



CITY OF SURPRISE
Tourism Fund Subcommittee
16000 N. Civic Center Plaza
Surprise, AZ 85374

Wednesday, August 7, 2024 @ 4:30 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 Subcommittee Meeting Minutes of November 20, 2023. Sports and Tourism
- 2. Citywide Presentation and discussion on the 2nd Annual Out of the Park Music Fest. Sports and Tourism
- G. Other Business and Future Agenda Items
- H. Adjournment

KRISTI PASSARELLI, CITY CLERK

POSTED: Monday August 5, 2024 @ 10:00 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 Fund Subcommittee**

Council Meeting Date: August 7, 2024
Submitting Department: Sports and Tourism
Staff Recommendations: None

Contact Person:
District: Citywide

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

Agenda Wording:

Consideration and action to approve the Tourism Fund Subcommittee Meeting Minutes of November 20, 2023.

Motion:

I move to approve the Tourism Fund Subcommittee Meeting Minutes of November 20, 2023.

Background:

Objective Analysis:

Policy Compliant:

Financial Impact:

Budget Impact:

FTE Impact:

ATTACHMENTS:

1. 2023-11-20 Minutes Tourism Fund DRAFT (003)
-

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

Monday, November 20, 2023 – 3:30 p.m.

CALL TO ORDER

Chair Councilmember Patrick Duffy called the **Tourism Fund Sub-Committee Meeting** to order at 3:35 p.m. at Surprise City Hall, Overflow Room, 16000 North Civic Center Plaza Surprise, Arizona 85374, on Monday, November 20, 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, 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 July 26, 2023:

Councilmember Hastings moved to approve the July 26, 2023, 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 to City Council for supporting the Vista Center for the Arts 2023-2024 programming through a Tourism Fund reimbursement not to exceed \$45,000:

Kendra Pettis gave an overview of the recommendation for supporting the Vista Center for the Arts 2023-2024 programming.

Councilmember Jack Hastings asked what amount of reimbursement was given last year. Kendra Pettis responded that the Subcommittee had agreed upon a reimbursement of \$25,000, but at the Council Meeting, it was decided that a \$45,000 reimbursement would be appropriate. She further stated that the additional reimbursement amount of \$20,000 was meant to increase the marketing side of things at the Vista Center for the Arts.

Councilmember Jack Hastings proposed increasing the overall reimbursement not to exceed \$50,000 with up to \$30,000 for marketing and entertainment reimbursement and up to \$20,000 based on room night and attendance performance measures. Councilmember Nick Haney and Councilmember Patrick Duffy agreed.

Councilmember Hastings moved to approve the recommendation of utilizing up to \$50,000 in annual reimbursements from the Tourism Fund to support the Vista Center for the Arts 2023-2024 programming 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 Haney seconded the motion. Motion carried 3-0. The meeting was adjourned at 3:54 p.m.

ATTEST:

Councilmember Patrick Duffy, Chair

Jackie Moucheron, Staff Liaison



**CITY OF SURPRISE
Tourism Fund Subcommittee**

Council Meeting Date: August 7, 2024
Submitting Department: Sports and Tourism
Staff Recommendations: None

Contact Person:
District: Citywide

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

Agenda Wording:

Presentation and discussion on the 2nd Annual Out of the Park Music Fest.

Motion:

N/A

Background:

City Council approved hosting a 2nd annual Out of the Park Music Fest with a maximum budget of \$500,000 from the Tourism Fund.

Objective Analysis:

The objective of this item is to get feedback from the Tourism Fund Subcommittee and brainstorm for the 2025 event.

Policy Compliant:

This item is compliant with City policy.

Financial Impact:

N/A

Budget Impact:

N/A

FTE Impact:

N/A

ATTACHMENTS:

1. 2nd Annual Out of the Park Music Fest Discussion
-



SURPRISE
ARIZONA

2nd Annual Out of the Park Music Fest Discussion

Tourism Fund Subcommittee Meeting
August 7, 2024

2024 EVENT OVERVIEW

- Saturday, March 23rd (2pm-10pm)
- Headlining Talent:
 - Chase Rice
 - Paul Russell
 - Huntley
 - Mara Justine
 - Jake Hoot
- Attendance: 6,011

OUT OF THE PARK
MUSIC FEST

23
MARCH

Mark Coronado Park | 2-10 p.m.
15960 N. Bullard Ave., Surprise, AZ

A festival to close out the Spring Training season in Surprise!
KC Royals vs. TX Rangers game at 12:05 p.m. (Tickets sold separately)

FOOD TRUCKS • BEER GARDEN • YARD GAMES

A mixed-genre music experience featuring country artist Chase Rice, known for chart-topping hits like "Eyes on You," Paul Russell, singer of the viral single, "Lil Boo Thang;" NBC's The Voice stars Huntley, Jake Hoot and Mara Justine; and more!

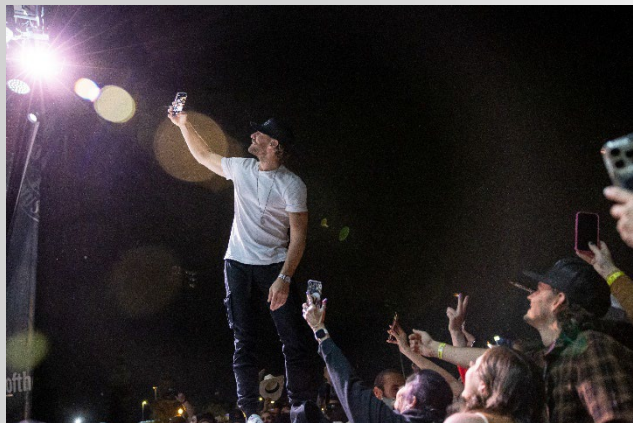
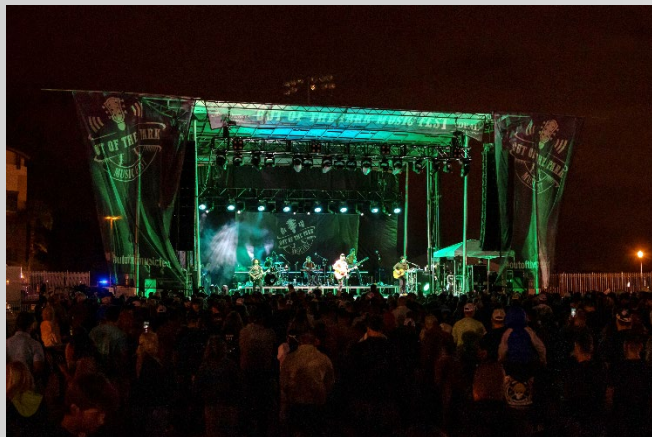
Chase Rice **Paul Russell**

Huntley **Mara Justine** **Jake Hoot**

TICKETS START AT JUST **\$20**

outoftheparkmusicfest.com

outoftheparkmusicfest @outoftheparkkaz





OPPORTUNITIES FOR GROWTH

- **Timing**
 - Book talent earlier / more time to market & sell tickets
 - A lot of competition in the Valley, earlier commitments from both artists and attendees
- **Increase Revenue Opportunities**
 - Ticket Sales (increase attendance, increase prices)
 - Food & Beverage Sales (look at options for higher %)
 - Sponsorship Sales (increase sponsorship, package w/ Spring Training)
- **Feedback for Future Event**
 - More bars and more restrooms
 - Coffee vendor
 - Better lighting in certain areas

DISCUSSION FOR 2025 EVENT

- **2025 Event Date & Times:**
 - Date: Saturday, March 22, 2025
 - Keep 2pm-10pm? Adjust for Spring Training game?
- **Artist / Talent Strategy:**
 - Mixed Genres
 - Main Headliner(s)
 - Budget strategy
- **Other Attractions:**
 - Axe Throwing / Yard Games / Baseball-themed activities
- **Food & Beverage:**
 - Food Vendors / Bars / VIP
- **Marketing Strategy:**
 - Google Ads / Social / Print / Radio / TV

2025 TENTATIVE TIMELINE

- **August:** Book headliner
- **September:** Book additional talent
- **October:** Start marketing campaign
- **November:** Tickets on sale online (in conjunction with Spring Training)



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**QUESTIONS OR
COMMENTS?**

Thank You