



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

Wednesday, April 26, 2023 @ 3:00 PM
Development Center West Conference 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:

- | | | | |
|----|----------|---|-------------------------------------|
| 1. | Citywide | Consideration and action to approve the minutes of the Tourism Sub-Committee Meeting from August 3, 2022. | None |
| | | | Kendra Pettis
Sports and Tourism |

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|---|-------------------------------------|
| 2. | Citywide | Consideration and action pertaining to a recommendation of utilizing a maximum of \$50,000 annually in reimbursements for the next 3 years (a maximum of \$150,000 total) from the Tourism Fund to continue the City's partnership with Perfect Game through a 3-year facility use agreement. | None |
| | | | Kendra Pettis
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, April 25, 2023 @ 8:00 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: April 26, 2023

Contact Person: Kendra Pettis, DIR -
SPORTS/TOURISM

Submitting Department: Sports and Tourism

District: Citywide

Staff Recommendations: None

Consent: Yes

Regular: Yes

Public Hearing: No

Report/Discussion: No

Agenda Wording:

Consideration and action to approve the minutes of the Tourism Sub-Committee Meeting from August 3, 2022.

Motion:

I move to approve the Tourism Fund Sub-Committee meeting minutes from August 3, 2022.

Background:

N/A

Objective Analysis:

N/A

Policy Compliant:

This item is compliant with City policies.

Financial Impact:

N/A

Budget Impact:

N/A

FTE Impact:

N/A

ATTACHMENTS:

1. 2022-08-03 Minutes Tourism Fund-Final
-

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 Tournamnet 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



CITY OF SURPRISE
Tourism Fund Sub-Committee Meeting

Council Meeting Date: April 26, 2023

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 a maximum of \$50,000 annually in reimbursements for the next 3 years (a maximum of \$150,000 total) from the Tourism Fund to continue the City's partnership with Perfect Game through a 3-year facility use agreement.

Motion:

I move to recommend the use of the Tourism Fund for final City Council approval in the amount of \$50,000 annually in reimbursements for the next 3 years (a maximum of \$150,000 total) to continue the City's partnership with Perfect Game through a 3-year facility use agreement.

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 support the economic vitality of the community.

In 2019, the Sports and Tourism department started working on expanding the summer baseball tournaments to include larger, regional and national tournaments that would attract more visitors to Surprise during the off season. Through this initiative, Sports and Tourism started a partnership with Perfect Game. Perfect Game was founded in 1995 and has grown to become the world's largest elite youth baseball platform and scouting service. Perfect Game hosts 10+ events in Surprise each year and drew over 66,000 in attendance in 2022. These visitors come from all over the nation and create a positive economic impact in Surprise through increased hotel nights and tourism-driven sales tax revenue.

Objective Analysis:

The objective of continuing a partnership with Perfect Game is to be able to continue to bring regional and national tournaments to Surprise which attract visitors and generate additional revenues for the City. In addition, the partnership enhances the City's brand as a sports tourism destination.

Policy Compliant:

This item is compliant with City policies.

Financial Impact:

If approved, the final Council action will allow for the expenditure of up to \$50,000 per year through June 2026, which will be paid on a reimbursement basis. This program's tourism activity is anticipated to generate revenues within the Tourism Fund.

Budget Impact:

If approved, the final Council action will allow for the movement of budget authority from the Contingency Fund to services within the Tourism Fund. The final action will represent a transfer of spending authority and will not increase or decrease the total adopted citywide expenditure limit.

FTE Impact:

There will be no FTE impact associated with this item.

ATTACHMENTS:

1. Perfect Game Tourism Subcommittee Presentation 04_26_23
-



SURPRISE
ARIZONA

PERFECT GAME BASEBALL EVENTS TOURISM FUND APPLICATION



Tourism Sub-Committee Meeting
April 26, 2023



PERFECT GAME



PERFECT GAME

CAPABILITIES & OVERVIEW | APRIL 2023



PERFECT GAME

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

1,846+

MLB
PLAYERS

300K+

COLLEGE
COMMITTS

13,889+

PLAYERS
DRAFTED





PERFECT GAME

OUR FOCUS

We believe Diamond Sports are a beacon of American culture, both domestically and abroad.

A POWERFUL ECOSYSTEM

We deliver the most authentic, competitive, and career-defining experiences aimed to benefit players, families, scouts, colleges, and professional organizations alike.

DATA DRIVEN TECHNOLOGY

We provide data-driven platforms that embolden and challenge athletes to reach their full playing potential.

ASPIRATIONAL & MERIT BASED VALUES

We realize dreams and inspire athletes at every skill level to pursue their goals in the highest performance environments possible - from on the field to the gear they wear.

DATA DRIVEN TECHNOLOGY

We provide data-driven platforms that embolden and challenge athletes to reach their full playing potential.

By The Numbers

1.2M+

Annual
Participants

141K+

Perfect Game
games per year

9,324

Events hosted
annually in 40 States

6.2M+

Annual
Attendees

Source: Perfect Game turnstile tracker





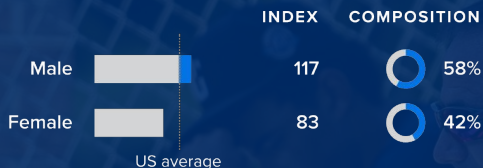
A Powerful Marketing Platform

Reach **1M+** college bound
athletes, **2M+** decision
making parents, and **170M⁽¹⁾**
baseball & softball fans
at scale.

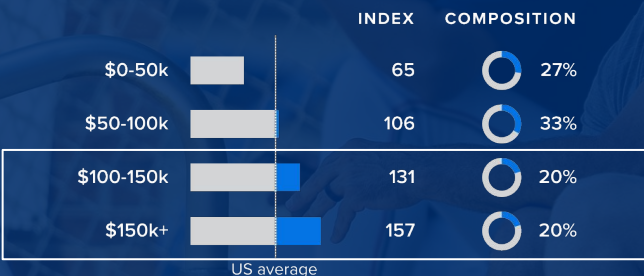
Source: (1) Major League Baseball / SSRS/Luker's Trends Sports Poll

