



**CITY OF SURPRISE**  
**Tourism Subcommittee meeting**  
**16000 N. Civic Center Plaza**  
**Surprise, AZ 85374**  
 Wednesday, July 26, 2023 @ 2:00 PM  
**COUNCIL CHAMBERS**

- 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:**

- |    |          |  |                            |
|----|----------|--|----------------------------|
| 1. | Citywide | Consideration and action to approve the minutes of the Tourism Subcommittee Meeting from April 26, 2023. | None<br>Sports and Tourism |
|----|----------|--|----------------------------|

**REGULAR AGENDA ITEM - NON-PUBLIC HEARING:**

- |    |          |   |   |
|----|----------|---|---|
| 2. | Citywide | Consideration and action pertaining to a recommendation to City Council for the utilization of up to \$25,000 in annual reimbursements for the next 2 years (a maximum potential of \$50,000) from the Tourism Fund to continue the City's partnership with Arizona Fall Classic to host baseball events in Surprise. | None<br>Kendra Pettis<br>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

POSTED: Monday July 25, 2023 @ 8:30 AM

**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 Subcommittee meeting**

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Council Meeting Date: July 26, 2023                      Contact Person:  
Submitting Department: Sports and Tourism              District: Citywide  
Staff Recommendations: None

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

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**Agenda Wording:**

Consideration and action to approve the minutes of the Tourism Subcommittee Meeting from April 26, 2023.

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**Motion:**

I move to approve the minutes of the Tourism Subcommittee Meeting from April 26, 2023.

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**Background:**

N/A

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**Objective Analysis:**

TN/A

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**Policy Compliant:**

This item is compliant with City policies.

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**Financial Impact:**

N/A

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**Budget Impact:**

N/A

**FTE Impact:**

N/A

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**ATTACHMENTS:**

1. 2023-04-26 Minutes Tourism Fund-Draft
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**CITY OF SURPRISE**  
**Tourism Fund Sub-Committee Meeting**  
**16000 North Civic Center Plaza**  
**Surprise, AZ 85374**

**Wednesday, April 26, 2023 – 3:00 p.m.**

**CALL TO ORDER**

Chair Councilmember Patrick Duffy called the **Tourism Fund Sub-Committee Meeting** to order at 3:04 p.m. at Surprise City Hall, N1-310 Conference Room, 16000 North Civic Center Plaza Surprise, Arizona 85374, on Wednesday, April 26, 2023.

**ROLL CALL**

Councilmember Patrick Duffy, Chair, Councilmember Nick Haney, 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, Travis Ashby, Sports & Tourism Manager, Tara Combs, Sports & Tourism Business Administration 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 August 3, 2022:**

Councilmember Hastings moved to approve the August 3, 2022, Tourism Fund Subcommittee Meeting minutes and Councilmember Haney seconded the motion. Motion carries 3-0.

**2. Action item: 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:**

Kendra Pettis gave an overview of the Perfect Game 3-year agreement.

Councilmember Haney asked why the decision was made to settle on a 3-year agreement. Kendra responded that the usual agreements are in 1-year, 3-year and 5-year increments, so they decided to stay in the middle range.

Councilmember Haney asked how much the City has spent on marketing in the past. Kendra responded that the City has not given any reimbursements for marketing in the past, but that Perfect Game has grown that side of their business. Kendra explained that the reason a marketing reimbursement makes sense now is because Perfect Game has direct access to visitors through different channels, so utilizing them to market the City is where the tourism dollar can be built.

Chair Duffy asked how the number of tournaments that the City of Goodyear signed compares to what the City has. Kendra responded that the City of Goodyear has doubled the amount. Chair Duffy then asked if Perfect Game has ever asked the City to double the number of tournaments. Kendra responded that the City is at capacity and that if anything else were to open up, Perfect Game could have it, but the City has given them every open weekend it has.

Councilmember Hastings asked why not try for a 5-year contract. Kendra responded that she could ask them for a 5-year agreement. Councilmember Haney added that a 5-year contract may be more beneficial. Councilmember Hastings asked how many years the City has worked with Perfect Game. Kendra and Travis responded that the first small tournament was in 2018. Councilmember Hastings pointed out that five years have passed, so instead of continuing to renegotiate every year or three years, let's sign for five years. Chair Duffy and Councilmember Haney agree.

Councilmember Hastings moved to approve the recommendation of utilizing a maximum of \$50,000 annually in reimbursements for the next 5 years (a maximum of \$250,000 total) from the Tourism Fund to continue the City's partnership with Perfect Game through a 5-year facility use agreement, and Councilmember Haney seconded the motion. Motion carries 3-0.

**OTHER BUSINESS AND FUTURE AGENDA ITEMS**

None.

**EXECUTIVE SESSION**

None.

**ADJOURNMENT**

Councilmember Hastings moved to adjourn. Councilmember Haney seconded the motion. Motion carried 3-0. The meeting was adjourned at 3:26 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, April 26, 2023.**

\_\_\_\_\_  
Sherry Ann Aguilar, City Clerk, MMC



**CITY OF SURPRISE**  
**Tourism Subcommittee meeting**

Council Meeting Date: July 26, 2023

Contact Person: Kendra Pettis, DIR -  
SPORTS/TOURISM

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 a recommendation to City Council for the utilization of up to \$25,000 in annual reimbursements for the next 2 years (a maximum potential of \$50,000) from the Tourism Fund to continue the City's partnership with Arizona Fall Classic to host baseball events in Surprise.

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**Motion:**

I move to recommend the use of the Tourism Fund for final City Council approval in the amount of \$25,000 annually in reimbursements for the next 2 years (a maximum of \$50,000 total) to continue the City's partnership with Arizona Fall Classic to host baseball events in Surprise that create a positive economic impact.

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**Background:**

In 2018, the City Council approved a Tourism Strategic Plan with a focus area of hosting sporting events that would 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 baseball tournaments to include larger, regional and national tournaments that would attract more visitors to Surprise. Through this initiative, Sports and Tourism started a partnership with AZ Fall Classic.

AZ Fall Classic was started in 1995 with an initiative to provide youth baseball players the opportunity to enhance their skills and get connected with college recruiters. AZ Fall Classic has been hosting 4 weeks of baseball events in Surprise each year during September and October and drew nearly 15,000 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.

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**Objective Analysis:**

The objective of this partnership is to be able to expand the current baseball events in 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.

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**Policy Compliant:**

This item is compliant with city policies.

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**Financial Impact:**

If approved, the final Council action will allow for the expenditure of up to \$25,000 per year through June

2025, which will be paid on a reimbursement basis and only if the room night requirements are met. This program's tourism activity is anticipated to generate revenues within the Tourism Fund.

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**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.

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**ATTACHMENTS:**

1. AZ Fall Classic Tourism Fund Request\_July 26 2023
  2. AZ Fall Classic Tourism Fund Application
  3. AZ Fall Classic Tourism Fund Application Description
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**SURPRISE**  
ARIZONA

# **AZ FALL CLASSIC TOURISM FUND REQUEST**

Tourism Fund Subcommittee Meeting  
July 26, 2023

# BACKGROUND

- **AZ Fall Classic started in 1995**
- **Goal to provide youth baseball players the opportunity to improve their skills and get connected to a variety of college recruiters**
- **Junior College, NAIA, Division I, II, & III**
- **Attracts teams, players, families and recruiters from all over the US and Canada**

# BACKGROUND

- Originally started at Peoria Sports Complex, expanded to Surprise and have been partnering with the Sports & Tourism department to host events for 5 years
- 4 weeks of events in Surprise / 200+ games
- Estimated attendance for 2023 = 16,000+
- Estimated room nights for 2023 = 100+ per weekend  
400+ total

## 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 AZ FALL CLASSIC EVENT RECAP

Event	Dates	# of Games	Total Attendance
AZ FALL SENIOR CLASSIC	SEPT. 29-30	38	3,800
AZ FALL SENIOR CLASSIC	OCT. 1-2	32	3,200
AZ FALL SOPHOMORE CLASSIC	OCT. 6-9	40	4,000
AZ FALL FRESHMAN CLASSIC	OCT. 13-16	13	1,300
EASTON FALL CLASSIC	OCT. 20-23	26	2,600
<b>Totals</b>	<b>5 Events</b>	<b>149</b>	<b>14,900</b>



# TOURISM FUND GUIDELINES

<b>Category 1: Surprise Hotel Nights Generated</b>	
100-300 room nights	Up to \$2500
301-599 room nights	Up to \$5000
600+ room nights	\$5000+
<b>Category 2: Attendance</b>	
1,000-3,000	Up to \$2500
3,001-5,000	Up to \$5000
5,000+	\$5000+
<b>Category 3: Event Days</b>	
1 day	Up to \$2500
2 days	Up to \$5000
3 days	\$5000+
<b>Category 4: Seasonality (bonus for events between May-September)</b>	
1 day	Up to \$2500
2 days	Up to \$5000
3 days	\$5000+
<b>Category 5: Operating Budget</b>	
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 FUND RECOMMENDATION

- Performance Based Reimbursement Program for FY24 and FY25
- \$2,500 for every 100 room nights verified in relation to AZ Fall Classic Events
  - 100 room nights = \$2,500
- Not to exceed \$25,000 total for each fiscal year
  - July 2023 – June 2024: maximum of \$25,000 available for reimbursement
  - July 2024 – June 2025: maximum of \$25,000 available for reimbursement
- Can only be used to reimburse:
  - Facility Use Fees
  - Hotel Reimbursements / Rebates
  - Event Marketing (must include “Surprise, Arizona” in any form of marketing to be considered for reimbursements)



**SURPRISE**  
ARIZONA

**QUESTIONS OR COMMENTS?**

**Thank You**

# 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.*

<u>Az Fall Classic</u>	<u>9/28/23-10/22/23</u>
Name of Activity or Program	Date of Program
<u>Az Fall Classic, LLC</u>	<u>Trevor Heid</u>
Organization Name	Organization Representative Name
<u>[Signature]</u>	<u>5/12/23</u>
Organization Representative Signature	Date

For any questions regarding the Tourism Fund Application, please contact:  
Tara Combs – 623.222.2239 | [Tara.Combs@surpriseaz.gov](mailto:Tara.Combs@surpriseaz.gov)

Submit application via email ([Tara.Combs@surpriseaz.gov](mailto:Tara.Combs@surpriseaz.gov)) or mail/drop-off applications to:  
City of Surprise Sports and Tourism Department  
15930 N. Bullard Ave., Surprise, AZ 85374

# CITY OF SURPRISE TOURISM FUND APPLICATION

## III. Organization Information

Az Fall Classic, LLC      Trevor Heid  
 Organization Name      Organization Contact Name  
President      \_\_\_\_\_  
 Organization Contact Title      Contact Phone      Contact Email

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Peoria      Az      85383  
 Street Address      City      State      Zip Code

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

## IV. Event / Project Information

Az Fall Classic  
 Event Name

Baseball Showcases      9/28 - 10/22/2023  
 Event Type (Ex. Sport tournament, conference, arts / music)      Event Date(s)

Surprise Baseball Fields  
 Event Location / Address

\$ 16,000 over the month.      100-400 RN per weekend  
 Estimated Event Attendance      Estimated Hotel Stays (Total Nights)

\$ 22,500 - 30,000      \$ 45 - 60,000  
 Amount Requested (\$) - Max 50% of Budget      Total Project Budget (\$)

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

### V. Narrative Proposal of Project and Economic Impact

In no more than three pages (single spaced, 1" margins, 12 pt font), address the following items. NOTE: The numbered header below must be included in the narrative proposal, but not the description and instructions following the header. For example, please include "A. Project Description" above the relevant section.

#### A. Project Description

- Describe the event including purpose, activities, vendors used, target audience, market origin of attendees, locations / venues for advertising, source of matching funds, etc.
- Explain how tourism funding is critical to the success of your event / project.

#### B. Support for Surprise's Tourism Strategic Goals

- Identify one or more of Surprise's tourism strategic goals – (1) events and entertainment; (2) marketing to support Surprise tourism; or (3) tourism-based partnership and facility development – supported by the event / project.
- Describe how the event / project supports the selected tourism strategic goal(s).

#### C. Estimated Attendance and Hotel Stays / Accommodations

- Outline total attendance estimates including how many attendees fall into the following categories – (1) staying overnight in paid accommodations; (2) staying overnight in unpaid (e.g. family / friends) accommodations; (3) Staying only for the day and traveling 50+ miles
- Outline how many estimated hotel nights are generated including if there is any minimum room nights guaranteed, or recommendation / requirements for participants to stay in Surprise accommodations.
- Explain why the date was chosen for the event. If the event is to be held when the City's occupancy is already high, describe how the event will extend visitor stays or explain why a move to a lower occupancy date is not feasible.

#### D. Economic Impact and Community Benefit

- Discuss two or more of the following items to demonstrate that the project helps build Surprise as a tourist destination or provide benefits to the community.
  - o Provide an estimated economic impact projection and discuss any forecasted increase in sales tax revenue.
  - o Discuss how the event or marketing plan will attract regional or national media.
  - o Describe how your project impacts the community's efforts to increase visual or performing arts, host regional sporting and outdoor recreation activities, and / or heighten awareness of area's natural amenities.
  - o Discuss any long-term impacts on the community

# AZ Fall Classic, LLC Tourism Application

## A. Project Description

Az Fall Classic, LLC was started in 1995 and for many years was run out of just the Peoria Sports Complex. More recently, we have partnered with the City Surprise and we have rented the baseball fields from Surprise for 5- 6 years I believe. Our 4 weeks that we rent the fields in Surprise consist of anywhere from 64 -100 teams per weekend from all over the country. For example, our Senior Fall Classic will have roughly 100 teams and only 15 come from Arizona. That leaves roughly 85 teams that travel in and need hotels to stay and spend their money at restaurants, shopping and entertainment. There are many Baseball tournaments, but our niche is to bring in 100's of college coaches from across the country to recruit these high profile High School players.

## B. Support For Surprise's Tourism Strategic Goals

Our baseball tournaments fall under the Tourism goal of (1) Events and Entertainment. We also (2) market our events to support Surprise tourism. As mentioned above, we bring in a lot of teams which consist of 15-20 families per team into the valley. With some strategic planning with Travis Ashby, we are working towards having teams use only Surprise fields for the entire weekend which will push them to stay in Surprise hotels and spend money in Surprise. Our biggest hurdle has always been getting fields on Saturdays. The more game slots we can get on Saturdays, the more we can do entire divisions in Surprise which will allow the teams to stay in Surprise and not need to play in Peoria or elsewhere. While getting the teams to stay in Surprise will increase the overall economic influx, we already know that the teams spend significant money at restaurants and fast food establishments when they play in Surprise. With help from the City of Surprise to facilitate more games on Saturdays, we can help schedule teams to spend more money in Surprise.

## C. Estimated Attendance and Hotel Stays/ Accommodations

Over a 4 week period, we will roughly run 215 games at the Surprise baseball fields. With players, parents, siblings, coaches, college scouts, friends and grandparents, we estimate about 75 people will attend per game. That would equal roughly 16,125 people that will visit Surprise in a 4 week span that wouldn't have otherwise visited.

Overnight accommodation estimates are hard to determine at this point. If we can get more teams to only play their games in Surprise, I think we could be able to get 10-20 teams per weekend to stay 3-4 nights. With an average of 15 families per team, I would not be surprised if we could get 150-450 room nights per weekend. This would also be dependent on the hotels having capacity to accommodate. I also am very aware of a few teams that always get VRBO/AirBNB homes in Surprise every year. I know they eat at the Brookside Grill and spend the majority of their time in Surprise.

The dates coincide with our events that we run in Peoria and correlate with the College recruiting calendar. The four weeks we have had for years are crucial for us to continue to book, especially if we will be gaining steam in pushing teams to stay in Surprise.

#### D. Economic Impact and Community Benefit

The economic impact is very clear by having more people in the community. They will pay for hotels, food, shopping and entertainment. Also, with Costco and Sam's Club and other grocery stores, these teams are known to load up on waters, gatorades, snacks, etc.

We have partnered with a company named Five Tool. They run our qualifier events across the country. More importantly, this year, we have hired them to provide video clips of players at each field. So the Surprise fields will be highlighted in small video clips and seen by hundreds of colleges and thousands of baseball oriented followers.

Az Fall Classic, LLC has enjoyed our partnership with the City of Surprise and would like to continue to grow our relationship. Our company is based out of Peoria, so we are a local Arizona company. We have been in business since 1995 and plan on running these events for the indefinite future.

As a side note, I have been a business owner in Surprise since 2010. I own and run Heid Chiropractic, PLLC. It is located behind the Oregano's off Bell and Loop 303. I raised my kids in Surprise and have benefited from the value of the City Parks and Recreation Department. This tourism fund will help us to continue to run our events in Surprise, but more importantly, we would love to continue to book our 4 week block of renting the fields. The longer the contract or agreement, the more we can plan and build more hype for Surprise field usage. We have other peripheral ideas that we would like to do in the future that with the Tourism fund to offset some of the costs, we can plan those games in Surprise. For example, we would like to create a Sophomore All-Star game in the main Stadium. The cost for the main stadium in Surprise has been a deterrent in the past. With hopefully getting some reimbursement from the Tourism Fund, we could potentially afford to do an event like that to bring even more people to the city.