



CITY OF SURPRISE
Tourism Fund Sub-Committee Meeting
16000 N. Civic Center Plaza
Surprise, AZ 85374
 Wednesday, August 3, 2022 @ 3:00 PM
COUNCIL OVERFLOW ROOM

- 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 approve the minutes of the Tourism Fund Subcommittee meeting on March 3, 2022. | None
Sports and Tourism |
| 3. | Citywide | Consideration and action pertaining to a recommendation of utilizing the Tourism Fund to support expanding the Patriot All-America Golf Tournament to include a field that would play in the City of Surprise. | None
Kendra Pettis
Sports and Tourism |
| 4. | Citywide | Discussion of Thanksgiving Day 5k event | 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: Monday, July 25, 2022 @9:00 A.M.

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: August 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:

Councilmember Duffy moved to approve the October 19, 2020 Tourism Fund Subcommittee Meeting minutes at the March 3, 2022 meeting, and no one seconded the motion. Motion incomplete 1-0-2; 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: August 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 **March 3, 2022**.

Motion:

I move to approve the March 3, 2022 Tourism Fund Subcommittee meeting minutes.

Background:

The Tourism Fund Subcommittee met March 3, 2022; meeting minutes to be approved at next meeting.

Objective Analysis:

Policy Compliant:

Financial Impact:

Budget Impact:

FTE Impact:

ATTACHMENTS:

1. 2022-03-03 Summary Tourism Fund-Draft
-

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

Thursday, March 3, 2022 – 3:05 p.m.

CALL TO ORDER

Chair Councilmember Patrick Duffy called the **Tourism Fund Sub-Committee Meeting** to order at 3:05 p.m. at Surprise City Hall, Overflow Room, 16000 North Civic Center Plaza Surprise, Arizona 85374, on Thursday, March 03, 2022.

ROLL CALL

Councilmember Patrick Duffy, Chair, Vice Mayor Aly Cline, Committee Member, Councilmember Jack Hastings, Committee Member.

PLEDGE OF ALLEGIANCE

CURRENT EVENTS AND REPORTS

None.

STAFF REPORTS

None.

STAFF PRESENT

Kendra Pettis, Sports & Tourism Director, Joe Bertoletti, Assistant Director, Tara Combs, Sports & Tourism Business Administration Manager, Diane Arther, Deputy City Manager, Jackie Moucheron, Staff Liaison, Genevieve Martin Del Campo, Staff Liaison.

CALL TO THE PUBLIC

None.

REGULAR AGENDA ITEM

- 1. Action item: Consideration and action to approve the minutes of the Tourism Fund Subcommittee meeting on October 19, 2020:**
Councilmember Duffy moved to approve the October 19, 2020, Tourism Fund Subcommittee Meeting minutes, and no one seconded the motion. Motion incomplete 1-0-2.

- 2. Action item: Consideration and action to recommend to City Council the use of the Tourism Fund to support The Vista Center for the Arts:**

Vice Mayor Cline asked how do we equate hotel reservations to what they do. Kendra Pettis answered that the City works with the hotels and groups to track reservations, and the hotels will verify the information is correct.

Councilmember Hastings asked if the City has supported the Vista financially through the Tourism Fund in the past. Kendra Pettis answered no, not since the Sports and Tourism Department was established.

Chair Duffy asked what the Vista's goal is. Kendra Pettis answered that they are trying to book events that would draw a bigger crowd, leading to drawing in bigger named acts as well as attracting visitors. She added that the support from the City's side would help them market these events outside of Surprise.

Vice Mayor Cline moved to approve the reduced sports and tourism recommendation of \$25,000 with \$15,000 in reimbursement for marketing support that could be used prior to the full calendar of events and \$10,000 in reimbursements post-event(s) that would be performance-based on attendance and hotel nights generated, and Councilmember Hastings seconded the motion. Motion carried 3-0.

3. Action item: 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:

Vice Mayor Cline asked what Perfect Game is asking for. Kendra Pettis answered they are asking for a total of up to \$50,000 in reimbursements through December 31, 2022 which would be calculated by the room night performance standards per tournament/event.

Vice Mayor Cline moved to approve the sports and tourism recommendation of \$50,000, and Councilmember Hastings seconded the motion. Motion carried 3-0.

4. Action item: Consideration and action to reschedule the Rib Fest event from April 2022 to Fall 2022.

Kendra Pettis discussed the positives and negatives of rescheduling the Rib Fest event and gave her recommendations.

Chair Duffy asked if the Spring Training contract takes precedence over any other event. Kendra Pettis replied yes. Chair Duffy further wondered if the vendor mentioned if any performers were worried about the event being canceled. Kendra Pettis responded that, due to the pandemic, performers are now asking for non-refundable deposits or all money up front and that because the event was coming up soon they were at the point where they would either have to make payments for the entertainment or release them.

Chair Duffy stated that there is more control over rescheduling the event now. Kendra Pettis added that the City would be mitigating the level of risk by rescheduling the Rib Fest to the Fall.

Vice Mayor Cline moved to approve the sports and tourism recommendation of rescheduling the Rib Fest event, and Councilmember Hastings seconded the motion. Motion carried 3-0.

OTHER BUSINESS AND FUTURE AGENDA ITEMS

Vice Mayor Cline would like to add a Thanksgiving Day 5k walk to the agenda for discussion.

Because the motion to approve was incomplete, a re-vote to approve the Tourism Fund Subcommittee meeting minutes on October 19, 2020, will need to be added to the agenda.

EXECUTIVE SESSION

None.

ADJOURNMENT

Vice Mayor Cline moved to adjourn. Councilmember Hastings seconded the motion. Motion carried 3-0. The meeting was adjourned at 3:36 p.m.

ATTEST:

Councilmember Patrick Duffy, Chair

Jackie Moucheron, 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 Fund Sub-Committee Meeting of **Thursday, March 03, 2022.**

Sherry Ann Aguilar, City Clerk, MMC



CITY OF SURPRISE
Tourism Fund Sub-Committee Meeting

Council Meeting Date: August 3, 2022

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:

Consideration and action pertaining to a recommendation of utilizing the Tourism Fund to support expanding the Patriot All-America Golf Tournament to include a field that would play in the City of Surprise.