PERFECT GAME REACHES COVETED DEMOGRAPHIC AUDIENCES

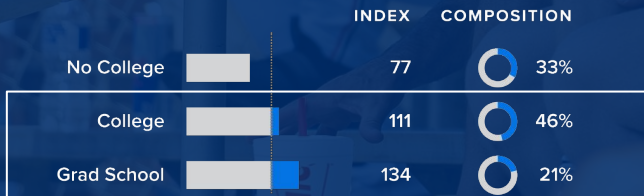
Gender



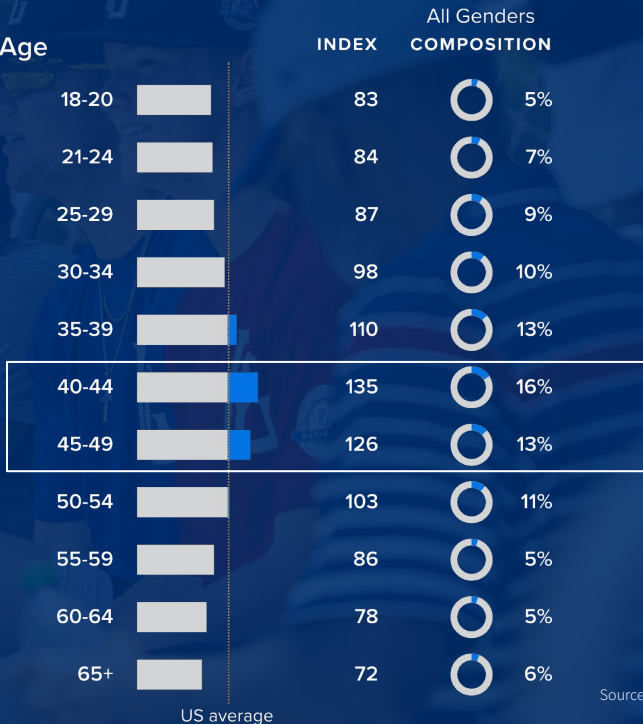
Household Income



Education



Age

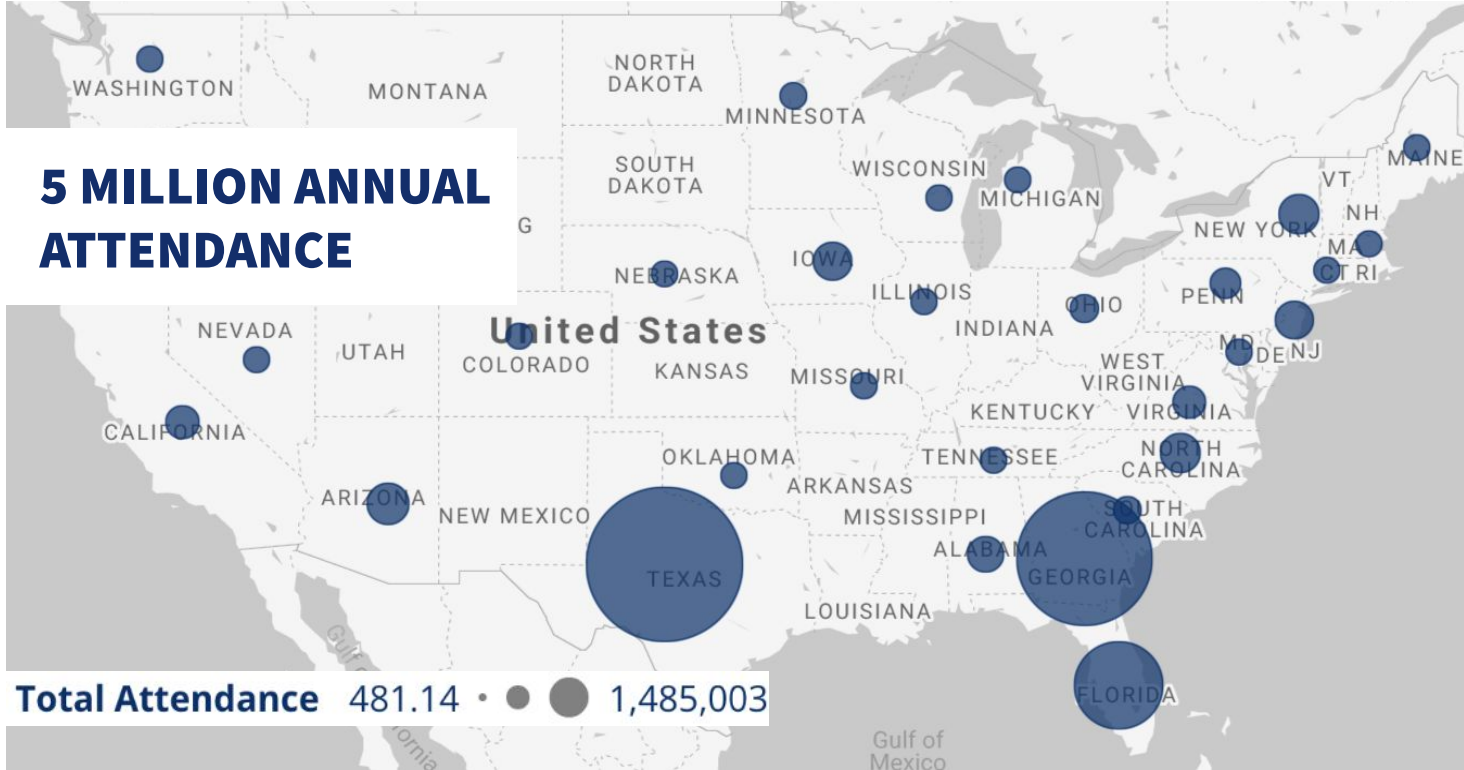


Source: Quantcast Metrics | perfectgame.org

Perfect Game fans are well educated & high-income earners.



