



**CITY OF SURPRISE**  
**Tourism Fund Sub-Committee**  
**16000 N. Civic Center Plaza**  
**Surprise, AZ 85374**  
 Wednesday, April 23, 2025 @ 4:30 PM  
**COUNCIL CHAMBERS**  
**OVERFLOW CONFERENCE 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 August 7, 2024.   | Sports and Tourism                  |
| 2. | Citywide | Consideration and action pertaining to a recommendation of moving the FY26 Out of the Park Music Fest budget allocation to FY25 for the purpose of securing entertainment for the FY26 Out of the Park Music Fest.   | Kendra Pettis<br>Sports and Tourism |
| 3. | Citywide | Consideration and action pertaining to a recommendation to City Council for a budget amendment moving budget authority of a maximum of \$15,000 annually from General Contingency to services in the Tourism Fund to support the USTA League National Championships in Surprise for up to 3 years (FY26-28). | Kendra Pettis<br>Sports and Tourism |
| 4. | Citywide | Consideration and action pertaining to a recommendation to City Council to utilize a maximum of \$50,000 from the Tourism Fund in FY25 to support two events produced by Flying E Ranch in Surprise; La Finikera Fest and the Chris Janson concert.  | Kendra Pettis<br>Sports and Tourism |
| 5. | Citywide | Consideration and action pertaining to a recommendation to City Council to update the Tourism Fund Application and related outline.  | Kendra Pettis<br>Sports and Tourism |

- G. Other Business and Future Agenda Items
- H. Adjournment

POSTED: Monday, April 21st, 2025 @ 4:00pm

**SPECIAL NOTE: PERSONS WITH SPECIAL ACCESSIBILITY NEEDS, INCLUDING LARGE PRINT MATERIALS OR INTERPRETER, SHOULD CONTACT THE CITY CLERK'S OFFICE @ 623.222.1200 OR CLERK@SURPRISEAZ.GOV, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.**



**CITY OF SURPRISE  
Tourism Fund Sub-Committee**

---

Council Meeting Date: April 23, 2025                      Contact Person:  
Submitting Department: Sports and Tourism              District: Citywide  
Staff Recommendations: None

---

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

---

**Agenda Wording:**

Consideration and action to approve the Tourism Fund Subcommittee Meeting Minutes of August 7, 2024.

---

**Motion:**

I move to approve the Tourism Fund Subcommittee Meeting Minutes of August 7, 2024.

---

**Background:**

---

**Objective Analysis:**

---

**Policy Compliant:**

---

**Financial Impact:**

---

**Budget Impact:**

**FTE Impact:**

---

**ATTACHMENTS:**

1. 2023-08-07 Minutes Tourism Fund DRAFT
-

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

**Wednesday, August 07, 2024 – 4:30 p.m.**

**CALL TO ORDER**

Acting Chair Councilmember Jack Hastings called the **Tourism Fund Sub-Committee Meeting** to order at 4:35 p.m. at Surprise City Hall, Overflow Room, 16000 North Civic Center Plaza Surprise, Arizona 85374, on Wednesday, August 07, 2024.

**ROLL CALL**

Councilmember Patrick Duffy, Chair (absent), Vice Mayor 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 Assistant Director, Genevieve Martin Del Campo, Staff Liaison.

**CALL TO THE PUBLIC**

None.

**REGULAR AGENDA ITEM**

**1. Action item: Consideration and action to approve the Tourism Fund Subcommittee meeting minutes of November 20, 2023:**

Vice Mayor Haney moved to approve the November 20, 2023, Tourism Fund Subcommittee Meeting minutes and Councilmember Hastings seconded the motion. Motion carries 2-0.

**2. Discussion item: Presentation and discussion on the 2<sup>nd</sup> Annual Out of the Park Music Fest:**

Kendra Pettis gave an overview of last year's Out of the Park Music Fest and proposed details for the 2<sup>nd</sup> Annual event.