Motion:

I move to recommend the use of the Tourism Fund for final Council approval to support expanding the Patriot All-America Golf Tournament to include a field that would play in the City of Surprise.

Background:

In 2018, the City Council approved a Tourism Strategic Plan with a focus area of attracting events that bring visitors from outside the city limits, supporting the economic vitality of the community. The Strategic Plan also includes goals of creating partnerships with other organizations to enhance tourism-driven events within the City of Surprise as well as highlighting the City as a sports tourism destination.

The Patriot All-America is an amateur golf event, attracting PING All-America golfers from all three NCAA Divisions, NAIA and NJCAA rankings as well as from universities outside the United States. The tournament was started in 2011 and has been hosted at the Wigwam Golf Club by the West Valley Mavericks Foundation, a charitable 501(c)3 organization, with the support of the Arizona Golf Association (AGA), Golf Association of America (GCAA) and Women's Golf Coaches Association of America (WGCAA). They are looking to expand the tournament in 2022 to include a field of 72 players that would play at the Sterling Grove Golf and Country Club in Surprise. The proceeds of the tournament benefit the Folds of Honor Foundation and the West Valley Mavericks Foundation which has donated over \$1.2 million to local west valley charities since their inception.

Last year's Patriot All-America received 2.5 million impressions through television coverage, social media and attendance by spectators. Players and families come from all over the country to participate or watch the tournament, benefiting local hotels and businesses. The West Valley Mavericks estimate 2,400 in attendance for the Surprise field and 250 room nights that will be generated in Surprise hotels, as well as an expected marketing reach of over 3 million impressions in 2022.

Objective Analysis:

The objective of supporting the Patriot All-America with Tourism Funds is to help ensure that the tournament expands to a Surprise location and benefits the community through increased economic impact from tourism-generated revenues.

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 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. Patriot All-America Tourism Fund Application
-

CITY OF SURPRISE TOURISM FUND APPLICATION

III. Organization Information

West Valley Mavericks Foundation
 Organization Name

Sean Scibienski
 Organization Contact Name

Tournament Chair
 Organization Contact Title

Contact Phone _____ Contact Email _____

Street Address _____

City _____ State AZ Zip Code 85340

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

IV. Event / Project Information

Patriot All-America (Expanded Field)
 Event Name

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

27-31 Dec 2022
 Event Date(s)

Sterling Grove Golf and Country Club
 Event Location / Address

800 people per day x 3 day tournament
 Estimated Event Attendance

50 rooms x 5 nights = 250 nights
 Estimated Hotel Stays (Total Nights)

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

\$ 105,000 for Sterling Grove Field
 Total Project Budget (\$)

\$ 496,386 for entire tournament

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

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.

Patriot All-America Invitational (Expanded Field)	27-31 Dec 2022
Name of Activity or Program	Date of Program
West Valley Mavericks Foundation	Mr. Sean Scibienski / Mr. Mark James
Organization Name	Organization Representative Name
	2 Jun 2022
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

2022 PATRIOT ALL-AMERICA INVITATIONAL (Expanded Field)

Hosted at Sterling Grove Golf and Country Club

Surprise, Arizona

A. Project Description

The Patriot All-America is a top amateur golf event in the country, attracting PING All-America golfers from all three NCAA Divisions, NAIA and NJCAA rankings as well as from universities outside the United States. The West Valley Mavericks Foundation, a charitable 501(c)3 organization, with the support of The Arizona Golf Association (AGA), Golf Coaches Association of America (GCAA), Women's Golf Coaches Association of America (WGCAA) put on the tournament with proceeds benefiting the Folds of Honor Foundation and the West Valley Mavericks Foundation which has donated over \$1.2M to local west valley charities since its inception.

The tournament field at Sterling Grove this year will be comprised of 72 of the top players in the world. Player invitations to The Patriot All-America are primarily based on individuals earning PING All-America honors the previous season in NCAA Divisions I, II and III as well as the NAIA and NJCAA Divisions I and II. Additionally, a member from each of the nation's (3) military academies and players who play for Historically Black Colleges and Universities (HSBCUs) are invited as well as GCAA national award recipients, members of the most recent Arnold Palmer Cup Teams and AJGA All-Americans and Toyota Junior Golf World Cup participants currently enrolled in their freshman year of college. Lastly, Special exemptions are made for the past women's and men's national champions from the Veteran's Golf Association of America.

In cooperation with the Folds of Honor Foundation, the golfers in The Patriot All-America play in honor of and represent a fallen soldier. Every participant receives a golf bag at the event's opening ceremony with the name and branch of service of a fallen or injured military member whom they represent. At the conclusion of the tournament, the golf bags are shipped to players' schools and auctioned with all proceeds benefitting the Folds of Honor Foundation, which provides post-secondary educational scholarships for children and spouses of military service men and women killed or disabled while in active service.

Vendors Used: A-Z Rentals, Cox Communications, Hensley Beverage, Action Golf Cart Rentals, Antigua, Encore Audio/Visual, Sugar and Spice Donuts, 47onCentral Production, Phoenix Scaffolding and Equipment, Cre8tive Event Rentals, Oakley Sunglasses, Titleist, PING, Black Clover Hats, Circle K, Swire Beverage. *To Be Determined:* Surprise Catering Company, Surprise Hotel.

Market Origin of Attendees: U.S. – Europe – Asia – South America

Tourism Funds received for Wigwam Field: Avondale, Litchfield Park and Glendale.

Without tourism funding, we will be unable to expand this field to Sterling Grove/Surprise. This tournament has become one of the top amateur collegiate golfing events in the world and is highly regarded by the players and coaches. Bringing a portion of this tournament to Surprise and the best Golf Course in the West Valley (Sterling Grove) is essential. The goal is to grow the Sterling Grove portion of the tournament to the size that currently takes place at the Wigwam, which will be a huge win for the Surprise and Sterling Grove communities.

