



**CITY OF SURPRISE**  
**Tourism Advisory Commission**  
**16000 N. Civic Center Plaza**  
**Surprise, AZ 85374**  
 Thursday, May 9, 2019 @ 2:00 PM  
 COMMUNITY ROOM

- A. Call To Order
- B. Roll Call
- C. Pledge of Allegiance
- D. Current Events and Reports
- E. Staff Reports
- F. Tourism Advisory Commission 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 pertaining to approval of Commission Minutes - April 16, 2019.   | None               |
|    |          |   | Sports and Tourism |
| 2. | Citywide | Consideration and action pertaining to Future Agenda Items  | None               |
|    |          |   | Sports and Tourism |
| 3. | Citywide | Consideration and action to prioritize and recommend projects to be submitted for Prop 302 funding for the City for fiscal year 2020. | None               |
|    |          |   | Sports and Tourism |
| 4. | Citywide | Discussion and action to appoint a Chairperson for the Tourism Advisory Commission for a term ending on June 30, 2020.                | None               |
|    |          |   | Sports and Tourism |

- |    |          |  |                       |
|----|----------|--|-----------------------|
| 5. | Citywide | Discussion and action to appoint a Vice Chairperson for the Tourism Advisory Commission for a term ending on June 30, 2020.  | None                  |
|    |          |  | Sports and<br>Tourism |
| 6. | Citywide | Consideration and action pertaining to establishing Fiscal Year 2020 Tourism Meeting Schedule.   | None                  |
|    |          |  | Sports and<br>Tourism |
| 7. | Citywide | Discussion pertaining to the event production group West 54 Productions.   | None                  |
|    |          |  | Sports and<br>Tourism |
| 8. | Citywide | Discussion pertaining to the strategic and implementation phases of the Resort Feasibility Study analysis as it relates to the implementation of the Tourism Strategic Plan. | None                  |
|    |          |  | Sports and<br>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

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SHERRY ANN AGUILAR, CITY CLERK, MMC

POSTED: May 8 2019 at 1:55 PM

**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 Advisory Commission**

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Council Meeting Date: May 9, 2019  
Submitting Department: Sports and Tourism  
Staff Recommendations: None

Contact Person:  
District: Citywide

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

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**Agenda Wording:**

Consideration and action pertaining to approval of Commission Minutes - April 16, 2019.

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**Motion:**

I move to approve the April 16, 2019 Tourism Advisory Commission meeting minutes.

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**Background:**

None.

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**Objective Analysis:**

None.

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**Policy Compliant:**

None.

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**Financial Impact:**

None.

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**Budget Impact:**

None.

**FTE Impact:**

None.

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**ATTACHMENTS:**

1. 04\_16\_19 Minutes\_Draft
-

**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](http://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 Bertolotti 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 14<sup>th</sup> agenda – Gina Narez, 2<sup>nd</sup> Chris Hall. Motion approved – 6 yes votes.

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

Joe Bertolotti, 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, 2<sup>nd</sup> 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



**CITY OF SURPRISE  
Tourism Advisory Commission**

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Council Meeting Date: May 9, 2019  
Submitting Department: Sports and Tourism  
Staff Recommendations: None

Contact Person:  
District: Citywide

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

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**Agenda Wording:**

Consideration and action pertaining to Future Agenda Items

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**Motion:**

Items may be placed on a future agenda upon the consensus of the Commission, no formal motion is required.

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**Background:**

This item provides the opportunity for the commission to suggest items to be placed on future agenda. Items are also added by staff based on Citizen, Commission, Council and administrative requests.

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**Objective Analysis:**

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**Policy Compliant:**

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**Financial Impact:**

Unknown at this time.

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**Budget Impact:**

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**FTE Impact:**

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**ATTACHMENTS:**

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**CITY OF SURPRISE**  
**Tourism Advisory Commission**

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Council Meeting Date: May 9, 2019                      Contact Person:  
Submitting Department: Sports and Tourism              District: Citywide  
Staff Recommendations: None

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

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**Agenda Wording:**

Consideration and action to prioritize and recommend projects to be submitted for Prop 302 funding for the City for fiscal year 2020.

