

**CITY OF SURPRISE
TOURISM ADVISORY COMMISSION**

Tuesday, April 16, 2019 @ 4:00 p.m.

**City Hall – Community Room
16000 N. Civic Center Plaza
SURPRISE, ARIZONA 85374**

CALL TO ORDER:

A. Roll Call – 4:03 p.m.

Tourism Advisory Board: Present – Glenn Stark, Mario Rana, Deangelo Hall, Gina Narez, Marco Daleo, Chris Hall

Not present: John Williams

Sports and Tourism Department: Joe Bertoletti, Tara Combs, Cecilia A. Covarrubio and Travis Ashby

B. Pledge of Allegiance

C. Current Events Reports

None.

D. Staff Reports

Joe Bertoletti, Sports and Tourism Assistant Director provided Members of the Commission with the following updates and upcoming events:

- College Baseball
- Explore Surprise Site Launch – exploresurprise.com
- Spring Training; new ticketing incentives, featured menu items, The Huss Container Bar
- Surprise Sundancer Volunteer Organization; achieved over one million in donations to the West Valley Community in scholarships
- Increased spring training media exposure
- Sports and Tourism representation at State of the City
- Sports and Tourism Recap and Upcoming Event Handout
- Summer Baseball Tournaments, new model for summer events that acquire more teams and are nationally recognizable events
- Member Reappointments; due to City Clerk's Office

CALL TO THE PUBLIC:

None.

CONSENT AGENDA

E. Approval of items on the Consent Agenda

No items were identified as consent agenda items.

REGULAR AGENDA ITEMS – NON PUBLIC HEARING

Item 1 – CITYWIDE – Consideration and action to approve the minutes of the February 14, 2019 Tourism Advisory Commission meeting.

Marco Daleo, Commission Chair recommended that Item 3 be removed from the minutes. Joe Bertoletti stated that there was not an official vote that took place therefore will need to be removed and placed on as a future agenda item.

Motion to approve the minutes upon retracting Item 3 – Consideration and action pertaining to establishing Fiscal Year 2020 Tourism Meeting Schedule from the February 14th agenda – Gina Narez, 2nd Chris Hall. Motion approved – 6 yes votes.

Item 2 – CITYWIDE – Presentation and discussion pertaining to the Resort Feasibility Study.

Joe Bertoletti, Assistant Director introduced Mike Baker, Director of CBRE. Mr. Baker presented to the Members of the Commission with the feasibility analysis from the Resort Feasibility Study as approved and recommended by the Tourism Commission.

The summary presented, based on the three planning areas as listed in the study, indicated that there is a sufficient demand for full service hotel near the existing City Center area. Mr. Baker defined a full service hotel as a hotel which provides a wide variety of facilities including food and beverage outlets and meeting space. The findings also stated that the Loop 303 Corridor is more suitable for limited service or select service hotels as Mr. Baker defined as a hotel that provides only some of the facilities and amenities of a full service hotel. The White Tank Mountains planning area did not have enough critical mass to support a resort and that the distance from the demand generators is a challenge.

Glenn Stark, Chamber of Commerce Representative asked what is the cause of the feasibility gap and building cost verses value? Mr. Baker stated that the cause may be several factors that include the construction and costs of build and materials in addition to the area development.

Chris Hall, Restaurant Representative questioned if this also reflect the value of buildings and if they depleted, or if areas developed more would it be valued differently? Mr. Baker stated that yes, over time if there was more development then yes it would improve.

Glenn Stark also stated his concern with Surprise not having enough meeting space to host events. Events are typically held in Scottsdale and he is tired of having to make the drive to Scottsdale. Mr. Baker stated that CBRE's recommendations were based on a 50-60 square feet of meeting space per guest room and also compared to other area hotels in the West Valley.

Mario Rana, Restaurant Representative asked Mr. Baker if numbers that were put toward the build out costs were included in the report and Mr. Baker replied that yes, those numbers were based on industry averages and are included within the report.

Deangelo Hall, Resident Representative upon the completion of the research – was there any research that included any area attractions or amenities that would draw people to Surprise. Mr. Baker stated that yes, a water feature is attractive to families with young children and to staycationers. This type of hotel feature would be beneficial however would drive building costs. Mr. Baker asked if there were any other ideas that Mr. Hall would be referencing, entertainment wise – Mr. Hall mentioned a project being

discussed was an indoor ski setup however it was scratched. Mr. Hall mentioned something to that nature that could be used year-round. From a tourism standpoint what is going to drive families to Surprise.

Mr. Stark, asked if there were any recommendations that could be presented to the City. Mr. Baker stated that yes, it wasn't really included in the study however there are great examples of other cities that utilize the bed tax/transient tax as a vehicle to provide an incentive to potential builders.

Gina Narez, Hotel Representative asked if the new hotel – the Hilton Garden Inn was factored into the findings. Mr. Baker stated yes.

Mario Rana, Restaurant Representative asked who owned the property being proposed. City Staff stated that there were multiple owners for the property/area being proposed, SCDC is the name of the company.

Item 5 – CITYWIDE – Consideration and action pertaining to Future Agenda Items.

- FY20 Tourism Commission Meeting Dates
- Prop 302 Funding Recommendations
- Chair and Vice Chair Nominations
- Economic Development Update

OTHER BUSINESS

None.

ADJOURNMENT – Motion by Deangelo Hall, 2nd Mario Rana. Motion approved – 6 yes votes. Meeting adjourned at 4:47 p.m.

ATTEST:

Kendra Pettis, Director
Sports and Tourism

CERTIFICATION:

I, Cecilia A. Covarrubio, Supervisor for the City of Surprise Sports and Tourism Department, Maricopa County, Arizona, do hereby verify that these are the true and correct minutes of the Tourism Advisory Commission meeting held on April 16, 2019.

Cecilia A. Covarrubio, Supervisor
Sports and Tourism