000 in attendance for this performance

Louie Anderson | JAN 29, 2022

- Iconic comedian and three-time Emmy Award® winner, Louie Anderson, is one of the country's most recognized and adored comics. Over the last 30 years he has been a best-selling author, star of his own standup specials, sitcoms, and recognized by Comedy Central as "One of 100 Greatest Stand-Up Comedians of All Time."
- Theatre attendance demographics as of 12/1/21:
 - 61% Surprise residents; 26% west valley communities;
 - 9% east valley communities;
 - 4% outside Maricopa county.
- Based on current sales trends, anticipate over 1000



Xavier Mortimer: The Dream Maker | FEB 19, 2022

- Award-winning magician Xavier Mortimer returns to The Vista, bringing comedy and enchantment together to create a dream world of magic you've never seen before.
- The most-followed magician on the Las Vegas Strip, with more than five billion views online, 10 million followers and numerous appearances on TV shows such as America's Got Talent, Masters of Illusion and Penn and Teller Fool Us, Xavier will be incorporating many of his viral online videos in the new show so people can see them live, up close and personal, with no CGI tricks, right in front of their eyes. Entering his fifth year headlining in Las Vegas, Xavier's "The Dream Maker," produced and directed by one of France's most acclaimed theater directors and television hosts, Alex Goude, delivers a dynamic and visual, family-friendly production that can be enjoyed by audiences from around the world.
- Xavier returns to the Vista after a performance in February 2020 when he drew in over 850 patrons for the first professional Vista performance.

Dinosaur World Live | FEB 27, 2022

- 2 Performances
- Using stunning puppetry to bring remarkably life-like dinosaurs to the stage, dare to experience the dangers and delights of Dinosaur World Live in this "roarsome" interactive show for the whole family!
- Tickets will go on sale in January, 2022

The Vista, Center for the Arts

15660 N. Parkview Place, Surprise AZ, 85374

623-523-8888

info@theVistaAZ.com

www.TheVistaAZ.com

BYU: International Folk Dance Ensemble | MAR 5, 2022

- 2 Performances
- Combining ethnic traditions with exquisite costuming, Brigham Young University's International Folk Dance Ensemble showcases the dance styles of the world.
- Tickets will go on sale, January 2022

The Hot Sardines | MAR 9, 2022

- Featured at both Newport and Montreal Jazz Festivals, to sold out venues from Chicago to London, The Hot Sardines prove joyful music can bring people together in a disconnected world.
- "Simply phenomenal." — THE TIMES (LONDON)
- "One of the best vocal albums of 2014." — JazzTimes
- "One of the best jazz bands in NY today." — Forbes
- Theatre attendance demographics as of 12/1/21:
 - 46% Surprise residents;
 - 34% west valley communities;
 - 14% east valley communities;
 - 6% outside Maricopa County



Rodney Marsalis Philadelphia Big Brass | MAR 12, 2022

- America's premier large brass ensemble reflects diversity in American culture and is dedicated to inspiring today's youth and the notion that music is a gift to be enjoyed by all.
- Performances range from solo trumpet, to brass quintet, to the full eleven-piece ensemble with percussion. In recent years the group has been invited to perform in performing arts centers around the world including China's National Center for the Performing Arts, Guangzhou Opera House, Tangelwood's Seiji Ozawa Hall, and prominent performing arts centers throughout the United States, South America, Asia, and Europe.
- Theatre attendance demographics as of 12/1/21: 61% Surprise residents; 33% west valley communities; 4% east valley communities; 2% outside Maricopa County

Madagascar The Musical | JUN 26, 2022

- 2 Performances
- Join Alex, Marty, Melman and Gloria as they bound out of the zoo and onto the stage in this live musical spectacular. This brand new Dreamworks musical will leave audiences with no choice but to "Move It, Move It!"
- Tickets will go on sale February, 2022.