FOR MORE INFORMATION, PLEASE SEE ATTACHED PATRIOT ALL AMERICA YEARBOOK

B. Support for Surprise’s Tourism Strategic Goals

Last year’s Patriot All-America received 2.5 million impressions through television coverage, social media and attendance by spectators. Additionally, being a top collegiate amateur golf tournament in the world; players and families come from coast to coast and all corners of the globe to the west valley. Between both fields (Wigwam and Sterling Grove) they are going to be approximately 5,000 people watching the action in person. With an expected marketing reach of well over 3,000,000 putting eyes on the incredible gem that is Phoenix’s West Valley.

FOR MORE INFORMATION, PLEASE SEE ATTACHED MARKETING RECAP

C. Estimated Attendance and Hotel Stays/Accommodations

- (1) Staying overnight in paid accommodations: Est. 675 room nights (135 per night x 5 nights) (In Surprise) details can be provided on Litchfield Park stays if needed.
- (2) Staying overnight in unpaid accommodations: Est. 1,500 (residents living in S.G. and Surprise area x 3-day tournament) (In Surprise) details can be provided on Litchfield Park stays if needed.
- (3) Staying for the day and traveling 50+ miles: Est. 60 (attendees traveling from local area x 3-day tournament) (In Surprise) details can be provided on Litchfield Park stays if needed.

Participants will be required to stay in Surprise, AZ hotel.

The dates are tightly fit within the already packed NCAA golf schedule. It is the perfect time of year for many players and families to escape the cold winters at their school location and come to beautiful Surprise, AZ. It is also highly attended because the players/families are on winter school break for the Holidays.

D. Economic Impact and Community Benefit

The Patriot All-America continues to receive tremendous community support by a variety of local businesses and organizations including the West Valley Mavericks charity group and The Thunderbirds, host organization of the Waste Management Phoenix Open. By bringing our expanded field event to Sterling Grove and the City of Surprise we believe the key demographic

for Sterling Grove and Surprise new residents will be given a firsthand experience of all Surprise and Phoenix's West Valley has to offer. The friends, family members, and fans of these collegiate athletes come from all over the country and world to see the best AZ has to offer. The average collegiate golfer's family and fans are upper middle class professional people and retired upper middle class professionals (grand parents of players, etc.). The Patriot All-America event budget is more than \$500,000 with most of the expenses paid out to West Valley companies. The Patriot organizers will strive to use Surprise vendors, or Phoenix vendors with Surprise locations as vendors for the Surprise expanded field event at Sterling Grove. It is the goal of the committee to keep 90% of the dollars spent on the Sterling Grove field in Surprise.

WEST VALLEY MAVERICKS: The West Valley Mavericks Foundation (a 501(c)(3) non-profit) was born of the imagination and vision of a group of community leaders late in 2012. The West Valley Mavericks (or just 'Mavericks') is a group led by gentlemen who believe that the West Valley is an incredible place to live, work, and play. The Mavericks' charter is to advance charity, culture, community, and commerce in the West Valley of Phoenix. As an organization, we use individual contributions, fundraising events, business sponsorships, ticket sales donations, as well as hands-on community service to raise money to assist children and families, help people in need, and improve the quality of life in our West Valley communities.

FOR MORE INFORMATION, PLEASE SEE THE ATTACHED PATRIOT ALL AMERICA YEARBOOK AND MARKETING RECAP.



2022 PATRIOT ALL-AMERICA INVITATIONAL EXPANDED FIELD HOSTED AT STERLING GROVE FACT SHEET

DATES: Tournament Week – December 27-31, 2022
54-hole stroke-play competition – December 29, 30, 31
10th Annual Event – First played in 2011

LOCATION: Sterling Grove Golf and Country Club
Surprise Arizona

DEFENDING CHAMPION: **Men's: Connor Howe**
Women's: Valerie Plata

PAST PATRIOT ALL-AMERICA CHAMPIONS:

2021	Connor Howe, Georgia Tech University, -15 (66-66-63=195)
2021	Valerie Plata, Michigan State University, -12 (67-65-66=198)
2020	Graysen Huff, Auburn University, -8 (65-70-67=202)
2019	Noah Norton, Georgia Tech University, -7 (70-65-68=203)
2018	Isaiah Jackson, University of Memphis, -5 (67-68-70=205)
2017	Mason Overstreet, University of Arkansas, -11 (67-68-64=199)
2016	Cameron Champ, Texas A&M, -7 (68-69-66=203)
2015	Braden Thornberry, University of Mississippi, (73-67-71=211)
2014	Kyle Kochevar, University of Virginia, (72-69-68=209)
2013	Kyle Westmoreland, Air Force Academy, (67-69-69=205)
2012	Sebastian Cappelen, University of Arkansas, (68-70-68=206)
2011	Cory Whitsett, University of Alabama, (69-64-66=199)

CURRENT OR PAST PGA TOUR PLAYERS TO PLAY IN PATRIOT ALL-AMERICA:

2011, 2012	Richy Werenski, Georgia Tech
2011, 2012	Ollie Schniederjans, Georgia Tech
2011, 2012, 2013	Sebastian Cappelen, University of Arkansas
2011, 2012	Austin Cook, University of Arkansas
2011	Bobby Wyatt, University of Alabama
2011	Chase Wright, University of Indiana
2011	Tyler Duncan, Purdue
2011	Trey Mullinax, University of Alabama
2011	Brooks Koepka, Florida State University
2011	Patrick Rodgers, Stanford University
2011	Justin Thomas, University of Alabama
2011	Andrew Yun, Stanford University
2011	Seth Reeves, Georgia Tech
2011	Luke Guthrie, University of Illinois

2011	Anders Albertson, Georgia Tech
2012	Daniel Berger, Florida State University
2012	Brandon Hagy, University of California, Berkeley
2012	Zachary Blair, BYU
2012	Matt NeSmith, University of South Carolina
2013	Bryson DeChambeau, Southern Methodist University
2013	Hank Lebioda, Florida State University
2014	JT Poston, Western Carolina University
2014	Aaron Wise, University of Oregon
2014, 2016	Cameron Champ, Texas A&M
2015	Collin Morikawa, University of California, Berkeley
2016	Doc Redman, Clemson University
2016 – 2020	Michael Feagles, University of Illinois
2017	Austin Eckroat, Oklahoma State University
2018, 2019	Alex Schaake, University of Iowa

PGA TOUR WINS BY PATRIOT ALL-AMERICA ALUMNI:

2011	Brooks Koepka, Florida State University	8 WINS
2011	Justin Thomas, University of Alabama	15 WINS
2011	Tyler Duncan, Purdue	1 Win
2011, 2012	Richy Werenski, Georgia Tech	1 Win
2011, 2012	Austin Cook, University of Arkansas	1 WIN
2012	Daniel Berger, Florida State University	4 WINS
2013	Bryson Dechambeau, Southern Methodist University	8 WINS
2014, 2016	Cameron Champ, Texas A&M	2 WINS
2014	JT Poston, Western Carolina University	1 WIN
2014	Aaron Wise, University of Oregon	1 WIN
2015	Collin Morikawa, University of California, Berkeley	5 WIN
2014	Aaron Wise, University of Oregon	1 Win

MAJOR CHAMPIONSHIPS WON BY PATRIOT ALL-AMERICA ALUMNI:

2017	Justin Thomas, PGA Championship
2017	Brooks Koepka, U.S. Open
2018	Brooks Koepka, PGA Championship
2018	Brooks Koepka, U.S. Open
2019	Brooks Koepka, PGA Championship
2020	Bryson DeChambeau, U.S. Open
2020	Collin Morikawa, PGA Championship
2022	Justin Thomas, PGA Championship

PRESIDENTS CUP TEAM MEMBERS TO PLAY IN PATRIOT ALL-AMERICA:

2017	Brooks Koepka, Justin Thomas, Daniel Berger
2019	Justin Thomas, Bryson DeChambeau

RYDER CUP TEAM MEMBERS TO PLAY IN PATRIOT ALL-AMERICA:

2016	Brooks Koepka – 2016 US Ryder Cup Team
2018	Brooks Koepka, Justin Thomas – 2018 US Ryder Cup Team

NCAA INDIVIDUAL CHAMPIONSHIPS WON BY PATRIOT ALL-AMERICA ALUMNI:

2013	Bryson Dechambeau
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2014	Aaron Wise
2017	Braden Thornberry
2021	Turk Pettit

COMMUNITY SUPPORT: The Patriot All-America continues to receive tremendous community support by a variety of local businesses and organizations including the West Valley Mavericks charity group and The Thunderbirds, host organization of the Waste Management Phoenix Open.

WEST VALLEY MAVERICKS: The West Valley Mavericks Foundation (a 501(c)(3) non-profit) was born of the imagination and vision of a group of community leaders late in 2012. The West Valley Mavericks (or just 'Mavericks') is a group led by gentlemen who believe that the West Valley is an incredible place to live, work, and play. The Mavericks' charter is to advance charity, culture, community, and commerce in the West Valley of Phoenix. As an organization, we use individual contributions, fundraising events, business sponsorships, ticket sales donations, as well as hands-on community service to raise money to assist children and families, help people in need, and improve the quality of life in our West Valley communities.

ARIZONA GOLF ASSOCIATION: The Arizona Golf Association has been serving amateur golfers in Arizona since 1923 when it held the first State Amateur Championship. Today, it is licensed by the United States Golf Association to provide handicapping and course rating services to member clubs, to provide tournament and rules expertise and to oversee the application of amateur status.

GOLF COACHES ASSOCIATION: Established in 1958, the Golf Coaches Association of America (GCAA) is the professional organization of golf coaches. The GCAA's mission is to support its member coaches by creating educational opportunities, providing resources, and promoting its members with the purpose of enhancing their overall performance as coaches, mentors, and teachers. The GCAA also recognizes the excellence and achievements of its members and their student-athletes in academic, athletic and civic endeavors.

WEBSITE: www.patriotallamerica.com
SOCIAL MEDIA INFO: Twitter: [@PatriotAllAm](https://twitter.com/PatriotAllAm)
Facebook: [@PatriotAllAmerica](https://www.facebook.com/PatriotAllAmerica)
Instagram: [@PatriotAllAm](https://www.instagram.com/PatriotAllAm)



TV Media Campaign



Total Media Campaign	
Total Views	4,276,390
Total engagement	574



Digital Media Campaign



Campaign date	12/13-12/17
Total impressions	83,867

Carousel Arcade Bar
We do not have analytic on impressions

Social Media Campaign

Total Recorded Views 147,900

Total Recorded Engagement 3848

Multiple influencers posted about the event on social media channels, encouraging fan attendance. Here's a few mentions:

[Macaroni Kid Surprise Peoria El Mirage Arizona- Facebook](#)

[@Macaronikidssurprisepeoria- Instagram](#)

[@abigail the fun princess- Instagram](#)

[@amateurgolf](#)

[@gatorsgolf](#)