Vice Mayor Haney asked if there could be a talent competition portion of the event for local talent. Kendra Pettis responded that she and her team would look into it.

Councilmember Hastings asked if the City mailed out flyers or any promotional material for last year's event. Kendra responded that due to the time constraint last year, they did not mail out an individual mailer but that it was included in the Progress Magazine. She further stated that this event would be published in the Progress Magazine again this year but that she and her team would also look into the pricing for mailing out additional marketing material.

**OTHER BUSINESS AND FUTURE AGENDA ITEMS**

None.

**EXECUTIVE SESSION**

None.

**ADJOURNMENT**

The meeting was adjourned at 5:21 p.m.

**ATTEST:**

\_\_\_\_\_  
Councilmember Patrick Duffy, Chair

\_\_\_\_\_  
Genevieve Martin Del Campo, Staff Liaison



**CITY OF SURPRISE**  
**Tourism Fund Sub-Committee**

---

Council Meeting Date: April 23, 2025

Contact Person: Kendra Pettis, DIR -  
SPORTS/TOURISM

Submitting Department: Sports and Tourism

District: Citywide

Staff Recommendations: None

---

Consent: No

Regular: No

Public Hearing: No

Report/Discussion: No

---

**Agenda Wording:**

Consideration and action pertaining to a recommendation of moving the FY26 Out of the Park Music Fest budget allocation to FY25 for the purpose of securing entertainment for the FY26 Out of the Park Music Fest.

---

**Motion:**

I move to approve and recommend to City Council a budget amendment moving the FY26 Out of the Park Music Fest budget allotment to FY25 to secure talent for the FY26 Out of the Park Music Fest.

---

**Background:**

The Sports and Tourism department has produced the Out of the Park Music Fest in FY24 and FY25 with Council direction under initiatives within the Council Strategic Plan and Tourism Strategic Plan to host a signature event for residents that also attracts visitors to Surprise. The music festival features national headlining talent that requires early booking and financial deposits in order to confirm artists. There is a lot of competition to book artists in Arizona for festivals in the spring and the Sports and Tourism department would like to have the ability to utilize the FY26 funding in FY25 to put down deposits in order to book talent earlier.

---

**Objective Analysis:**

The objective of moving the FY26 funding to utilize in FY25 is to have the ability to book artists for the FY26 Music Fest earlier and have a better opportunity to get higher level talent contracted earlier. This will also allow the City to have tickets go on sale earlier and start marketing the event earlier as well.

---

**Policy Compliant:**

This item is compliant with City policy.

---

**Financial Impact:**

If Council were to approve the resolution and budget amendment, it would permit the City to purchase entertainment from the Tourism Fund for the FY26 Music Fest in FY25 securing talent earlier. The amendment would not change the overall budget of the FY26 event, it would only allow the City to start using the FY26 budget prior to July 2026 in order to put down deposits for artists. The remainder of the

\$500,000 budget will carry over to FY26 to complete any remaining purchases necessary for the event.

---

**Budget Impact:**

If Council were to approve the amendment, this action would allow for the movement of budget authority in the amount of \$500,000 from General Contingency to services within the Tourism Fund. The action would represent a transfer of spending authority and would not increase or decrease the total adopted citywide expenditure limit.

**FTE Impact:**

There is no FTE impact associated with this item.

---

**ATTACHMENTS:**

---



**CITY OF SURPRISE**  
**Tourism Fund Sub-Committee**

---

Council Meeting Date: April 23, 2025

Contact Person: Kendra Pettis, DIR -  
SPORTS/TOURISM

Submitting Department: Sports and Tourism

District: Citywide

Staff Recommendations: None

---

Consent: No

Regular: No

Public Hearing: No

Report/Discussion: No

---

**Agenda Wording:**

Consideration and action pertaining to a recommendation to City Council for a budget amendment moving budget authority of a maximum of \$15,000 annually from General Contingency to services in the Tourism Fund to support the USTA League National Championships in Surprise for up to 3 years (FY26-28).