Additional shows for the 21-22 season

- The Vista is coordinating 2 additional performances in the month of May, and will release the artists in the coming weeks.

The Vista, Center for the Arts

15660 N. Parkview Place, Surprise AZ, 85374

623-523-8888

info@theVistaAZ.com

www.TheVistaAZ.com

Support for Surprise Strategic Goals

The Vista Center for the Arts will bring in unique events and entertainment opportunities to our community that include but are not limited to concerts, theatrical performances, family entertainment, comedy and more. These types of events will be an attraction for not only Surprise residents, but will draw beyond the region. In addition, all marketing for these events will showcase Surprise, as home to the largest performing arts center west of I-17. Marketing plan will include all of the following:

- Consistent contact and communication with audience members.
- Digital Advertising: Social Media, Email, Website, Paid search advertising, native advertising
- Display advertising.
- Print advertising.
- Broadcast advertising.

Economic Impact and Community Benefit

The Vista Center for The Arts Marketing plan has a tremendous impact on the attraction of regional and national media. As previously mentioned, the ancillary economic impact to the City of Surprise is significant for a venue of this size. Objectively The Vista performances have saw host to over 100 room nights for talent alone, including 42 room nights scheduled for The Count Basie Orchestra, as well as a number of band and crew for the Country Music Weekend, Wicked Divas, Lorrie Morgan, and Generation Radio. In addition, the Vista Center for the Arts is home to dozens of community users that include church organizations, dance company's, Arizona Winds Orchestra, Surprise Pops Band, Sun Health, and much much more. The Vista, Center for the Arts has become a centralized leader in our community for growing and supporting arts and culture.

The Vista Center for the Arts donates tickets to every show to a non-profit **Vet Tix**, supporting active, retired and veteran military men and women, and their families, providing an opportunity to visit Surprise, enjoying all the amenities our community has to offer. This, coupled with the partnership with America's Mighty Warriors, will be a staple of support for our Military families.

Marketing of the Vista alone has reached over a million impressions of Surprise, and will continue to do so this season and beyond. Since the unveiling of the 21/22 season calendar, the following marketing strategies have been implemented:

Phoenix New Times Campaign Recap:

- Total Print Impressions: 498,671
- Total Digital Impressions: 117,843

Phoenix Magazine Full page ads:

- 350,000 single readers
- 76,000 copies sold

The Vista Center for the Arts Facebook Advertising results:

- Total Impressions since July 1, 2021: 609,534

ABC 15 Advertising Campaign Sept, October:

- Total Impressions: 48,732

The Vista, Center for the Arts

15660 N. Parkview Place, Surprise AZ, 85374

623-523-8888

info@theVistaAZ.com

www.TheVistaAZ.com

The Vista advertising expenses to date, for this season alone, are as follows (July 1, 2021 - November 1, 2021):

Radio Advertising through Real Country, KFNX, iHeart Media, Spotify, and Univson

- \$11,438.90

Complete Print Shop, Vista Brochures, (80,000) and postage

- \$19,835.18

Social Media Advertising \$10,000.00; News Print Media \$

- \$9,217.00

Collateral Advertising Materials

- \$2,650.50

ABC 15

- \$26,617.50

Phoenix Magazine

- \$10,642.00

Proposed future advertising thru the remainder of the fiscal year:

ABC Advertising Campaign:

- Estimated total cost for the remainder of the season: \$41,000
- Social Media advertising, Sonoran Living Segments, TV Advertising, AdWords, banner ads, OTT
- To date:
 - 1,215,285 Impressions through all advertising
 - 10,358 clicks
 - 602 ticket sales

Independent News:

- 1 Full page Color Ad circulating in Surprise, Peoria, Glendale, Litchfield Park, Goodyear, Sun City, and Sun City West: \$3239

iHeart Radio Advertising:

- Targeted radio ads: \$4500

Phoenix Magazine:

- Holiday and Spring Publications: \$4500 remaining

Social Media Advertising:

- Facebook Ads: \$25000
- Spotify: \$2000
- Google Ad Words: \$5000

NBC Advertising Campaign:

- \$43,500 annually
- Social Media Advertising, banner ads, adwords, OTT
- Monthly anticipated results:
 - 90,000 Impressions on retargeting banner ads
 - 90,000 Impressions on 12News.com
 - 100,000 from AZ Midday Segment and commercials

The Vista, Center for the Arts

15660 N. Parkview Place, Surprise AZ, 85374

623-523-8888

info@theVistaAZ.com

www.TheVistaAZ.com

Remaining Marketing Budget: \$124,239

Remaining Contract Fees for 21/22 season: \$297,400

Remaining Backline, Staffing, and Rider Expenses: \$216,800

Total Remaining Expenses: \$638,439

Projected Ticket Sales: \$382,200

Memberships and Donations: \$30,000

Sponsorships: \$50,000

COS Tourism Grant Funding: \$175,000

Total Projected Revenue: \$637,200

How your project impacts the community's efforts to increase visual or heighten awareness of area's natural amenities

From marketing, to the draw of a starving group of patrons ready to come back to the theatre, The Vista Center for the Arts has become a staple in the return of entertainment, and has definitively developed a reputation among patrons and talent, as a premier venue for the arts. This is a commodity to the City of Surprise, not just on reputation, but in tangible public dollars, from the attraction of homeowners, first time and return visitors to our community, improved quality of life for current residents, and growing the economic viability of our community!

In addition, with partnerships like WHAM and West Valley Arts Council, the Vista has become a vehicle to not only grow performing arts, but to holistically grow arts and culture throughout our entire community! That leadership role is shared by so many supporters of Arts and Culture in our community, including our leaders with the City of Surprise!

Professional References:

Jack Forman

President
BiCoastal Productions
732-963-9186

Marian Liebowitz, D.M.A.

Founder, President
Marian Liebowitz Artist Management
619-988-0751

Dee Askew

All That Music Productions, LLC
Managing Partner/CEO Bookings
(973) 275-0529

Debbie Gravitte

President
Group 5 Productions
203-981-5988

Art Benson

Vice President
Kinkead Entertainment
619-499-5115

Henry Flurry

President and Creative Director
Arizona Philharmonic
855-321-6724

Dr. Dennis Tyner

President, OUAZ
Ottawa University
623-233-7549

Connie Whitlock

Executive Director
WHAM Art Association
623-584-8311

Chef Peters Bistro

Vista Concessions Vendor
623-322-1011

The Vista, Center for the Arts

15660 N. Parkview Place, Surprise AZ, 85374

623-523-8888

info@theVistaAZ.com

www.TheVistaAZ.com

Application of funds for the City of Surprise Tourism Application

The Tourism grant funds through the City of Surprise would go directly to marketing expenses and contract fees for the Vista for the current 21/22 season. As we continue to grow our patron base, operating within a pandemic has afforded its own set of challenges. However, with the support of community partners like the City of Surprise, The Vista Center for the Arts will have a return on investment to our local community that far exceeds the grant funding requested in this application that will help support and grow our programming.

We are requesting financial support from the City of Surprise Tourism Grant equal to 15% of our total expense budget for the season, or \$175,000. This will help cover the 21-22 season expenses, which include contract fees, marketing and advertising expenses, backline and technical needs for shows, and other ancillary expenses required to ensure that every experience, for both talent and patrons, is an extraordinary experience in Surprise!

We look forward to collaborating with the City of Surprise in a leadership role for growing arts and culture in our community. We thank you for your support of not just The Vista, but the ARTS!! The ARTS are truly alive in Surprise!! community!! See you at the theatre!!

Sincerely,

John and the Vista Burgundy Brigade!!!!