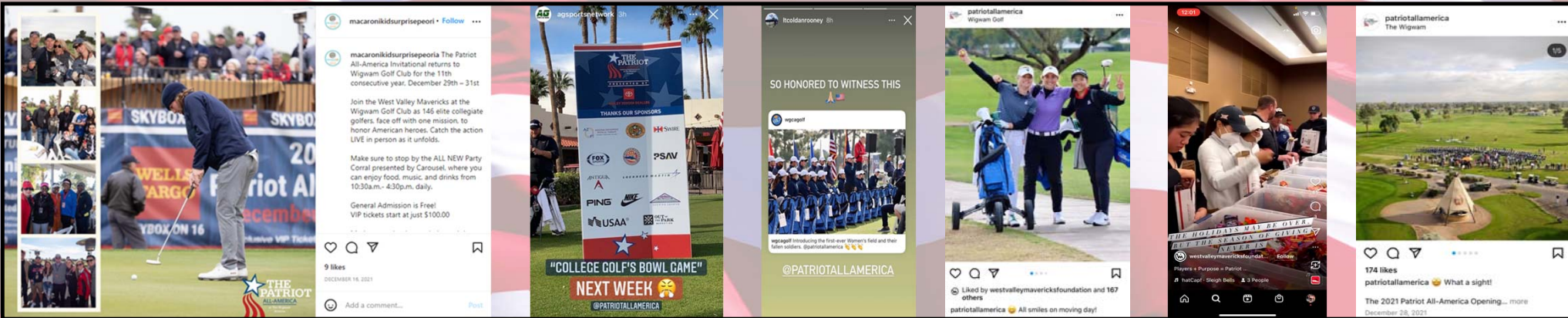
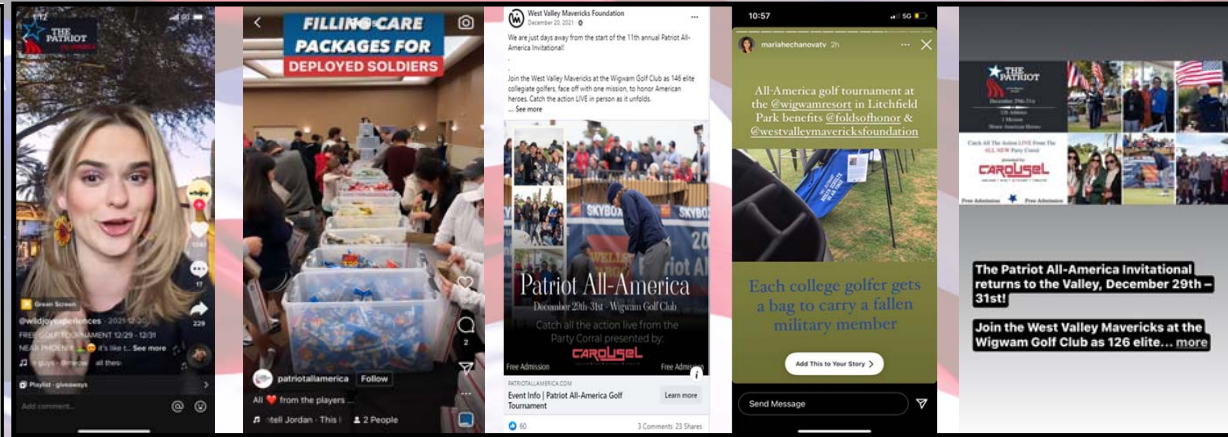
[@matchplay](#)

[@wigwamarizona](#)

[@patriotallamerica](#)

Posts were also shared by players, sponsors, and other organizations.

(Analytics for all accounts not available)



Print Media Campaign

- <https://phoenix.org/teeingup/>
- https://www.westvalleyview.com/patriot-all-america/image_5927eab6-6350-11ec-b051-6f1e9a9fbff5.html
- <https://www.fultonsun.com/news/2021/dec/19/william-woods-smith-to-play-at-patriot-invitational/>
- <https://www.thenewzealandtimes.com/patriot-all-america-invitational-pitch-raised-with-the-addition-of-a-womens-field/>
- <https://ourcommunitynow.com/surprise-az/patriot-all-america-invitational-field-elevated-with-addition-of-womens-field>
- <https://businessnewspress.com/2021/12/29/four-spartans-to-play-in-patriot-all-america-invitational-tournament/>
- <https://6park.news/oklahoma/mcginty-and-romero-start-fast-at-patriot-all-america.html>
- https://www.azfamily.com/shows/good_morning_arizona/seen_on_good_morning_arizona/seen-on-tv---tuesday-dec-28/article_6413b43e-680d-11ec-8855-df9dea8ef0fc.html

Golf Writer, Todd Kelly wrote an article for Golf Week/USA Today that also ran in the Arizona Republic. Multiple papers across the country also ran press release and event information.

Estimated Readership: 557,156

It's easy to see the damage to your car after an accident but the damage to your body may remain hidden.

Patriot All-America tourney now to include women

The Patriot All-America golf tournament, which has been held for 11 years, will now include a women's field.

The tournament was held at the West Valley Golf Club in Surprise, Arizona, on Dec. 28. The men's tournament was held on Dec. 27 and 28. The women's tournament was held on Dec. 28 and 29.

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Patriot All-America Invitational field elevated with addition of women's field

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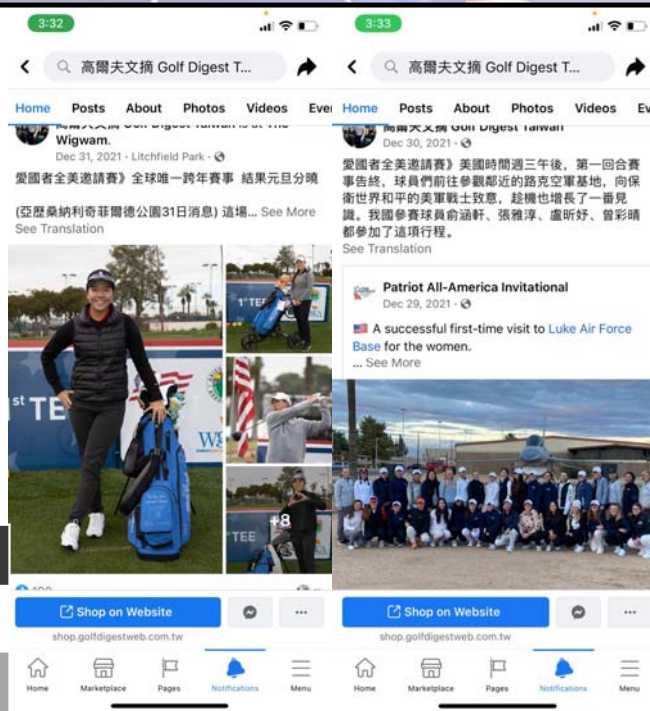
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International Coverage

"Golf Digest" magazine is the Chinese version of the world-renowned golf special issue GOLF DIGEST. It was founded in Taiwan in August 1989 (1989). It is the earliest English copyrighted golf magazine in Greater China. It has been published for more than 23 years. It is not only the oldest golf magazine among Taiwan golf magazines, but also the golf monthly magazine with the largest circulation in the world.


Golf Digest Taiwan featured Chinese players who were part of the Patriot All America on their Facebook page.

