

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