ADDENDUM

Re: Hotel Room Nights for the 21/23 season

The Vista Center for the Arts has completed 27 performances over the span of 10 months. To date, 131 room nights have been reserved in the Surprise area alone. The largest return on investment for the local surprise theatres came from The Count Basie Orchestra whom reserved 24 rooms over the course of 3 nights. Next was the Country Music Festival that hosted 8 different artist groups, largest being Shooter Jennings band with 5 members, in the local area for 1-2 night stays.

While definitive data on hotel nights for patrons is not yet available, based on total attendance and the percentage of patrons that attended whom traveled from beyond Maricopa County, and in some cases across state lines, estimates an additional 190 room nights, for a grand total of 321 room nights to local Surprise hotels.

In addition to hotel room nights, the Vista preps all its artists and traveling guests with a menu of options from our local area from restaurants to gyms. Our mission is to ensure every guest has an extraordinary experience, not just at the theater, but within our community.

Based on upcoming performances and ticketing demographics, with the remaining performances, The Vista is estimated to produce an additional 100 room nights for patrons and artists alike. For the season this will equate to nearly 421 room nights spanning from February 2021 to April of 2022.



CITY OF SURPRISE Tourism Fund Sub-Committee Meeting

Council Meeting Date: March 3, 2022
Submitting Department: Sports and Tourism
Staff Recommendations: None

Contact Person:
District: Citywide

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

Agenda Wording:

Consideration and action to recommend to City Council the use of the Tourism Fund to partner with Perfect Game to host 10+ events in the City of Surprise through December 2022.

Motion:

I move to recommend the use of the Tourism Fund for Final Council approval to partner with Perfect Game to host 10+ events in the City of Surprise through December 2022.

Background:

In 2018, the City Council approved a Tourism Strategic Plan with a focus area of hosting sporting events that attract visitors from outside the city limits and supports the economic vitality of the community.

Perfect Game was founded in 1995 and has grown to become the world's largest elite youth baseball platform and scouting service. Perfect Game hosted 13 events in Surprise in 2021, attracting over 66,000 visitors from all over the nation.

Objective Analysis:

The objective of partnering with Perfect Game is to be able to bring regional and national tournaments to Surprise which attract visitors, increases room nights and tourism generated revenues. In addition, the partnership enhances the city's brand as a sports tourism destination.

Policy Compliant:

This item is compliant with the Tourism Strategic Plan and City policies.

Financial Impact:

There will be a financial impact to the Tourism Fund in the amount recommended by the Subcommittee.

Budget Impact:

The FY22 and FY23 budget would see a reduction from the Tourism Fund in the amount of the

approved recommendation.

FTE Impact:

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

ATTACHMENTS:

1. Perfect Game Subcommittee Presentation_03_03_22
 2. 2022 Perfect Game - Surprise Tourism Fund Application
-



SURPRISE
ARIZONA

PERFECT GAME BASEBALL TOURNAMENTS

TOURISM FUND APPLICATION

Tourism Fund Subcommittee Meeting
March 3, 2022



PERFECT GAME



WHO IS PERFECT GAME?



PERFECT GAME

PERFECT GAME

Founded in 1995, Perfect Game (PG) has grown to become the world's largest elite youth baseball platform and scouting service.

1,369 MLB PLAYERS	250K+ COLLEGE COMMITS	12,626 PLAYERS DRAFTED
-----------------------------	---------------------------------	----------------------------------

2020 BY THE NUMBERS

1,300 EVENTS	445,000 PLAYERS
37,000 TEAMS	225,000 HOTEL ROOMS

1 MILLION+ REACH ✉️ 400K+ 📷 393.4K 🐦 253.8K 📘 92.9K 📺 25.1K

Featured players: Christian Yelich, Gerrit Cole, Carlos Correa, Francisco Lindor, Javier Baez.