Total posts	28
Total engagement	350



- Article Mentions:**
- Irish Golf Desk- <https://www.irishgolfdesk.com/news-files/2021/12/31/hill-moves-up-at-patriot-all-america>
 - Irish Golfer- <https://irishgolfer.ie/latest-golf-news/2021/12/31/hill-climbs-with-68-on-day-two-of-patriot-all-america/>
 - The Switzerland Times- <https://www.switzerlandtimes.com/raised-patriot-all-america-invitational-pitch-with-the-addition-of-a-womens-field/>
 - Noti Mundo- <https://noticiasmundo.news/el-campo-del-patriot-all-america-invitational-se-eleva-con-la-incorporacion-del-campo-de-mujeres/>

Email Campaign



Alumni Club
of Phoenix

Buckeyes playing in the Patriot Golf Tournament at Wigwam Resort

Maxwell Maldovan and Aneka Seumanutfa are 2 Buckeyes playing in this charity event

Tournament will be held at the Wigwam Resort In Litchfield Park, AZ December 27-31

The Patriot All-America is a top amateur golf event since 2011 It consists of All Americans from all e NCAA Divisions plus 5 universities outside the USA Each golfer carries a PING bag with the schools name AND the name and branch of a fallen soldier from their hometown or school.

At the end of the tournament the bags are auctioned off and the proceeds go to Folds of Honor Admission is free there is a VIP Area with food and drinks for \$100

Subject: Come party at the Patriot Party Corral - Free Admission




The Patriot All-America Invitational returns to Wigwam Golf Club for the 11th consecutive year, December 29th - 31st

Join the West Valley Mavericks at the Wigwam Golf Club as 146 elite collegiate golfers, face off with one mission, to honor American heroes. Catch the action LIVE in person as it unfolds.

Make sure to stop by the ALL NEW Party Corral presented by Carousel, where you can enjoy food, music, and drinks from 10:30a.m. - 4:30p.m. daily.

General Admission is Free!


Mark your calendars and plan to join us for one epic week of golf and good times. Proceeds from the tournament benefit Folds of Honor and the West Valley Mavericks Foundation. For more information click the button below.

[Click here](#)

Thank you for your support! Please share on your favorite social channel!



PHOENIX



News, Upcoming Events & Merry Christmas!

[Another Day, Another Michigan Football Award!](#) This week, the Wolverines won the national award for "Best Offensive Line"! [U-M Offensive Line Earns Incredible Honor - Sports Illustrated Michigan Wolverines News, Analysis and More](#)

[Let's All Wish Coach Harbaugh a Resounding "Happy Birthday!"](#) We figure he's already received some of the best birthday presents he could've imagined -- beating Ohio State, winning the "National Coach of the Year Award", qualifying for the CFP Semifinal Orange Bowl, etc.!

[New Event!](#) Join us *December 28th - 31st*, as we welcome some of the country's very best golfers - including, Wolverine women and men - to the historic *Wigwam Resort and Golf Club* (www.wigwamarizona.com) to play in *The Patriot All-America NCAA Golf Tournament!* General Admission is free. This event honors our fallen veterans in an incredibly unique way. Please read on. <https://patriotallamerica.com> (Photos of the Wigwam and event appear below).






Emails campaigns went out on West Valley Mavericks, Patriot All America, and multiple University Alumni Association platforms here in Arizona.

Estimated reach: 55,000+

a few examples shown

Live Stream

Uploads ▶ PLAY ALL

				
CONNOR HOWE 5:10	PALMER JACKSON 1:31	2:52	2:28	DAY 3 SAVE THE DATE PATRIOT ALL-AMERICA LIVESTREAM ON THE WEST VALLEY MOUNTAIN 3:38:41
Patriot All-America Day 3 recap	Patriot All-America Day 2 HoleOut	Patriot All-America Day 2 recap	Patriot All-America Day 1 recap	The Patriot All-America Invitational Day 3

Total Countries Viewed
9
Total Impressions
21,724

Sponsor Pictures



Sponsor Pictures



Estimated Total Reach



GOLF WEEK

Estimated Total Numbers	
Estimated Total Reach of Campaign	5,563,548



THANK YOU!