NATIONAL, REGIONAL AND LOCAL AUDIENCES



PG PERFECT GAME 2023 MAJOR EVENTS



2023 OPENING DAY
APRIL | EAST COBB COMPLEX | MARIETTA, GA



2023 JR. NATIONAL SHOWCASE
JUN 10 - 14 | EAST COBB COMPLEX | MARIETTA, GA



2023 JR. NATIONAL SHOWCASE
JUN 10 - 14 | EAST COBB COMPLEX | MARIETTA, GA



2023 ALL-STATE GAMES
JUN 10 - 14 | EAST COBB COMPLEX | MARIETTA, GA



2023 SUPER REGIONAL
MARCH - MAY | VARIOUS CITIES & BALLPARKS



2023 PG NATIONAL WORLD SERIES
JUNE - JULY | GA, FL, CA, AL, AZ



2023 PG SUPER 25
APRIL - JULY | VARIOUS CITIES AND BALLPARKS



DICK'S SPORTING GOODS PG ALL AMERICAN CLASSIC
AUG. 20, 2023 | CHASE FIELD | PHOENIX, AZ



2023 BCS NATIONAL CHAMPIONSHIP
JUN 24 - JULY 27 | JETBLUE PARK | FORT MYERS, FL



2023 WWBA WORLD CHAMPIONSHIP
OCTOBER 2023 | ROGER DEAN STADIUM | JUPITER, FL



2023 WWBA NATIONAL CHAMPIONSHIPS
JUNE 24 - JULY 23 | EAST COBB, WEST PALM BEACH, OTHER



OTHER MAJOR ANNUAL EVENTS



ATTENDANCE
386,590



ATTENDANCE
59,580



ATTENDANCE
160,760



ATTENDANCE
34,465



ATTENDANCE
31,680



ATTENDANCE
348,370



ATTENDANCE
406,115



ATTENDANCE
100,690



REACH CONSUMERS THROUGH PG's EXTENSIVE SOCIAL MEDIA & DATABASE



Active Email Database
759k+ Subscribers



Instagram
561K Followers



Twitter
625K Followers



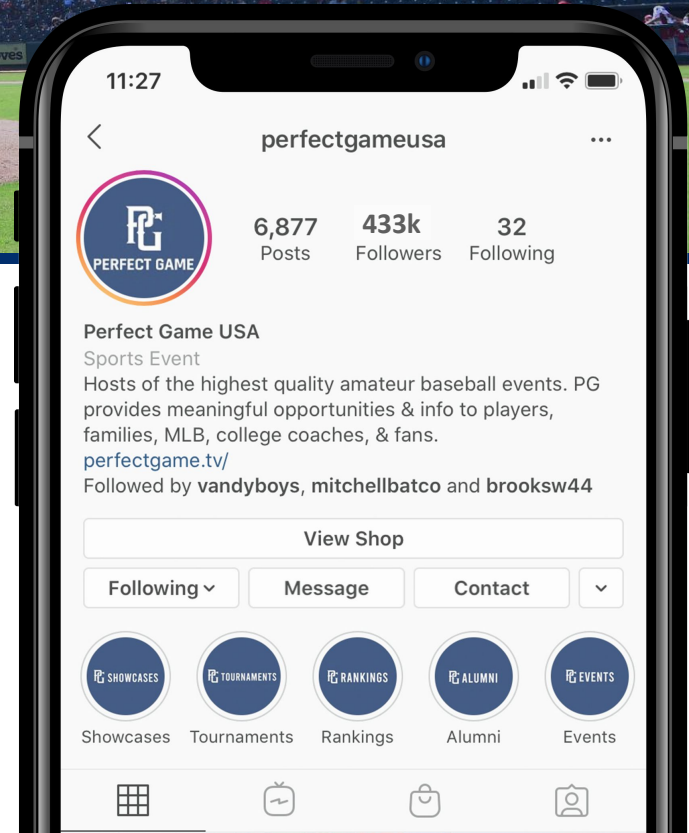
Facebook
124K Likes



YouTube
72K Subscribers



TikTok
235K Followers





COMPREHENSIVE BRAND EXPOSURE ACROSS ALL MEDIA PLATFORMS

TELEVISION⁽¹⁾

75MM HH reach across 30+ networks - PG Weekly Syndicated Show

61 MM HH reach on CBS Network

91 MM HH reach on MLB Network

DIGITAL MEDIA⁽²⁾

48 million annual visitors to PerfectGame.org

340 million annual pageviews

27 million online viewers of PG.TV

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



PERFECT GAME.TV



24/7 programming

100+ live games

500+ hrs of original programming

FAST channel launched in 2022. Launch partners include Roku, Vizio, Fubo, LocalNow, Sports.TV + SportsTribal

Television Reach of **over 75MM HH** both Nationally & Regionally



Nationally syndicated weekly TV show hosted by Daron Sutton. PG Weekly covers everything happening in baseball including scout interviews, player features and more.

Frequency: Monthly total of 12 episodes

Broadcast Time Frame: 1/1/22 - 12/31/2022

PG WEEKLY

Average of 3 re-airings per network, per weekly show



Est. Weekly Viewing Audience of 255k⁽¹⁾

- Ownable branded in-broadcast features
- :30 or :60 TV spots
- 4-6 verbal mentions per show
- Pre-roll ads across pg.tv, pg.org OTT
- Naming rights on call-in interviews
- Logo placements during various segments

Assumes .01 average rating x avg. 3 re-airings per week, per network

PG WEEKLY

The only television show dedicated to covering amateur baseball.



[Click above to watch and learn more about PG Weekly](#)



States & Regional Complexes

ALABAMA, ARIZONA & FLORIDA



EVENTS: 664

PARTICIPANTS: 65,733

ATTENDANCE: 328,665



EVENTS: 86

PARTICIPANTS: 16,940

ATTENDANCE: 84,700



EVENTS: 600

PARTICIPANTS: 124,380

ATTENDANCE: 621,900

OUR PARTNERS





PERFECT GAME

Event Partnership Alignment

COUNCIL STRATEGIC PLAN

- **Strategy 2.8**
 - Leverage new opportunities to attract visitors with enhanced event and entertainment opportunities

TOURISM STRATEGIC PLAN

- **Focus Area 1: Events and Entertainment**
 - Utilize the Tourism Fund to attract professional event partners
 - Increase sports tourism events in Surprise
 - Increase tourism related room nights

2022 PERFECT GAME EVENT RECAP

BASEBALL TOURNAMENTS	DATES	# OF GAMES	TOTAL ATTENDANCE
PERFECT GAME SOUTHWEST SHOWCASE	APRIL 9-10		140
PERFECT GAME SUNSHINE SOUTHWEST SHOWCASE	MAY 14-15		213
PERFECT GAME MEMORIAL DAY CLASSIC	MAY 27-30	101	9,090
PERFECT GAME WWBA WEST NATIONAL CHAMPIONSHIPS 14/16U	JULY 9-14	90	9,000
PERFECT GAME WWBA WEST NATIONAL CHAMPIONSHIPS 15/17U	JULY 16-21	134	13,400
PERFECT GAME 17U WORLD SERIES	JULY 27-31	94	9,400
PERFECT GAME LABOR DAY CLASSIC	SEPT. 2-5	97	9,700
PERFECT GAME FALL NATIONAL CHAMPIONSHIPS	SEPT. 9-12	53	6,560
PERFECT GAME FALL NATIONAL CHAMPIONSHIPS	SEPT. 16-19	25	2,500
PERFECT GAME FALL NATIONAL CHAMPIONSHIPS	SEPT. 23-26	59	5,900
PERFECT GAME SHOWCASE	OCT. 29-30	8	576
PERFECT GAME MLK TOURNAMENT	JAN. 13	1	400
TOTALS:	12 Events	662	66,879



BED TAX REVENUE INCREASES

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

- May 2022 = 164% increase from May 2019
- July 2022 = 157% increase from July 2018
- September 2022 = 99% increase from September 2018

Transient Lodging

Tax Collected	Reported to State	Reported to City	FY2019	FY2020	FY2021	FY2022	FY2023	5 YR Average
Jul	Aug	Sep	\$ 39,965	\$ 76,992	\$ 47,900	\$ 95,593	\$ 105,390	\$ 73,168
Aug	Sep	Oct	\$ 43,679	\$ 57,491	\$ 56,297	\$ 71,354	\$ 85,763	\$ 62,917
Sep	Oct	Nov	\$ 42,573	\$ 55,148	\$ 70,788	\$ 95,682	\$ 109,603	\$ 74,759
Oct	Nov	Dec	\$ 54,808	\$ 92,419	\$ 75,117	\$ 112,572	\$ 130,173	\$ 93,018
Nov	Dec	Jan	\$ 56,805	\$ 76,078	\$ 63,887	\$ 123,447	\$ 127,812	\$ 89,606
Dec	Jan	Feb	\$ 54,244	\$ 88,371	\$ 59,288	\$ 106,691	\$ 103,907	\$ 82,500
Jan	Feb	Mar	\$ 79,897	\$ 105,344	\$ 72,794	\$ 113,611	\$ 97,633	\$ 93,856
Feb	Mar	Apr	\$ 113,530	\$ 126,037	\$ 97,313	\$ 164,991		\$ 125,468
Mar	Apr	May	\$ 112,904	\$ 74,722	\$ 132,307	\$ 198,778		\$ 129,678
Apr	May	Jun	\$ 78,376	\$ 11,987	\$ 116,497	\$ 110,096		\$ 79,239
May	Jun	Jul	\$ 55,537	\$ 48,995	\$ 96,688	\$ 110,781		\$ 78,000
Jun	Jul	Aug	\$ 53,003	\$ 62,502	\$ 92,322	\$ 81,063		\$ 72,223
TOTAL			\$ 785,323	\$ 876,085	\$ 981,200	\$ 1,384,659	\$ 760,280	\$ 1,054,431

PROPOSED PERFECT GAME EVENT DATES:

Tentative 2023 Dates:

- April 15-16- Showcase
- May 13-14- Showcase
- May 26-29 Tournament
- July 8-13- Tournament
- July 15-20- Tournament
- July 25-July 29- Tournament
- Sept 1-4- Tournament
- Sept 8-11- Tournament
- Sept 15-18-Tournament
- Sept 22-25 Tournament
- Oct 28-29- Showcase

2024 & 2025 event dates TBD

**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

TOURISM SUBCOMMITTEE RECOMMENDATION

- 3 Year Facility Use Agreement with reimbursements for room nights and marketing
- Not to exceed \$50,000 annually or \$150,000 total through June 30, 2026
 - May 2023 – June 2024, July 2024 – June 2025, July 2025 – June 2026
- Up to \$5000 per tournament/event based off of room night performance standards
 - 100+ room nights = \$2500
 - 301+ room nights = \$5000
- Up to \$25,000 per year for marketing purposes
 - Can be used for reimbursement of regional/national media/marketing (radio, tv, social media, banners, etc)
 - Can be used prior to events to market Surprise Tourism to PG visitors
 - All marketing must include “Surprise, Arizona” or be Surprise specific to be considered for the reimbursement
- Can be used to reimburse:
 - Surprise Facility Use Fees
 - Surprise Hotel Reimbursements / Rebates
 - Surprise Specific Marketing



SURPRISE
ARIZONA

QUESTIONS OR COMMENTS?

Thank You