- Founded in 1995, Perfect Game has grown to become one of the world's largest elite youth baseball platforms and scouting services



WE ARE PG



Click here to watch: [2020 Perfect Game Highlight Video](#)

COMPREHENSIVE BRAND EXPOSURE ACROSS ALL MEDIA PLATFORMS

TELEVISION⁽¹⁾

85M HH reach across 30+ networks - PG Weekly

91 million HH reach on MLB Network

DIGITAL⁽²⁾

48 million annual visitors to PerfectGame.org

320 million annual pageviews

3 million online viewers of PG.TV

Sources: (1) various network sources; (2) Google Analytics | perfectgame.org



REACH CONSUMERS THROUGH PG's EXTENSIVE SOCIAL MEDIA & DATABASE



Active Email Database
500K+ Subscribers



Twitter
255K Followers



YouTube
33.6K Subscribers



Instagram
486K Followers



Facebook
93K Likes



TikTok
81K Followers
1.6M Likes



2021 PERFECT GAME EVENT RECAP

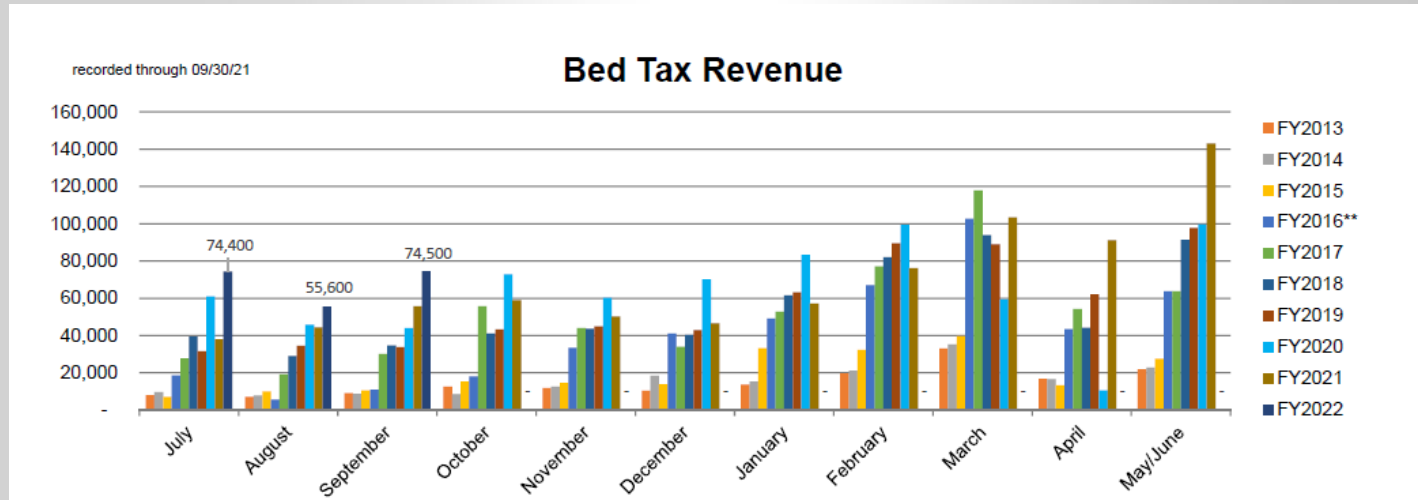
Event	Dates	# of Games	Total Attendance
Perfect Game Showcase	April 17-18	8	221
Perfect Game Mountain West Elite Championships 13U	May 7-9	30	2,700
Perfect Game Mountain West Elite Championships 14U	May 14-16	32	2,880
Perfect Game Sunshine Southwest Showcase	May 22-23	18	631
Perfect Game West Memorial Day Classic	May 28-30	24	2,160
Perfect Game WWBA West National Championship 15U-17U	July 9-16	113	11,300
Perfect Game WWBA West National Championship 14U-16U	July 16-23	135	13,500
Perfect Game 17U World Series	July 27-31	92	9,200
Perfect Game 2021 WWBA West Qualifier	Sept. 3-6	13	1,300
Perfect Game 15U Fall National Championship	Sept. 10-13	67	6,700
Perfect Game 17U Fall National Championship	Sept. 17-20	86	8,600
Perfect Game Fall National Championship	Sept. 24-26	68	6,800
Perfect Game Southwest Prospect Showcase	Oct. 30-31		241
Totals	13 Events	686	66,233