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**Motion:**

I move to recommend a prioritized list of projects as determined by the Tourism Advisory Commission to the Arizona Office of Tourism.

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**Background:**

Voter approved Prop 302 was approved in 1992 to include funding to promote Tourism in Maricopa County. Funding derived from a car rental surcharge and a 1% tax on hotels in Maricopa County. Funding is appropriated to the Arizona Office of Tourism which allocates funding with a consortium of Destination Marketing Organizations (DMO). A DMO is defined as the primary governmentally designated unit responsible for the promotion and marketing of a destination on a year-round basis. The City of Surprise previously belonged to the West Valley Region DMO. The City of Surprise was designated as a DMO for Surprise in May 2015. In FY20 DMO funding will directly be allocated to the City of Surprise to promote and generate tourism room nights in the City of Surprise. Primary function of the projects must be tourism promotion. Tourism promotion is defined as the intent to drive overnight visitation to a respective community. Qualifying projects are limited to the creation and implementation of new or expanded programs over and above programs that existed in FY 2001.

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**Objective Analysis:**

The objective is to utilize the funding to promote and expand tourism opportunities in Surprise.

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**Policy Compliant:**

This item is compliant with all city policies.

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**Financial Impact:**

It is projected that approximately \$70-80,000.00 will be allocated to the City of Surprise in FY20 by the Arizona Office of Tourism/Prop 302.

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**Budget Impact:**

The expenditure authority is determined by the revenue allocation we receive from the Arizona Office of Tourism.

**FTE Impact:**

This item does not have an FTE impact.

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**ATTACHMENTS:**

1. DMO Presentation\_Updated FY20
-



**SURPRISE**  
ARIZONA

# Arizona Office of Tourism PROP 302 Funding

Tourism Advisory Commission, May 9, 2019

# PROPOSITION 302 INITIATIVE

- Voter approved in 1992 to include funding to promote Tourism in Maricopa County.
- Funding derived from a car rental surcharge and a 1% tax on hotels in Maricopa County.
- Funding is appropriated to the Arizona Office of Tourism which allocates funding with a consortium of Destination Marketing Organizations.

# DESTINATION MARKETING ORGANIZATION (DMO)

- A DMO is defined as the primary governmentally - designated unit responsible for the promotion and marketing of a destination on a year-round basis.
- The city previously submitted for Prop 302 funding with the Wickenburg and West Valley Region DMO. This was a cooperative DMO of west valley cities. The Surprise Regional Chamber of Commerce served as the partner representing Surprise.
- The Tourism Advisory Commission voted in May 2015 to designate the City of Surprise as a DMO.

# PROJECT REQUIREMENTS FOR FUNDING

- Primary function of the project must be tourism promotion. Tourism promotion is defined as the intent to drive overnight visitation to a respective community.
- Qualifying projects are limited to the creation and implementation of new or expanded programs over and above programs that existed in FY2001.

# FUNDING PROCESS

- Funding for the DMO is determined by Gross Hotel Room Sales for the previous calendar year.

## **2019 – Number of Room Nights Submitted for FY2020 funding**

- The Arizona Office of Tourism (AOT) distributes a projected funding amount to the DMO.

**FY2019 – \$72,457 FY2020 – \$106,790.33 (32% Increase)**

- The DMO submits an application of tourism-generating projects to AOT for approval based on projected funding.

# APPLICATION PROCESS GUIDELINES

- Print Placement (magazines and newspapers)
- Broadcast Placement (radio and television)
- Outdoor Placement (billboard, busboards, wallscapes)
- Digital Media
- Website Development/Enhancement (for tourism related sites only)
- Printed Material (brochures, maps, travel guides)
- Audio-Visual (film, video, and DVD/CD)
- Travel Show (booth space, registration fees)
- Media Communications and Public Relations (contracts, familiarization tours)
- Event Sponsorships
- Research and Strategic Planning
- Co-operative Programs
- Other Marketing Activities and Projects

# NON-REFUNDABLE EXPENSES

- Employee Salaries
- Entertainment & Honorariums
- Food and Beverages
- Equipment Purchase & Rental
- Promotional Items (prizes, trophies, plaques, decorations, trinkets, hats, shirts, banners, flags, floats)
- Items for re-sale
- Business Directories of any kind (in ads, brochures, etc.)
- Program Booklets, stationery, table tents, membership solicitation literature
- Travel expenses
- Postage & office supplies
- Donations
- Construction of permanent structures and building maintenance
- Anything contrary to state or federal law

# TOURISM ADVISORY COMMISSION ROLE

- Review potential project lists.
- Recommend and prioritize projects to be submitted for Prop 302 funding for the city for fiscal year 2020.
- Applications are due to the Arizona Office of Tourism by Friday, May 24<sup>th</sup> at 5 PM.

# SURPRISE DMO FY19 PROJECT SUMMARY

| Project                                    | Description  | Requested Funds |
|--|--|-----------------|
| Spring Training 2019                       | Fox Sports Midwest and Fox Sports Southwest/TXA 21                   | \$26,000.00     |
| College Baseball 2019                      | Oregon State and Nebraska Athletics and Alumni Association           | \$15,000.00     |
| Spring Training 2019                       | Google Display Network   | \$5,000         |
| Surprise Sports and Tourism                | Sports Destination Management - Publication                          | \$10,000.00     |
| Surprise Tourism and Spring Training       | Design support for Tourism and Spring Training Marketing Campaigns   | \$15,662        |
| National Association of Sports Commissions | Active Destination – registration as an active DMO Member (per year) | \$795.00        |

# CITY OF SURPRISE - FY2020 PROJECTED PROPOSALS

| Project   | Description  | Requested Funds |
|---|--|-----------------|
| Spring Training 2020                            | Fox Sports Midwest and Fox Sports Southwest/TXA<br>21                          | \$26,000.00     |
| College Baseball 2020                           | Oregon State Athletics and Alumni Association                                  | \$20,000.00     |
| Spring Training Destination Visits 2020         | Google Display Network   | \$14,870.33     |
| Surprise Sports and Tourism                     | Sports Destination Management - Publication                                    | \$10,000.00     |
| Surprise Tourism and Spring Training            | Design support for Tourism and Spring Training<br>Marketing Campaigns          | \$20,000        |
| National Association of Sports<br>Commissions   | Advertising – Event Planner Newsletter   | \$2,500         |
| TEAMS Trade Show & Event Exhibitor              | Tradeshow Fee and Appointments   | \$ 5,840        |
| National Association of Sports<br>Commissions   | Membership Dues– registration as an active DMO<br>Member and Trade Show Fee    | \$3,790 + \$795 |
| International Festivals & Events<br>Association | Membership Dues and registration as an active<br>DMO Member and Trade Show Fee | \$1790 + \$1205 |

# TELEVISION ADVERTISING – SURPRISE TOURISM DESTINATION

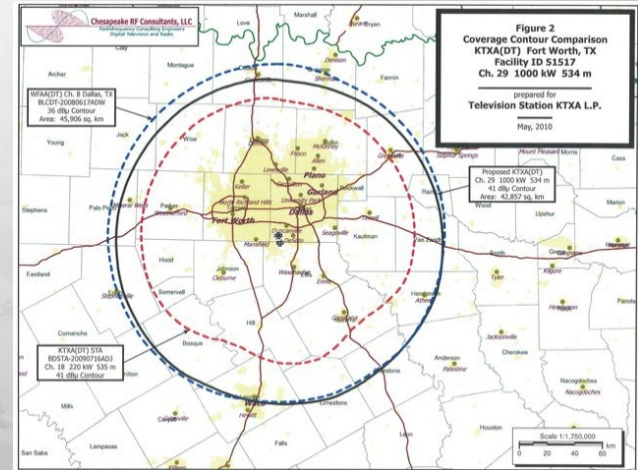


**MIDWEST**

Local Cable, Dish,  
DirecTV, Hulu

- Missouri
- Kansas
- Nebraska
- Illinois
- Indiana
- Iowa

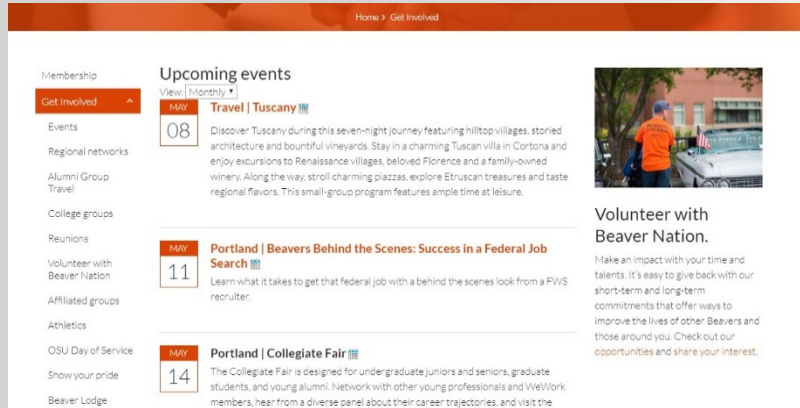
**When:** During Spring Training  
**What:** Tourism/Visitor based commercials  
**Why:** Target Tourism Demographics – Peak and Off Season  
**Measure:** Destination Tourism in 19/20



# SPRING TRAINING 2020 – TELEVISION ADVERTISING



# COLLEGE BASEBALL 2020 – ALUMNI & FAN ADVERTISING



**When:** November 2019/Jan 2020

**What:** Digital marketing

**Why:** Destination Sports Marketing – College

**Measure:** College Baseball attendees

- 2019 College Baseball Classic Attendance: *20,622 – Highest Revenue in History*

Amount Allocated in FY19: \$15,000

Amount Used in FY19: \$23,000

Amount Requested in FY20: \$20,000

# SPRING TRAINING 2020 – GOOGLE DISPLAY NETWORK

## TOP DISPLAY ADS



February 2019

| Ad | Campaign Name                 | Clicks | Impressions | CTR   | Ad Image | Ad Name   | Impressions                   | Clicks | CTR   |       |
|----|-------------------------------|--------|-------------|-------|----------|---|-------------------------------|--------|-------|-------|
|    | (GDN) City of Surprise - 2019 | 197    | 88,392      | 0.22% |          | Ad name: NT_SpringTraining_Family4Pak_300x250.jpg:300 x 250<br>purchase.tickets.com | (GDN) City of Surprise - 2019 | 26     | 7,204 | 0.36% |
|    | (GDN) City of Surprise - 2019 | 122    | 97,661      | 0.12% |          | Ad name: NT_SpringTraining_728x90_2.21A.jpg:728 x 90<br>www.surprisestadium.com     | (GDN) City of Surprise - 2019 | 17     | 7,619 | 0.22% |
|    | (GDN) City of Surprise - 2019 | 110    | 32,260      | 0.34% |          | Ad name: Surprise_ABC15_728x90.jpg:728 x 90<br>www.surprisestadium.com              | (GDN) City of Surprise - 2019 | 5      | 4,802 | 0.10% |
|    | (GDN) City of Surprise - 2019 | 109    | 48,768      | 0.22% |          | Ad name: NT_SpringTraining_728x90_2.21B.jpg:728 x 90<br>www.surprisestadium.com     | (GDN) City of Surprise - 2019 | 4      | 7,069 | 0.06% |

**When:** October 2018 – April 2019

**What:** Tourism Destination Advertising

**Why:** General Tourism Destination Branding / Marketing

**Measure:** Click Thoroughs / Conversions / Impressions

**Results from FY19:** 1,213,351 impressions / 3,639 clicks

\$37,074 in Direct Revenue – 439 Tickets

\$110,000 in indirect revenue sales

Amount Allocated in FY19: \$5,000

Amount Used in FY19: \$15,750

Amount Requested in FY20: \$14,870.33

# SPORTS DESTINATION MANAGEMENT PUBLICATION



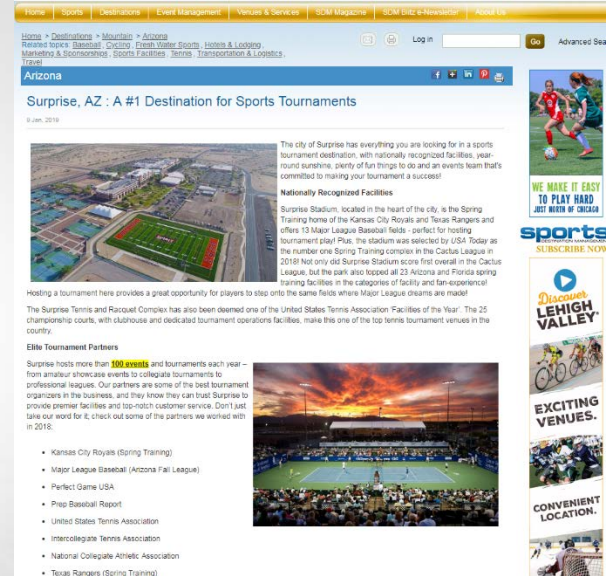
**When:** May/June 2019

**What:** Print & Digital Marketing

**Why:** Marketing to Event Planners

**Measure:** New & Additional events / Impressions

**Results from FY19:** TBD



Amount Allocated in FY19: \$10,000

Amount Used in FY19: \$10,000

Amount Requested in FY20: \$10,000

# GRAPHIC & CAMPAIGN DESIGN

**When:** July 2019- June 2020

**What:** Graphic Identity & Design for all marketing elements

**Why:** Profession Message & Look / Resources

**Measure:** Engagements

**Results from FY19:** 20% more ad interaction – social media and google ads

Amount Allocated in FY19: \$15,662

Amount Used in FY19: \$19,500

Amount Requested in FY20: \$20,000



# NATIONAL ASSOCIATION OF SPORTS COMMISSIONS ADVERTISING

- NASCA Newsletter Stories and Features introducing Surprise as a Sports Tourism Destination
- Reach: 2,300 Sports Event Planners and Rights holders each week
- 3 months, 13 different spotlights, 13 Issues – Up to 3 Video Features

**When:** November 2019

**What:** Destination Marketing

**Why:** Introduce and Attract new events

**Measure:** New & Additional events

**Results from FY19:** N/A



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Search Past Issues | New Web Videos | Home

Las Vegas tourism leaders get behind-the-scenes look at hosting NFL Draft

KTNV-TV

As the 32 NFL teams made their 2019 draft selections, Las Vegas tourism leaders got a behind-the-scenes look at the event as they plan to host it next year. The delegation was meeting with the NFL, Nashville police and others involved in planning for the 2019 event as they get ready for the 2020 draft. [READ MORE](#)

**WIN BIG** | **LOSE THE STRESS** | **RenoTahoe** PLAN YOUR EVENT

The business of rebranding a community's sports soul: How St. Louis got its groove back

Farfax

St. Louis has seen its sporting fortunes improve significantly over the last few months with several key "wins." St. Louis has seen its sporting fortunes improve significantly over the last few months with several key "wins." [READ MORE](#)

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- [Play in Conway, even when you're not on the field](#)
- [Refuel after a long day of sports. The options are wide-ranging in Conway](#)
- [Follow along with our Facebook page for special offers and the latest news](#)

Eliminate Home Work. Increase Productivity. [Go to Work](#)

Amount Allocated in FY19: \$0

Amount Used in FY19: \$0

Amount Requested in FY20: \$2,500

# TEAMS EXPO – OLYMPIC SPORTS LINK



- Opportunities for national event bidding
  - Including Olympic Sports Affiliates

**When:** November 2019

**What:** Expo Registration

**Why:** Meet with and Bid on New Events

**Measure:** New & Additional events

**Results from FY19:** N/A

Amount Allocated in FY19: \$0

Amount Used in FY19: \$0

Amount Requested in FY20: \$5,000

- Convention Registration: \$5,000
  - 2 Staff Attending

# NATIONAL ASSOCIATION OF SPORTS COMMISSIONS MEMBERSHIP FEES & CONVENTION REGISTRATION

- Industry Information and Trends
- Certifications
- Continued Education / Online Learning
- Opportunities for national event bidding
- Best Practices



**When:** January 2020 – June 2020

**What:** Membership & 2020 Convention Registration

**Why:** Opportunities to solicit promoters and festivals

**Measure:** New & Additional events

**Results from FY19:** TBD

Amount Allocated in FY19: \$795

Amount Used in FY19: \$795

Amount Requested in FY20: \$4,585

- Convention Registration: \$3,790
  - 2 Staff Attending
- Membership: \$795

# INTERNATIONAL EVENTS & FESTIVALS ASSOCIATION

- Industry Information and Trends
- Certifications
- Continued Education / Webinars
- Data Resources and Survey Information
- Opportunities for national event bidding
- Templates and Best Practices

**When:** January 2020 – June 2020

**What:** Membership & 2020 Convention  
Registration

**Why:** Opportunities for access for new events

**Measure:** New & Additional events

**Results from FY19:** TBD



Amount Allocated in FY19: N/A

Amount Used in FY19: N/A

Amount Requested in FY20: \$3,045

- Convention Registration: \$1,790
  - 2 Staff Attending
- Membership: \$1,205

# CITY OF SURPRISE - FY2020 PROJECTED PROPOSALS

| Project   | Description  | Requested Funds |
|---|--|-----------------|
| Spring Training 2020                            | Fox Sports Midwest and Fox Sports Southwest/TXA<br>21                          | \$26,000.00     |
| College Baseball 2020                           | Oregon State Athletics and Alumni Association                                  | \$20,000.00     |
| Spring Training Destination Visits 2020         | Google Display Network   | \$14,870.33     |
| Surprise Sports and Tourism                     | Sports Destination Management - Publication                                    | \$10,000.00     |
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**SURPRISE**  
ARIZONA

**QUESTIONS OR  
COMMENTS?**

Thank You



**CITY OF SURPRISE  
Tourism Advisory Commission**

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Council Meeting Date: May 9, 2019  
Submitting Department: Sports and Tourism  
Staff Recommendations: None

Contact Person:  
District: Citywide

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

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**Agenda Wording:**

Discussion and action to appoint a Chairperson for the Tourism Advisory Commission for a term ending on June 30, 2020.

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**Motion:**

I move to nominate for chairperson of this commission for a term effective immediately and ending on June 30, 2020.

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**Background:**

Per municipal code, annually the Commission shall elect a Chairperson. The Commission will bring forth nominations and then select a Chairperson to serve through June 30, 2020.

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**Objective Analysis:**

N/A

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**Policy Compliant:**

This item is compliant with city policies.

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**Financial Impact:**

None.

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**Budget Impact:**

None.

**FTE Impact:**

None.

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**ATTACHMENTS:**

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**CITY OF SURPRISE  
Tourism Advisory Commission**

---

Council Meeting Date: May 9, 2019  
Submitting Department: Sports and Tourism  
Staff Recommendations: None

Contact Person:  
District: Citywide

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

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**Agenda Wording:**

Discussion and action to appoint a Vice Chairperson for the Tourism Advisory Commission for a term ending on June 30, 2020.

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**Motion:**

I move to nominate for Vice Chairperson for the Tourism Advisory Commission for a term ending on June 30, 2020.

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**Background:**

Per municipal code, annually the Commission shall elect a Vice Chairperson. The Commission will bring forth nominations and then select a Vice Chairperson to serve through June 30, 2020.

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**Objective Analysis:**

N/A

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**Policy Compliant:**

This item is compliant with city policies.

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**Financial Impact:**

None.

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**Budget Impact:**

None.

**FTE Impact:**

None.

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**ATTACHMENTS:**

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**CITY OF SURPRISE  
Tourism Advisory Commission**

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Council Meeting Date: May 9, 2019                      Contact Person:  
Submitting Department: Sports and Tourism              District: Citywide  
Staff Recommendations: None

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

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**Agenda Wording:**

Consideration and action pertaining to establishing Fiscal Year 2020 Tourism Meeting Schedule.

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**Motion:**

I move to establish the Tourism Advisory Commission annual regular meeting schedule as follows (date, time and location).

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**Background:**

In accordance with the updated ordinance for Boards and Commissions Regular Meetings will be held as needed, but no less than once a year. Special meetings may be called by or at the request of the city manager or chair. Each body must establish an annual schedule for regular meetings designating the time, date and location for such regular meetings. Meetings must be held at a time and place designated to maximize public engagement in the business before the body. Regular meetings must be held in City Hall at 6:00 p.m. unless otherwise designated in the annual schedule. Tourism Advisory Commission currently meet as needed on the second Thursday of each month at 2:00 p.m.. Members of the Commission have proposed once per quarter on the 2nd Thursday of the month at 2:00 p.m. in the City Hall - Community Room office located at 16000 N. Civic Center Plaza. The proposed dates are August 8, October 10, January 09, 2020 and April 09, 2020.

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**Objective Analysis:**

None.

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**Policy Compliant:**

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**Financial Impact:**

No financial impact.

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**Budget Impact:**

None.

**FTE Impact:**

None.

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**ATTACHMENTS:**

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**CITY OF SURPRISE  
Tourism Advisory Commission**

---

Council Meeting Date: May 9, 2019  
Submitting Department: Sports and Tourism  
Staff Recommendations: None

Contact Person:  
District: Citywide

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

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**Agenda Wording:**

Discussion pertaining to the event production group West 54 Productions.

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**Motion:**

Item is for discussion pertaining to the event production group West 54 Productions.

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**Background:**

As outlined in the Tourism Five Year Strategic Plan, the Tourism Advisory Commission are evaluating potential tourism event opportunities that would attract visitors from outside the city limits and support the economic vitality of the community.

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**Objective Analysis:**

None.

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**Policy Compliant:**

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**Financial Impact:**

None at this time.

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**Budget Impact:**

None.

**FTE Impact:**

None.

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**ATTACHMENTS:**

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**CITY OF SURPRISE  
Tourism Advisory Commission**

---

Council Meeting Date: May 9, 2019                      Contact Person:  
Submitting Department: Sports and Tourism              District: Citywide  
Staff Recommendations: None

---

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

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**Agenda Wording:**

Discussion pertaining to the strategic and implementation phases of the Resort Feasibility Study analysis as it relates to the implementation of the Tourism Strategic Plan.

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**Motion:**

Item is for presentation and discussion pertaining to the the strategic and implementation phases of the Resort Feasibility Study analysis and Tourism Strategic Plan.

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**Background:**

The Council approved Tourism Five Year Strategic Plan identifies the desire for the city to attract a resort to Surprise to increase tourism opportunities and spur additional economic development. The Tourism Advisory Commission recommended and Council approved to utilize up to \$20,000 from the Tourism Fund for professional services to conduct a resort feasibility study (Resolution #2018-73). CBRE, the selected group presented the results of the analysis to the Tourism Commission April 16, 2019.

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**Objective Analysis:**

The objective of the study was to obtain market research on the feasibility of potential future hotel and resort development opportunities within Surprise as outlined in the Tourism Strategic Plan. The study included a market demand analysis, site analysis, facility recommendations and market share estimates. The results of the resort feasibility study analysis will assist in researching groups and target partners that would potentially locate to Surprise.

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**Policy Compliant:**

This item is compliant with all city policies and procedures.

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**Financial Impact:**

There is no financial impact at this time.

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**Budget Impact:**

This item does not have an impact on the budget.

**FTE Impact:**

This item does not have any impact on current staff levels.

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**ATTACHMENTS:**

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