---

**Motion:**

I move to recommend to City Council a budget amendment to utilize up to \$15,000 annually from the Tourism Fund to support the USTA League National Championships in Surprise for up to 3 years (FY26-28).

---

**Background:**

The USTA League Program is the largest recreational tennis program in the country with over 1 million registrations and 300,000 players in 2024. The League National Championships are the accumulation of the best USTA League teams across the country, competing at specific age ranges and NTRP levels. The City of Surprise has been selected as a host city for some of the Championships since 2013 and has continued to partner with the USTA on a number of tennis tournaments over the years. Surprise has again been selected to host 4 Championships in October 2025 and the USTA is expecting over 150 teams and 1,600 players from across the nation to participate.

---

**Objective Analysis:**

The objective of hosting the USTA League National Championships is to attract tennis players and visitors from all over the country to the City of Surprise in order to increase room nights and generate a positive economic impact for Surprise.

---

**Policy Compliant:**

This item is compliant with City policies.

---

**Financial Impact:**

If Council were to approve this recommendation, it will allow for the expenditure of up to \$15,000 from the Tourism Fund annually, which will be paid on a reimbursement basis, for tourism activity associated

with these tournaments for up to three years through June 30, 2028.

---

**Budget Impact:**

If Council were to approve this recommendation, it will allow for the movement of budget authority in the amount of \$15,000 from General Contingency to services within the Tourism Fund. This action would represent a transfer of spending authority and would not increase or decrease the total adopted citywide expenditure limit. The expenses for FY27 and FY28 would be requested through the formal budget process if Surprise wins the bid for those years.

**FTE Impact:**

There is no FTE impact associated with this item.

---

**ATTACHMENTS:**

1. USTA National Championships Tourism Fund Request\_April 23 2025
-



**SURPRISE**  
ARIZONA

# **USTA LEAGUE NATIONAL CHAMPIONSHIPS TOURISM FUND REQUEST**

Tourism Fund Subcommittee Meeting  
April 23, 2025

# BACKGROUND

- **USTA League Program is largest recreational tennis program in the country**
- **In 2024 – over 1 Million registrations / 300,000 players**
- **The League National Championships are the accumulation of the best USTA League teams across the country, competing at specific age ranges and NTRP levels**

# BACKGROUND

- **The 2024 League National Championships brought in over 6,400 registrations & 580 teams throughout 14 Championships (Surprise hosted 4, other host cities included Scottsdale, San Diego & Orlando)**
- **Estimates for 2025 Championships in Surprise:**
  - **4 Championships / 150+ teams / 1,600+ players**
  - **Estimated attendance = 3,200**
  - **Estimated room nights = 600**

## Event Partnership Alignment

# COUNCIL STRATEGIC PLAN

- **Strategy 3.8**
  - Leverage new opportunities to attract visitors and engage residents 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

# 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 REQUEST

- Performance Based Reimbursement Program for FY26 – FY28 (3 year agreement)
- \$2,500 for every 100 hotel room nights verified in relation to USTA League Championship Events
  - 100 room nights = \$2,500
- Not to exceed \$15,000 total for each fiscal year
  - July 2025 – June 2026: maximum of \$15,000 available for reimbursement
  - July 2026 – June 2027: maximum of \$15,000 available for reimbursement
  - July 2027 – June 2028: maximum of \$15,000 available for reimbursement
- Can be used to reimburse:
  - Facility Use Fees
  - 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 Sub-Committee**

---

Council Meeting Date: April 23, 2025

Contact Person: Kendra Pettis, DIR -  
SPORTS/TOURISM

Submitting Department: Sports and Tourism

District: Citywide

Staff Recommendations: None

---

Consent: No

Regular: No

Public Hearing: No

Report/Discussion: No

---

**Agenda Wording:**

Consideration and action pertaining to a recommendation to City Council to utilize a maximum of \$50,000 from the Tourism Fund in FY25 to support two events produced by Flying E Ranch in Surprise; La Finikera Fest and the Chris Janson concert.

---

**Motion:**

I move to approve a recommendation to City Council to utilize a maximum of \$50,000 from the Tourism Fund in FY25 to support two events produced by Flying E Ranch in Surprise; La Finikera Fest and the Chris Janson concert.

---

**Background:**

Flying E Ranch hosts a number of events in Wickenburg annually, including the Party in the Desert Festival, multiple concerts and themed events. They are interested in expanding their reach by hosting 2 events in the City of Surprise in May 2025. The La Finikera Fest is a festival that celebrates Hispanic culture with music, food, artists and fun for the whole family and will be held at the Mark Coronado Park on May 2-3. The Chris Janson concert will be held on May 17 at the Surprise Stadium and will also include special guests Neal McCoy and David Lee Murphy.

---

**Objective Analysis:**

The objective of supporting these two events through the Tourism Fund aligns with the Council and Tourism Strategic Plan to partner with third parties to bring new events to Surprise to offer entertainment opportunities for residents and attract visitors to the City, generating a positive economic impact for the community.

---

**Policy Compliant:**

This item is compliant with City policies.

---

**Financial Impact:**

If City Council approved, there would be a budget amendment that would allow for the expenditure of up to \$50,000 in FY25 from the Tourism Fund, which would be paid on a reimbursement basis, for tourism activity associated with the La Finikera Fest and Chris Janson concert events.

---

**Budget Impact:**

If City Council approved, it would allow for the movement of budget authority in the amount of \$50,000 from General Contingency to services within the Tourism Fund for FY25. This action would represent a transfer of spending authority and would not increase or decrease the total adopted citywide expenditure limit.

**FTE Impact:**

There is no FTE impact associated with this item.

---

**ATTACHMENTS:**

1. Desert Entertainment\_FLying E Ranch Tourism Fund Request\_April 23 2025
-



**SURPRISE**  
ARIZONA

# **FLYING E RANCH / DESERT ENTERTAINMENT TOURISM FUND REQUEST**

Tourism Fund Subcommittee Meeting  
April 23, 2025

# BACKGROUND

- **Flying E Ranch hosts a number of events in Wickenburg annually including Party in the Desert, multiple concerts and themed events.**
- **They are hosting two events in Surprise in May:**
  - **May 2 & 3 – La Finikera Fest**
  - **May 17 – Chris Janson Concert**

# LA FINIKERA FEST

- **Produced by Flying E Ranch & Desert Entertainment**
- **2 Day Event at Mark Coronado Park – May 2 & 3, 2025**
- **Festival that celebrates Hispanic culture with music, food, artists and fun for the whole family**
  - **Multiple genres of music (Regional Mexicano, Cumbia & Mariachi), Car Show, Food Trucks and Artisan vendors**
- **Hosted at Flying E Ranch in 2024 = 2,000 in attendance**
- **2025 Estimated Attendance = 5,000+**
- **2025 Estimated Room Nights = 100+**

# CHRIS JANSON CONCERT

- **Produced by Flying E Ranch**
- **Surprise Stadium – May 17, 2025**
- **Country concert featuring:**
  - **Chris Janson, Neal McCoy, David Lee Murphy**
- **Estimated Attendance = 5,000+**
- **Estimated room nights = 100+**

## Event Partnership Alignment

# COUNCIL STRATEGIC PLAN

- **Strategy 3.8**

- Leverage new opportunities to attract visitors and engage residents with enhanced event and entertainment opportunities

# TOURISM STRATEGIC PLAN

- **Focus Area 1: Events and Entertainment**

- Utilize the Tourism Fund to attract professional event partners
- Work with third parties to add event and entertainment opportunities to build and promote year-round tourism activity
- Increase tourism related room nights

# 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 REQUEST

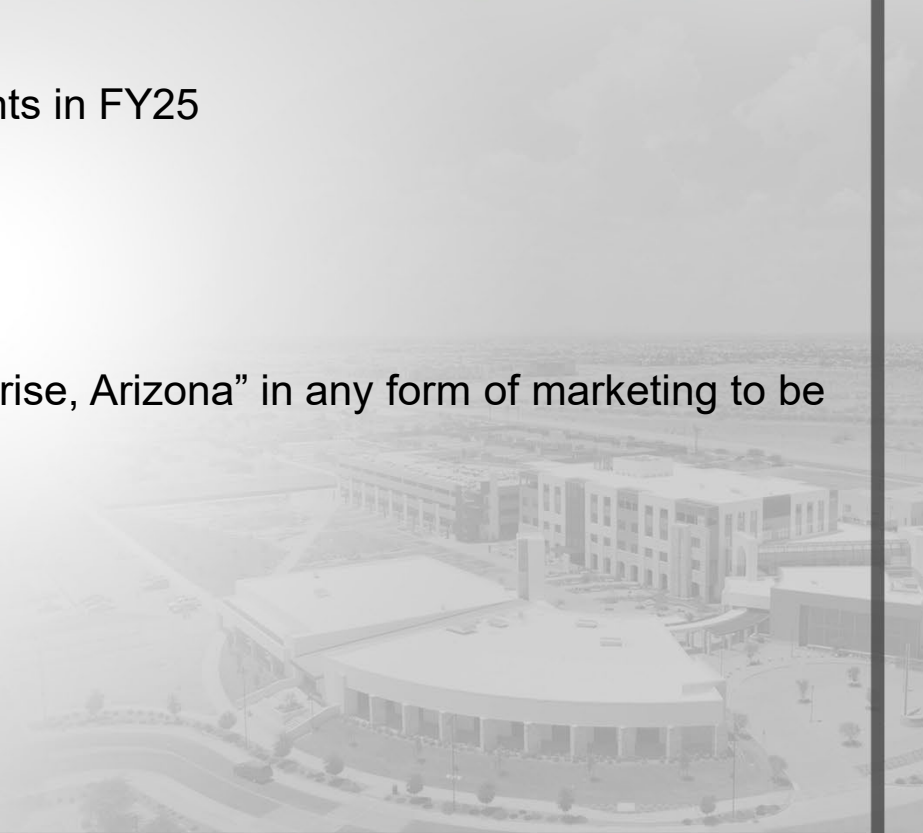
Performance Based Reimbursement Program for both events:

- **Category 1 (Hotel Nights)**
  - \$2,500 for every 100 hotel room nights verified in relation to La Finikera Fest and Chris Janson Concert
- **Category 2 (Attendance per event):**
  - \$2,500 for 1,000+ in attendance
  - \$5,000 for 3,000+ in attendance
  - \$7,500 for 5,000+ in attendance
  - \$10,000 for 7,500+ in attendance
- **Category 3 (Event Days):**
  - \$2500 for each event day (3 days total = \$7,500)
- **Category 4 (Seasonality – events between May-September):**
  - \$2500 for each event day (3 days total = \$7,500)



# TOURISM FUND REQUEST

- Not to exceed \$50,000 total for both events in FY25
- Can be used to reimburse:
  - Facility Use Fees
  - 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 Sub-Committee**

---

Council Meeting Date: April 23, 2025

Contact Person: Kendra Pettis, DIR -  
SPORTS/TOURISM

Submitting Department: Sports and Tourism

District: Citywide

Staff Recommendations: None

---

Consent: No

Regular: No

Public Hearing: No

Report/Discussion: No

---

**Agenda Wording:**

Consideration and action pertaining to a recommendation to City Council to update the Tourism Fund Application and related outline.

---

**Motion:**

I move to recommend to City Council the updated Tourism Fund Application.

---

**Background:**

The City has reviewed the Tourism Fund Application and would like to update the application and related outline based on current procedures.

---

**Objective Analysis:**

The objective is to try to make sure the application and process is able to be flexible for different types of Tourism Fund requests and that each approved project has detailed requirements outlined within a mutually agreed upon City agreement.

---

**Policy Compliant:**

This item is compliant with City policy.

---

**Financial Impact:**

There is no financial impact associated with this item.

---

**Budget Impact:**

There is no budget impact associated with this item.

**FTE Impact:**

There is no FTE impact associated with this item.

---

**ATTACHMENTS:**

1. Tourism Fund Application Draft\_updated FY25
2. Tourism Fund Application Outline FY25 Draft Update



# CITY OF SURPRISE TOURISM FUND APPLICATION

## I. Application Checklist

---

Please ensure you include as many of the all of the following documents you are able to provide when the are included with the application is 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 Funds 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.*

\_\_\_\_\_  
Name of Activity or Program

\_\_\_\_\_  
Date of Program

\_\_\_\_\_  
Organization Name

\_\_\_\_\_  
Organization Representative Name

\_\_\_\_\_  
Organization Representative Signature

\_\_\_\_\_  
Date

For any questions regarding the Tourism Fund Application, please contact:

Cecilia Covarrubio Tara Combs – 623.222.22539  
Cecilia.Covarrubio@surpriseaz.gov Tara.Combs@surpriseaz.gov

# CITY OF SURPRISE

## TOURISM FUND APPLICATION

Submit application via email ([TaraCecilia.GovarrubioCombs@surpriseaz.gov](mailto:TaraCecilia.GovarrubioCombs@surpriseaz.gov)) or mail/drop-off applications to:

City of Surprise Sports and Tourism Department  
15930 N. Bullard Ave., Surprise, AZ 85374

### III. Organization Information

---

Organization Name

Organization Contact Name

Organization Contact Title

Contact Phone

Contact Email

Street Address

City

State

Zip Code

Applicant Status (Check one):  Non-Profit

For-Profit

Public Agency

### IV. Event / Project Information

---

Event Name

Event Type (Ex. Sport tournament, conference, arts / music)

Event Date(s)

Event Location / Address

Estimated Event Attendance

Estimated Hotel Stays (Total Nights)

Amount Requested (\$) – Max 50% of Budget

Total Project Budget (\$)

Which Surprise Tourism Strategic Plan focus area does the event support? (Check one or more)

Events and entertainment

Marketing that would promote Surprise tourism

Tourism based partnership and facility development

# CITY OF SURPRISE

## TOURISM FUND APPLICATION

*Application continued on next page.*

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

---

The following items are requested as a part of the application process. 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. If you are unable to provide any of the following information, please note that in the relevant section. If more information is required, the applicant will be notified.

#### **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 convince the Sports and Tourism Department 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

# CITY OF SURPRISE TOURISM FUND APPLICATION PROCESS

## Tourism Fund Purpose

The purpose of the City of Surprise's Tourism Fund is to promote eligible tourism activities within the City of Surprise. Eligibility is defined broadly to encourage wide participation and innovative proposals. The tourism fund is generated by the monetary source derived from the City's share of sales tax collected through overnight stays within the City of Surprise (Bed Tax Rates). Any use of the funds must be approved by Surprise City Council.

Tourism promotion fund applications will be evaluated and awarded for the marketing or operations of destination oriented events or projects designed to attract tourists to the City of Surprise and will be distributed on a reimbursement basis.

The desired outcome of activities funded with bed tax revenue is to increase economic activity in the City of Surprise resulting from tourists.

## Program Key Initiatives

- Promote the city of Surprise as a tourist destination
- Drive year-round destination oriented travel to Surprise
- Maximize the economic return on destination-based public and private investments in Surprise
- Provide entertainment or cultural enrichment for Surprise visitors and residents
- Provide support to events that generate hotel room nights in Surprise or increase tourism-related revenue
- Provide support to destination-based development

## Approved use of Funds

Funds available through the program ~~may~~ **must** be used in the following areas:

- Marketing of event or project
- Event entertainment
- Direct operational costs of event or project
- Other items mutually agreed upon within a City agreement

All costs submitted for reimbursement must include a detailed receipt or invoice from the original vendor.

The intent of the funds to be reimbursed must be indicated within the application and approved during the process. Any changes to the approved reimbursable funds must be requested in writing and approved by the City of Surprise Sports and Tourism Department.

# CITY OF SURPRISE TOURISM FUND APPLICATION PROCESS

## Fund Restrictions

- ~~Tourism Funds can only be reimbursed for items mutually agreed upon within a City Agreement such as a Tourism Fund Reimbursement Agreement or Facility Use Agreement. Funds cannot be used for: Examples of items that may be reimbursable include:~~
  - Marketing costs that promote Surprise, AZ
  - Direct operational costs
  - National entertainment acts that attract visitors
  - ~~Any salary supplements, staffing costs, or any personnel payments.~~
  - ~~Any costs associated with the sale of alcohol.~~
- ~~If applicant is requesting reimbursement for operational lodging or meals, approval will only be considered for Surprise hotels and restaurants.~~

## Pre-qualifications: Eligibility & Requirements

The following items ~~may will~~ be required to pre-qualify for the Tourism Fund. If an applicant doesn't meet all of the pre-qualifications, the application ~~may will~~ not move forward in the process, ~~and will not be reviewed~~. Applicants will be notified if they don't meet the requirements and can resubmit for future consideration.

- Application requests will ~~only~~ be considered and have higher priority if they support at least one of the City's Tourism Strategic Plan's focus areas:
  - **Events and Entertainment**
    - Any special activity including sporting events, tournaments, festivals, arts & cultural events that attract visitors from outside the city limits and support the economic vitality of the community.
  - **Marketing that would promote Surprise Tourism**
    - Any type of advertising, branding or promotional opportunity that would strategically market Surprise as an intentional sports and tourist destination.
  - **Tourism Based Partnership and Facility Development**
    - Any project, agreement or study that would enhance tourism events and/or lead to the development of permanent facilities or attractions that will increase visitor spending and generate room nights.
- Any function/event/facility of the approved funding must be held within the City of Surprise boundaries and/or promote Surprise, exceptions may be made for mega-events that provide a state or regional benefit.
- The activity must be completely inclusive in nature and provide reasonable accommodations for those with special needs.

# CITY OF SURPRISE

## TOURISM FUND APPLICATION PROCESS

### Evaluation

Funding approval and allocation amount ~~may will~~ be based off of the following impact areas in conjunction with the event or project meeting the strategic priorities of the City of Surprise:

- Surprise hotel nights generated
- Economic impact to Surprise
- Attendance at the event
- Regional or national recognition
- Long term benefits to the community
- Evaluation of proposed business/marketing plan and historical event reports

### Application Process & Timeline

- Applicants **are requested to must provide the following supporting documents:**
  - ~~The entire application must be completed for consideration including the following supporting documents:~~
    - Proposed business plan including a budget and marketing plan
    - Business license or 501 C 3 status
    - Historical event report(s) which include final budget, balance sheet, attendance figures, economic impact information and examples of marketing materials
    - Professional references
    - Proof of ability to obtain general liability insurance with minimum policy limits of \$1 Million per occurrence and \$2 Million aggregate
    - Requestor must obtain all legally required permits, licenses, insurance and city approvals
    - Additional documentation or information may be requested depending on the nature of the Tourism Fund request.
    - If you are unable to provide any of the information, please note in your application-
    - Final supporting documents will be determined by a City Agreement based on the nature of the request.
- **Timeline:**

# CITY OF SURPRISE

## TOURISM FUND APPLICATION PROCESS

- Completed application is suggested to be ~~must be~~ submitted at least **6 months prior** to event
- The Sports & Tourism Department will screen applications for qualifications, review and recommend action on application (One - Two Months)
- Recommended applications will be brought to the Tourism Fund Subcommittee for review and recommendation to City Council (One – Two Months).
- Subcommittee recommendations must receive final approval from Surprise City Council (One –Two Months depending on submission timing, City Council meetings are held the 1<sup>st</sup> and 3<sup>rd</sup> Tuesday of every month)
- The Sports and Tourism Department will notify all applicants of the status as well as any awarded amounts
- Any approved requests will require a City agreement detailing the Tourism Fund request and documentation needed for reimbursement.

### Funding Disbursement and Timeline:

- Funding amount: **no more than 50% of total event/project expense budget will be approved** for reimbursement, unless approved by City Council. Estimated expense budget (includes total operating and marketing expenses, not to include staffing costs) and requested funding amount must ~~be~~ may be requested to be submitted during application process based on the nature of the request. Final budget may be requested to be ~~will be~~ verified before reimbursement is disbursed. Any budget documentation needed will be outlined in a City agreement if the request is approved.
- If requested funding disbursement amount is greater than 50% of the total Tourism Contingency Fund, Sports and Tourism Staff will notify City Council during the review process and Council will have final approval of the disbursement amount.
- Applicant will be requested to ~~must~~ submit a detailed list of items to be reimbursed. All items must qualify as an approved use of funds documented within a signed agreement from the City of Surprise. and ~~must be~~ approved by City Council.
- All tourism funds will be reimbursed after final report and mutually agreed upon required documentation has been received and verified by the Sports and Tourism Department and allocated by the Finance department.
- Final report must ~~documentation~~ will be outlined in a City agreement and may include the following:
  - Hotel room night documentation verified by Surprise hotels
  - Fully completed ~~F~~ final report submission form with supporting documents

# CITY OF SURPRISE

## TOURISM FUND APPLICATION PROCESS

- Detailed receipts or invoices from the original vendor

### Timeline:

- Applicant must submit the completed final report within 90 days of the event or project completion or as otherwise mutually agreed upon within a City agreement.
- Sports and Tourism staff will review and verify all submitted final report documents within 60 days of the submission or as otherwise mutually agreed upon within a City agreement.
- Approved reimbursements will be issued within 60 days from the final review and approval or as otherwise mutually agreed upon within a City agreement.

### Final Notes:

- The City of Surprise holds the right to deny any application solely based upon the nature of the event or project. The more information provided within the application will give the reviewers the best illustration of your candidacy for the funding.
- Any changes to the scope of project/event or to the budget of any approved proposals must be approved by the City and may be requested to go back to the Tourism Fund Subcommittee or City Council based on the nature of the changes.~~must be made in writing and approved.~~
- If the project/event is cancelled by the applicant, funds will not be approved for reimbursement.
- If the project/event is cancelled due to weather or other unforeseen circumstances, the event must be rescheduled for another mutually agreed upon date in order to receive approved funding.
- This application is based on general guidelines for Tourism Fund projects, however all approved projects will include specific details within a City agreement such as a Tourism Fund Reimbursement Agreement or a Facility Use Agreement based on the nature of the request.

### Contact Info:

For any questions regarding the Tourism Fund Application, please contact:

Tara Combs  
623.222.2239  
[Tara.Combs@surpriseaz.gov](mailto:Tara.Combs@surpriseaz.gov)

**CITY OF SURPRISE  
TOURISM FUND APPLICATION PROCESS**

Please mail or drop off applications to:

City of Surprise  
Sports & Tourism Department  
15930 N. Bullard Ave.  
Surprise, AZ 85374