BED TAX REVENUE INCREASES

Increased Transient Lodging Sales Tax Revenue in correlation to PG Tournaments:

- May 2021 (4 Tournaments) = 97% increase from 2020, 74% increase from 2019
- July 2021 (3 Tournaments) = 100% increase from 2020, 24% increase from 2019
- September 2021 (4 Tournaments) = 35% increase from 2020, 74% increase from 2019



PROPOSED PERFECT GAME EVENT CALENDAR

- April 9-10: Showcase
- May 14-15: Showcase
- May 27-30: Tournament
- July 8-14: Tournament
- July 15-22: Tournament
- July 27-Aug 1: Tournament
- Sept 2-5: Tournament
- Sept 9-12: Tournament
- Sept 16-19: Tournament Plus JUCO showcase in Stadium
- Sept 23-26: Tournament
- Oct 29-30: Showcase

**Dates are tentative and based on availability, any PG tournament in Surprise would be eligible for reimbursement*

TOURISM FUND GUIDELINES

Category 1: Surprise Hotel Nights Generated	
100-300 room nights	Up to \$2500
301-599 room nights	Up to \$5000
600+ room nights	\$5000+
Category 2: Attendance	
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	\$5000+
Category 4: Seasonality (bonus for events between May-September)	
1 day	Up to \$2500
2 days	Up to \$5000
3 days	\$5000+
Category 5: Operating Budget	
Based off of submitted budget	Up to 50% of total projected expenditure budget

- Subcommittee and Council approved reimbursement categories and guidelines for Tourism Fund requests



APPLICATION REQUEST

- Perfect Game is requesting the same reimbursement that was approved in 2020/2021; based solely off performance
- Up to \$5000 per tournament based off of room night performance standards
 - 100+ room nights = \$2500
 - 301+ room nights = \$5000
- Not to exceed \$50,000 total through Dec. 31, 2022
- Can only be used to reimburse:
 - Facility Use Fees
 - Hotel Reimbursements / Rebates



SURPRISE
ARIZONA

QUESTIONS OR COMMENTS?

Thank You

CITY OF SURPRISE

TOURISM FUND APPLICATION PROCESS

Tourism Fund Purpose

The purpose of the City of Surprise's Tourism Fund is to promote eligible tourism activities within the City of Surprise. Eligibility is defined broadly to encourage wide participation and innovative proposals. The tourism fund is generated by the monetary source derived from the City's share of sales tax collected through overnight stays within the City of Surprise (Bed Tax Rates). Any use of the funds must be approved by Surprise City Council.

Tourism promotion fund applications will be evaluated and awarded for the marketing or operations of destination oriented events or projects designed to attract tourists to the City of Surprise and will be distributed on a reimbursement basis.

The desired outcome of activities funded with bed tax revenue is to increase economic activity in the City of Surprise resulting from tourists.

Program Key Initiatives

- Promote the city of Surprise as a tourist destination
- Drive year-round destination oriented travel to Surprise
- Maximize the economic return on destination-based public and private investments in Surprise
- Provide entertainment or cultural enrichment for Surprise visitors and residents
- Provide support to events that generate hotel room nights in Surprise or increase tourism-related revenue
- Provide support to destination-based development

Approved use of Funds

Funds available through the program must be used in the following areas:

- Marketing of event or project
- Event entertainment
- Direct operational costs of event or project

All costs submitted for reimbursement must include a detailed receipt or invoice from the original vendor.

The intent of the funds to be reimbursed must be indicated within the application and approved during the process. Any changes to the approved reimbursable funds must be requested in writing and approved by the City of Surprise Sports and Tourism Department.

CITY OF SURPRISE

TOURISM FUND APPLICATION PROCESS

Fund Restrictions

Funds cannot be used for:

- Any salary supplements, staffing costs, or any personnel payments.
- Any costs associated with the sale of alcohol.
- If applicant is requesting reimbursement for operational lodging or meals, approval will only be considered for Surprise hotels and restaurants.

Pre-qualifications: Eligibility & Requirements

The following items will be required to pre-qualify for the Tourism Fund. If an applicant doesn't meet all of the pre-qualifications, the application will not move forward in the process and will not be reviewed. Applicants will be notified if they don't meet the requirements and can resubmit for future consideration.

- Application requests will only be considered if they support at least one of the City's Tourism Strategic Plan's focus areas:
 - **Events and Entertainment**
 - Any special activity including sporting events, tournaments, festivals, arts & cultural events that attract visitors from outside the city limits and support the economic vitality of the community.
 - **Marketing that would promote Surprise Tourism**
 - Any type of advertising, branding or promotional opportunity that would strategically market Surprise as an intentional sports and tourist destination.
 - **Tourism Based Partnership and Facility Development**
 - Any project, agreement or study that would enhance tourism events and/or lead to the development of permanent facilities or attractions that will increase visitor spending and generate room nights.
- Any function/event/facility of the approved funding must be held within the City of Surprise boundaries and/or promote Surprise, exceptions may be made for mega-events that provide a state or regional benefit.
- The activity must be completely inclusive in nature and provide reasonable accommodations for those with special needs.

CITY OF SURPRISE

TOURISM FUND APPLICATION PROCESS

Evaluation

Funding approval and allocation amount will be based off of the following impact areas in conjunction with the event or project meeting the strategic priorities of the City of Surprise:

- Surprise hotel nights generated
- Economic impact to Surprise
- Attendance at the event
- Regional or national recognition
- Long term benefits to the community
- Evaluation of proposed business/marketing plan and historical event reports

Application Process & Timeline

- **Applicants must provide:**
 - The entire application must be completed for consideration including the following supporting documents:
 - Proposed business plan including a budget and marketing plan
 - Business license or 501 C 3 status
 - Historical event report(s) which include final budget, balance sheet, attendance figures, economic impact information and examples of marketing materials
 - Professional references
 - Proof of ability to obtain general liability insurance with minimum policy limits of \$1 Million per occurrence and \$2 Million aggregate
 - Requestor must obtain all legally required permits, licenses, insurance and city approvals.
- **Timeline:**
 - Completed application must be submitted at least **6 months prior** to event
 - The Sports & Tourism Department will screen applications for qualifications, review and recommend action on application (One - Two Months)
 - Recommended applications must receive final approval from Surprise City Council (One –Two Months depending on submission timing, City Council meetings are held the 1st and 3rd Tuesday of every month)
 - The Sports and Tourism Department will notify all applicants of the status as well as any awarded amounts

CITY OF SURPRISE

TOURISM FUND APPLICATION PROCESS

Funding Disbursement and Timeline:

- Funding amount: **no more than 50% of total event/project expense budget will be approved** for reimbursement, unless approved by City Council. Estimated expense budget (includes total operating and marketing expenses, not to include staffing costs) and requested funding amount must be submitted during application process. Final budget will be verified before reimbursement is disbursed.
- If requested funding disbursement amount is greater than 50% of the total Tourism Contingency Fund, Sports and Tourism Staff will notify City Council during the review process and Council will have final approval of the disbursement amount.
- Applicant must submit a detailed list of items to be reimbursed. All items must qualify as an approved use of funds and must be approved by City Council.
- All tourism funds will be reimbursed after final report and documentation has been received and verified by the Sports and Tourism Department.
- Final report must include:
 - Fully completed final report submission form with supporting documents
 - Detailed receipts or invoices from the original vendor

Timeline:

- Applicant must submit the completed final report within 90 days of the event or project completion.
- Sports and Tourism staff will review and verify all submitted final report documents within 60 days of the submission.
- Approved reimbursements will be issued within 60 days from the final review and approval.

Final Notes:

- The City of Surprise holds the right to deny any application solely based upon the nature of the event or project. The more information provided within the application will give the reviewers the best illustration of your candidacy for the funding.
- Any changes to the scope of project/event or to the budget of any approved proposals must be made in writing and approved.
- If the project/event is cancelled by the applicant, funds will not be approved for reimbursement.
- If the project/event is cancelled due to weather or other unforeseen circumstances, the event must be rescheduled for another mutually agreed upon date in order to receive approved funding.

CITY OF SURPRISE TOURISM FUND APPLICATION PROCESS

Contact Info:

For any questions regarding the Tourism Fund Application, please contact:

Tara Combs

623.222.2239

Tara.Combs@surpriseaz.gov

Please mail or drop off applications to:

City of Surprise

Sports & Tourism Department

15930 N. Bullard Ave.

Surprise, AZ 85374

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.

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.

Perfect Game Baseball Tournaments	January thru December 2022
_____ Name of Activity or Program	_____ Date of Program
Perfect Game	Angel L. Natal Jr.
_____ Organization Name	_____ Organization Representative Name
	12/31/2021
_____ 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

Perfect Game		Angel L. Natal Jr.
Organization Name		Organization Contact Name
Sr. Director of Community Development	+1(239)405-4760	ANatal@PerfectGame.org
Organization Contact Title		Contact Email
850 Twixt Town Road NE		
Street Address		
Cedar Rapids	IA	52402
City	State	Zip Code
Applicant Status (Check one): ☐ Non-Profit ☒ For-Profit ☐ Public Agency		

IV. Event / Project Information

Perfect Game Baseball Tournaments	
Event Name	
Baseball Tournaments	January thru December 2022
Event Type (Ex. Sport tournament, conference, arts / music)	Event Date(s)
Surprise Stadium and Complex	
Event Location / Address	Text
20,000+	15,000+
Estimated Event Attendance	Estimated Hotel Stays (Total Nights)
\$50,000.00	
Amount Requested (\$) – Max 50% of Budget	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 Fund Sub-Committee Meeting

Council Meeting Date: March 3, 2022
Submitting Department: Sports and Tourism
Staff Recommendations: None

Contact Person:
District: Citywide

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

Agenda Wording:

Consideration and action to reschedule the Rib Fest event from April 2022 to Fall 2022.

Motion:

I move to support the concept, and the Sports and Tourism Department's efforts to facilitate, the rescheduling of the event to Fall 2022.

Background:

The Tourism Subcommittee and City Council approved the use of Tourism Funds to support an event scheduled for April 2022 (Resolution 2021-176). With the uncertainty of the MLB lockout and the start and finish date of Spring Training, there is the potential that there may be a conflict with the current date. The Sports and Tourism department is working with the event promoter to see if there are options to reschedule the event for the Fall.

Objective Analysis:

The objective of rescheduling the event would be to ensure that there isn't a scheduling conflict with Spring Training and the event and provide additional time to ensure the event is successful.

Policy Compliant:

This item is compliant with City Policy.

Financial Impact:

The current event was approved with support of up to \$500,000 from the Tourism Fund. Rescheduling the date would not change the financial impact; the approved amount would remain at \$500,000.

Budget Impact:

The current event is scheduled for the FY22 budget. If the event were to be rescheduled for the Fall; the FY23 budget would be impacted. The total amount of funding from the Tourism Fund would not change, it would just be a change from the 22 budget to the 23 budget.

FTE Impact:

There is no FTE impact for this item.

ATTACHMENTS:
