



CITY OF SURPRISE
Tourism Fund Subcommittee
16000 N. Civic Center Plaza
Surprise, AZ 85374
 Monday, November 20, 2023 @ 3:30 PM
 Council Chambers Overflow 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:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| 1. | Citywide | Consideration and action to approve the Tourism Fund Sub-committee Meeting Minutes of July 26, 2023. | City Manager Office |
| 2. | Citywide | Consideration and action pertaining to a recommendation to the City Council for supporting the Vista Center for the Arts 2023-2024 programming through a Tourism Fund reimbursement not to exceed \$45,000 | City Manager Office |

- 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: Friday, November 17, 2023 @ 5:00 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 Fund Subcommittee**

Council Meeting Date: November 20, 2023
Submitting Department: City Manager Office
Staff Recommendations:

Contact Person:
District: Citywide

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

Agenda Wording:

Consideration and action to approve the Tourism Fund Sub-committee Meeting Minutes of July 26, 2023.

Motion:

Background:

Objective Analysis:

Policy Compliant:

Financial Impact:

Budget Impact:

FTE Impact:

ATTACHMENTS:

1. 2023-07-26 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, July 26, 2023 – 2:00 p.m.

CALL TO ORDER

Chair Councilmember Patrick Duffy called the **Tourism Fund Sub-Committee Meeting** to order at 2:01 p.m. at Surprise City Hall, Overflow Room, 16000 North Civic Center Plaza Surprise, Arizona 85374, on Wednesday, July 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, 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 April 26, 2023:

Councilmember Hastings moved to approve the April 26, 2023, Tourism Fund Subcommittee Meeting minutes and Councilmember Duffy seconded the motion. Motion carries 3-0.

2. Action item: 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:

Kendra Pettis gave an overview of the City's partnership with Arizona Fall Classic and the recommended 2-year agreement.

Councilmember Hastings asked why a 2-year agreement versus something else. Kendra responded that they are currently in the second year of their third-year agreement, and because this business is an Arizona-based company, the City wanted to see if Perfect Game's expansion to Goodyear would impact their numbers for these tournaments. Councilmember Hastings asked if Kendra felt the 2-year agreement balanced out the 5-year agreement with Perfect Game. Kendra responded yes because it would give the time needed for each side to analyze the impact of Perfect Game's expansion and allow for adjustments sooner.

Councilmember Duffy asked if any of the tournaments coincide with any of Perfect Game's tournaments. Kendra responded no.

Councilmember Hastings moved to approve the recommendation of utilizing 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, and Councilmember Haney seconded the motion. Motion carries 3-0.

OTHER BUSINESS AND FUTURE AGENDA ITEMS

None.

EXECUTIVE SESSION

None.

ADJOURNMENT

Councilmember Duffy moved to adjourn. Councilmember Hastings seconded the motion. Motion carried 3-0. The meeting was adjourned at 2:12 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, July 26, 2023.**

Kristi Passarelli, City Clerk, MMC

DRAFT



**CITY OF SURPRISE
Tourism Fund Subcommittee**

Council Meeting Date: November 20, 2023 Contact Person:
Submitting Department: City Manager Office District: Citywide
Staff Recommendations:

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

Agenda Wording:

Consideration and action pertaining to a recommendation to the City Council for supporting the Vista Center for the Arts 2023-2024 programming through a Tourism Fund reimbursement not to exceed \$45,000

Motion:

I move to recommend City Council approval of a Tourism Fund reimbursement not to exceed \$45,000 to support the Vista Center for the Arts 2023-2024 programming.

Background:

The Vista Center for the Arts is owned and operated by the Dysart Unified School District. The Tourism Subcommittee and City Council voted in 2022 to support the Vista's programming through a maximum of \$45,000 of Tourism Fund reimbursements to help attract shows to the Vista and increase attendance and visitation to the City of Surprise. The 2022-2023 season had 18 shows with over 16,000 in attendance. The Vista is hoping to partner with the City on the 2023-2024 season to continue to support the marketing efforts and increase attendance. The Tourism Strategic Plan has a focus area of attracting events and entertainment to Surprise with a goal of building out year-round activities for both residents and visitors, as well as supporting the economic vitality of the community.

Objective Analysis:

The objective of supporting The Vista through the Tourism Fund would be to enhance the marketing reach to attract more visitors to Surprise, showcase the variety of arts and cultural events within the City, and increase economic impact within the community.

Policy Compliant:

This item is compliant with the Tourism Strategic Plan and City Policies.

Financial Impact:

If the recommendation was approved by City Council, this action would allow for the expenditure of up to \$45,000 which will be paid on a reimbursement basis for marketing support and performance based attendance and room night measurements.

Budget Impact:

A recommendation to City Council would allow for a potential budget amendment, if approved, moving budget authority of \$45,000 from contingency to services within the Tourism Fund. The action would represent a transfer of spending authority and would not increase or decrease the total.

FTE Impact:

None

ATTACHMENTS:

1. The Vista Tourism Subcommittee Presentation_11_20_23
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SURPRISE
ARIZONA

THE VISTA CENTER FOR THE ARTS TOURISM FUND APPLICATION

Tourism Fund Subcommittee Meeting
November 20, 2023

The Vista: Overview

- Owned & operated by DUSD through Community Education
- 2022-2023 Season: 18 shows
- 16,000+ in attendance
- Over 1,000,000 impressions through advertising



Partnership Alignment – Events & Entertainment

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 & Entertainment**

Utilize existing facilities to enhance entertainment opportunities within the City of Surprise.

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 FUND REIMBURSEMENT

2022-2023 Tourism Fund Reimbursement Agreement: not to exceed \$45,000

- **Up to \$35,000 for marketing and entertainment reimbursement:**
 - Can be used for reimbursement of regional/national media contracts (radio, tv, social media, etc)
 - Can be used prior to events to market the 2023-24 season
 - All marketing must include “Surprise, Arizona” to be considered for the reimbursement
 - Entertainer contract fees for a single performance that exceeds 1,000 tickets in attendance
- **Up to \$10,000 based on room night and attendance performance measures:**
 - Up to \$5000 based off of total room nights for the 2022-23 season
 - 100+ room nights = \$2500
 - 301+ room nights = \$5000
 - Up to \$5000 based off of total attendance throughout the 2022-23 season
 - 1,000+ in attendance = \$2500
 - 3,001+ in attendance = \$5000
 - Can be used for reimbursement of regional/national media contracts (radio, tv, social media, etc)
 - All marketing must include “Surprise, Arizona” to be considered for the reimbursement

Total Reimbursed for 2022-2023 season = \$40,000

Total Request for 2023-2024 season = \$45,000 (same as 2022-2023 season)



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QUESTIONS OR COMMENTS?

Thank You