

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

Wednesday, August 3, 2022 – 3:00 p.m.

CALL TO ORDER

Chair Councilmember Patrick Duffy called the **Tourism Fund Sub-Committee Meeting** to order at 3:00 p.m. at Surprise City Hall, Overflow Room, 16000 North Civic Center Plaza Surprise, Arizona 85374, on Wednesday, August 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:

Vice Mayor Cline moved to approve the October 19, 2020, Tourism Fund Subcommittee Meeting minutes, and Councilmember Hastings seconded the motion. Motion carries 3-0.

2. Action item: Consideration and action to approve the minutes of the Tourism Fund Subcommittee meeting on March 3, 2022:

Vice Mayor Cline moved to approve the March 3, 2022, Tourism Fund Subcommittee Meeting minutes, and Councilmember Hastings seconded the motion. Motion carries 3-0.

3. Action item: 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:

Kendra Pettis gave an overview of the Patriot All-America Golf Tournament and stated that the initial recommendation is not to exceed a reimbursement of \$20,000 based off of the Tourism Fund Evaluation Criteria with \$10,000 available for reimbursement prior to the event from the Tourism Fund evaluation criteria categories three through five and a chance to earn an additional \$10,000 based on performance of Tourism Fund categories one and two, total room nights and total attendance.

Vice Mayor Cline stated that because we have tennis, baseball, and picklball and that it is great to expand our outreach to the golf community. Kendra Pettis stated that this event will bring people from all over the country to Sterling Grove, which is a new development and a highlight for the City of Surprise.

Councilmember Hastings stated that he liked this idea and appreciated the structures put in place and how everything was calculated. He further stated that he would support the \$20,000 reimbursement based off the Sports & Tourism recommendation.

Vice Mayor Cline stated that she thinks increasing the total reimbursement to \$30,000 would be good for Sterling Grove. She added if the event host brought in 5,000 plus in attendance throughout the three days, she thinks they should be reimbursed \$10,000.

Councilmember Duffy asked if it would be \$20,000 available pre-event with the possibility of \$10,000 more in performance-based reimbursement. Kendra responded it would be \$10,000 total for the attendance reimbursement for a total of \$15,000. Vice Mayor Cline asked if we could increase the pre-event portion to \$15,000 to reach a total of \$30,000.

Kendra Pettis stated the subcommittee recommendation to take to City Council is not to exceed \$30,000 with \$15,000 based off of the Tourism Fund evaluation criteria categories three through five available for reimbursement prior to the event and an additional \$15,000 that would be based on performance categories with up to \$5,000 on the room nights and up to \$10,000 on attendance if the event has 5,000 or over. The funds can reimburse any regional or national marketing/media contracts or City of Surprise hotel invoices for the event. All marketing must include located in

Surprise, Arizona to be eligible for reimbursement. The agreement should also include an ExploreSurprise.com link from the event website, signage at the event and social media posts with a link to ExploreSurprise.com.

Vice Mayor Cline moved to approve 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, and Councilmember Hastings seconded the motion. Motion carried 3-0.

4. Discussion item: Discussion of Thanksgiving Day 5k event.

Kendra Pettis asked if this event is something the committee would like the city to host or a third party. Councilmember Duffy asked who hosts the Spring Training 5K event. Kendra responded Startline is the group the City partners with.

Councilmember Duffy asked if Startline would host it. Kendra responded that we can ask but they have three events already scheduled for that weekend, so she does not believe they would be available.

Councilmember Hastings asked what the cost looks like if the City hosts the event versus a third party. Kendra responded it depends on the scale but a base estimate is \$10,000 not including marketing, bands, or any other event to it. The question was asked if it was too late in the year to hold this event this year. Kendra responded it would be hard to hold it this year. Joe added we would have to find and source tracking equipment which there is a huge shortage of right now. He noted that if we can find a third party to partner with, they may have the necessary equipment already.

Diane Arthur asked if the City can utilize Tourism Fund dollars if the City hosts the event. Kendra responded that she will check with the Legal and Finance departments to see if the funds can be directly funded to a city department by moving the Tourism Fund into an operating budget.

Kendra stated that Sterling Grove reached out indicating they were thinking about hosting a Turkey Trot event. She added that they are unsure if they are making it a private or public event. She further added that if their event is private it would not be an issue for the City to host a similar event, but if it is public we could see if they would like to partner or support their event in Sterling Grove.

Kendra stated that she will put some budgets together if the event was City run versus a third party. She will also reach out to Sterling Grove and see if they have made any decisions on their event as well as reach out to Startline and a couple of the other third-party companies. She added she will also talk to Legal and Finance regarding the use of the Tourism Fund for city-ran events. Sports and Tourism will bring back options and timelines for the Subcommittee to review at the next meeting.

OTHER BUSINESS AND FUTURE AGENDA ITEMS

None.

EXECUTIVE SESSION

None.

ADJOURNMENT

Vice Mayor Cline moved to adjourn. Councilmember Hastings seconded the motion. Motion carried 3-0. The meeting was adjourned at 3:37 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 **Wednesday, August 03, 2022.**

Sherry Ann Aguilar, City Clerk, MMC