2022

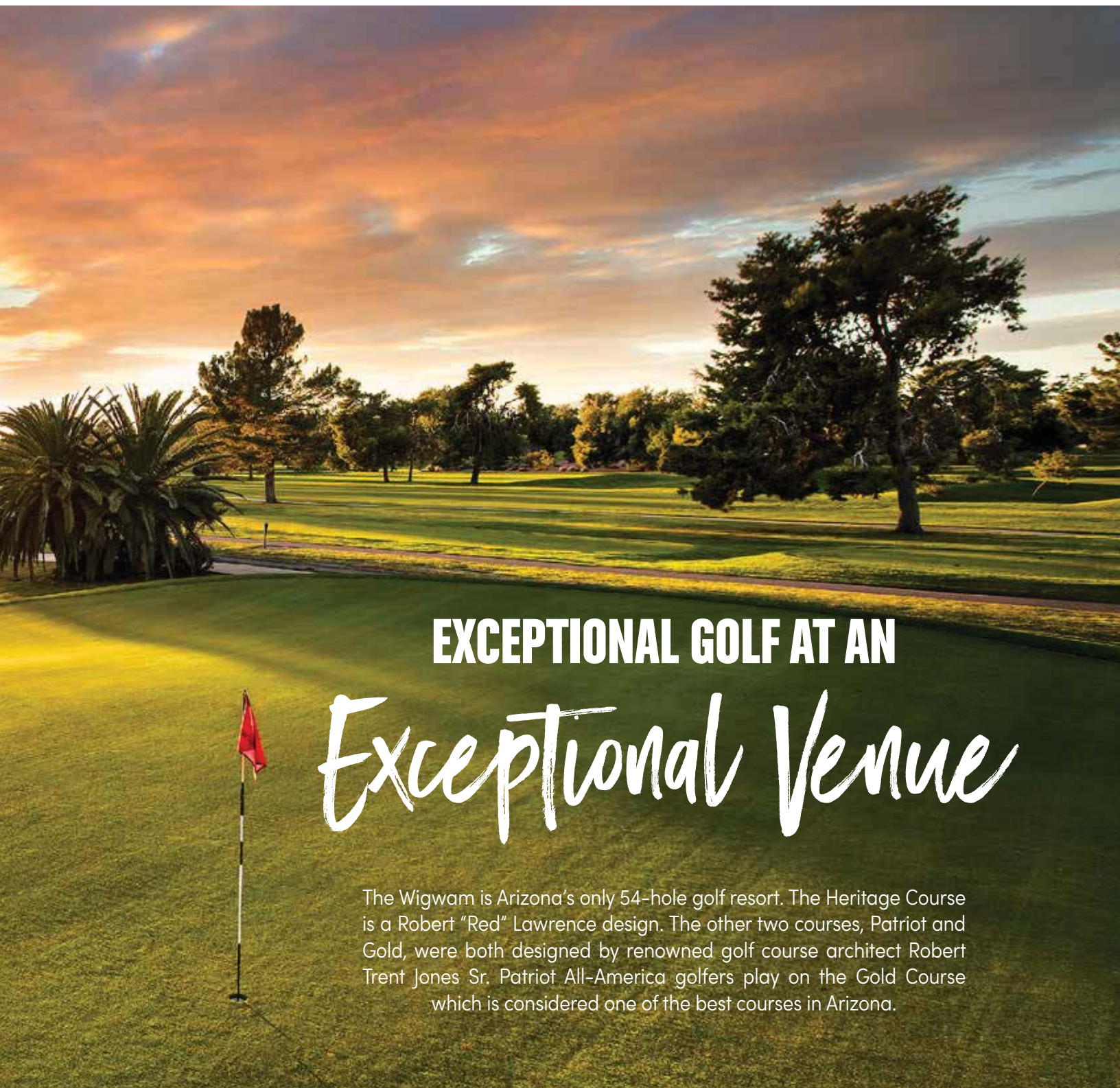
**PATRIOT ALL-AMERICA
GOLF INVITATIONAL**



FOLDS *of* HONOR

In its 12th year, the Patriot All-America combines a bowl-like championship for top collegiate golfers from all NCAA divisions who are named to the PING All-American teams as well as invited members of the United States Service Academy golf teams and other select invitees from around the world.

The Patriot All-America goes beyond a 54-hole stroke play championship. It also provides a unique and valuable life experience for these young golfers. Throughout the event, each Patriot golfer carries a golf bag, donated by PING, embroidered with the names of a fallen or severely injured military hero. Golfers carry the golf bags in honor of these soldiers and their families. At the conclusion of the event, the bags are presented to each golfer's college where the bags are auctioned, and proceeds raised are donated to the Folds of Honor Foundation, which provides educational scholarships to spouses and children of America's fallen and disabled service-members.



EXCEPTIONAL GOLF AT AN

Exceptional Venue

The Wigwam is Arizona's only 54-hole golf resort. The Heritage Course is a Robert "Red" Lawrence design. The other two courses, Patriot and Gold, were both designed by renowned golf course architect Robert Trent Jones Sr. Patriot All-America golfers play on the Gold Course which is considered one of the best courses in Arizona.



OPENING CEREMONIES

The Patriot All-America Opening Ceremonies are a breathtaking event honoring our military and the fallen soldiers that our Patriot golfers proudly represent. The Opening Ceremonies begin with the Wings of Blue parachute team effortlessly arriving by air behind all 84 elite Patriot golfers. The final Wings of Blue paratrooper enters with the American Flag.

The Ceremonies conclude with an impressive performance of the presentation of colors by the Luke Air Force Base Joint Color Guard.



THE PATRIOT ALL-AMERICA TOURNAMENT IS THE FIRST OF ITS KIND AND IS THE COMBINED EFFORT OF THE ARIZONA GOLF ASSOCIATION, THE GOLF COACHES ASSOCIATION OF AMERICA, THE WEST VALLEY MAVERICKS FOUNDATION AND THE WIGWAM GOLF RESORT IN CONJUNCTION WITH THE TOURNAMENT'S BENEFICIARY, THE FOLDS OF HONOR FOUNDATION.





PATRIOT ALL-AMERICA AM-AM TOURNAMENT

Following the Opening Ceremonies, sponsors, community supporters, and a select few of the general public play in the Patriot All-America Am-Am.

The Am-Am is a unique opportunity for participants to enjoy a round of golf with Patriot golfers, who are some of the best amateur golfers in the world. Supported, in part, by Luke Air Force Base, each team has the opportunity to interact with members of our military and remotely “drive” an EOD (Explosive Ordnance Disposal) Robot to test their skills beyond the game of golf. If interested in playing in this once in a lifetime event, please contact a West Valley Maverick for details.



LUKE AIR FORCE BASE

The Patriot All-America is very grateful to the brave men and women of Luke Air Force Base for hosting our golfers.

Prior to the beginning of the tournament, Patriot golfers are privileged to receive a private tour of Luke Air Force Base. Each year, eight lucky golfers are randomly drawn for an opportunity to experience an F-16 simulator. Other Patriot golfers have the privilege to visit the flight tower, interact with EOD Robots, view military vehicle displays and watch the K-9 working dog training unit.

The private tour concludes with dinner hosted by Fighter Country Partnership. After dinner, Patriot All-America golfers participate in a special coin exchange. This military tradition dates back to WW1, whereby a "challenge coin" is shared among military units to symbolize unit identity and brotherhood.



At the beginning of the tour, the participants are taken to the base flagstaff for the customary playing of Retreat and the National Anthem, at the conclusion of which tournament officials are presented the flag to be given to the winner of the 2019 Patriot All-America. Each year, eight lucky golfers are randomly drawn for an opportunity to experience an F-16 simulator. Other Patriot golfers have the privilege to visit the flight tower, interact with EOD Robots, view military vehicle displays and watch the K-9 working dog training unit.





THE FIRST TEE CEREMONIES

Each Patriot All-America golfer signs his name on the pocket of his golf bag and on the bag of each member of his group. This is repeated for each of the three rounds. At the conclusion of the Patriot All-America, these bags are sent to each golfer's college or university to be auctioned to raise funds for the Folds of Honor Foundation.

Each day, distinguished members of The Thunderbirds, greater Phoenix's leading civic organization and hosts of the PGA's Waste Management Phoenix Open, announce the Patriot All-America golfers on the first tee. The announcement includes the golfer's name, school and the name, branch and rank of the soldier he is honoring. Patriot All-America golfers are also formally announced by The Thunderbirds as they approach the 18th green.





© Michael Jordan - www.mjpropix.com

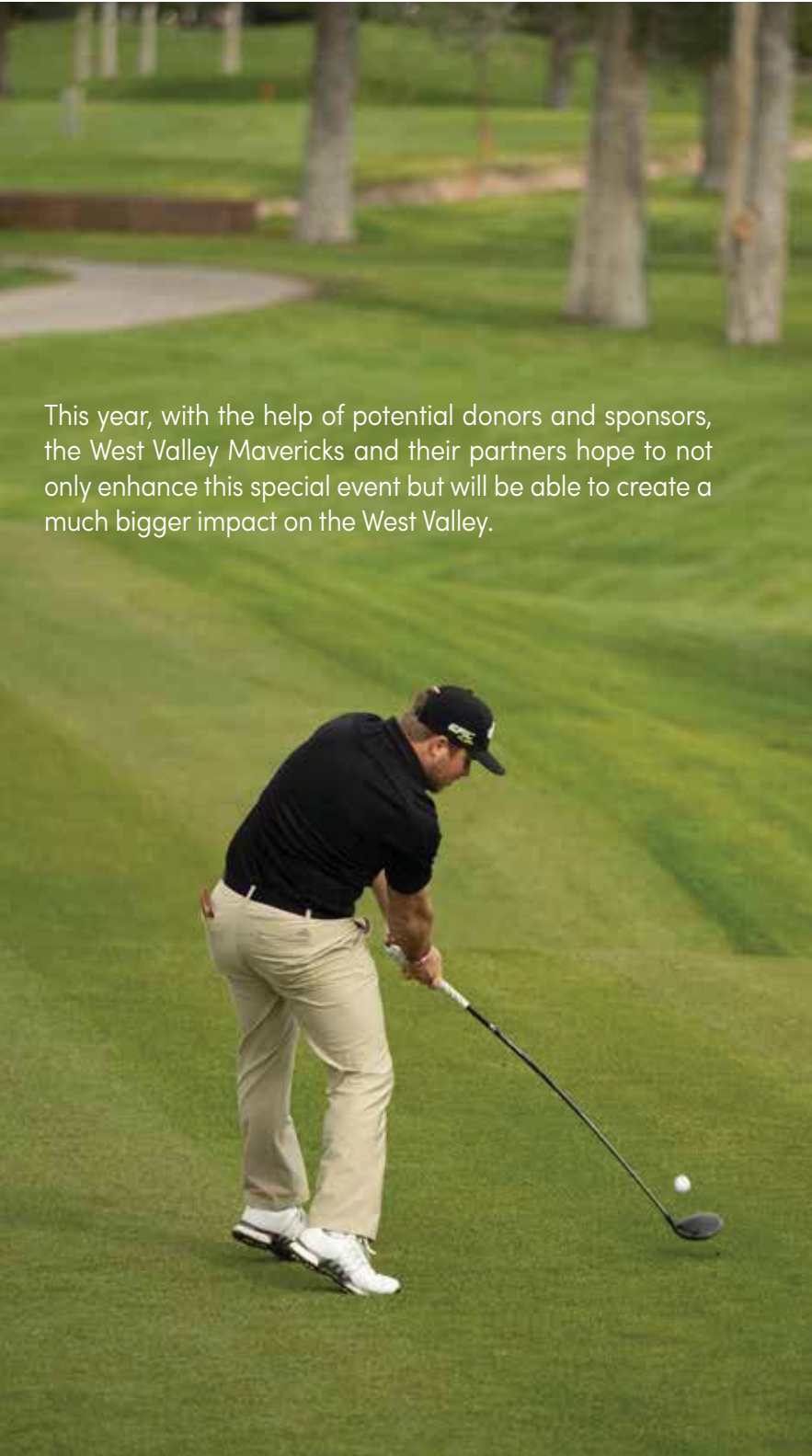


JUNIOR PATRIOTS CLINIC

A Junior Patriots Clinic is hosted and organized by the First Tee of Phoenix and the Junior Golf Association of Arizona. Led by golf pros, these young participants enjoy practicing their swings and learning more about the game of golf. At the end of the clinic, the kids are served lunch while several Patriot All-America golfers answer questions, share some advice and show off some of their trick shots for the enjoyment of the youngsters.



This year, with the help of potential donors and sponsors, the West Valley Mavericks and their partners hope to not only enhance this special event but will be able to create a much bigger impact on the West Valley.





IN ADDITION TO THE HOSPITALITY TENT

on the 18th green, The West Valley Mavericks host a viewing deck near the 16th green with excellent views of the 8th tee box, 12th tee box and 16th green. Patriot All-America Fans, military members, community leaders and supporters in attendance have an outstanding elevated view of these three holes, all the while enjoying the same electric atmosphere with food, beverages, entertainment, and music throughout all three days of play.



HOSPITALITY

The West Valley Mavericks, a leading local civic organization, provide a first-class hospitality tent and viewing deck on the 18th green, for all Patriot All-America fans, military members, community leaders and supporters in attendance. This hospitality area provides an electric atmosphere with food, beverages, entertainment and music throughout all three days of play.



New **THIS YEAR**



It's no secret that this year has been a pivotal year for Women in Sports, and more specifically collegiate sports.

As a committee and organization, we believed that now more than ever before, it was important to promote and support equality in sports. As part of our overall vision to expand the reach of the tournament and to demonstrate our commitment to supporting female athletes, we announced and hosted our first ever Women's Field at the Patriot All-America 2022 tournament- and what an addition it was!

Together with our partners, we highlighted 48 of the world's most promising female collegiate athletes. These women brought a level of excitement and interest to the tournament we have never seen before. It is our hope that with the help of sponsors like you, we can expand not only our women's fields this year but include activations that highlight the contribution women in sports have made to the industry as a whole.





For More Info

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THE PATRIOT™
ALL-AMERICA
at The Wigwam
Arizona





CITY OF SURPRISE
Tourism Fund Sub-Committee Meeting

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

Contact Person:
District: Citywide

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

Agenda Wording:

Discussion of Thanksgiving Day 5k event

Motion:

For discussion only; no action

Background:

Vice Mayor Cline requested to add the discussion item to the next meeting during the March 3, 2022 meeting.

Objective Analysis:

Policy Compliant:

Financial Impact:

Budget Impact:

FTE Impact:

ATTACHMENTS:
