

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.

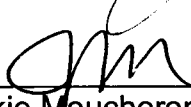
ADJOURNMENT

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, Kristi Passarelli, 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.**



Kristi Passarelli, City Clerk, MMC