



CITY OF SURPRISE
Tourism Fund Subcommittee Meeting
16000 N. Civic Center Plaza
Surprise, AZ 85374
 Monday, January 5, 2026 @ 4:00 PM
 CH 1F N1-150 Lobby 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

CONSENT AGENDA:

REGULAR AGENDA ITEM - NON-PUBLIC HEARING:

- | | | | |
|----|----------|--|---|
| 1. | Citywide | Consideration and action to approve the Tourism Fund Subcommittee Meeting Minutes of April 23, 2025. | Kendra Pettis
Sports,
Entertainment, and
Culture |
| 2. | Citywide | Consideration and action pertaining to a recommendation to City Council to utilize a maximum of \$100,000 annually from the Tourism Fund to support the NCAA Big 12 Conference Baseball Championship to be hosted in Surprise for up to 3 years (FY26-FY28). | Kendra Pettis
Sports,
Entertainment, and
Culture |

G. Call To The Public

INSTRUCTIONS: In order to address the City Council, you will need to fill out a Call to the Public Form available at the front counter, and then turn it in to the City Clerk before the meeting begins. You may also [fill out the Call to the Public form online](#) If submitting form electronically, please submit to City Clerk at least one hour before the meeting start time.

Note: A.R.S. 38-431.01(H)- During this time members of the public may address City Council only on issues within the jurisdiction of the City Council which are not an item on the agenda. At the conclusion of the open call, City Council 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.

Approval of items on the Consent Agenda – all items with an asterisk (*) are considered to be routine matters and will be enacted by one motion and one roll call vote to the City Council. There will be no separate discussion on these items unless a Councilmember requests, in which event the item will be removed from the consent agenda and considered in its normal sequence on the agenda.

Please be aware that Council Members may not discuss or respond to matters raised during call to the public that are not specifically identified on the agenda. Council Members may however, in their discretion, discuss or respond to relevant matters raised during a noticed public hearing or agenda item.

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

POSTED: Saturday January 3rd, 2026 @ 10:30 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 CLERK@SURPRISEAZ.GOV, BY NO LATER THAN 24 HOURS IN ADVANCE OF THE REGULAR SCHEDULED MEETING TIME.



**CITY OF SURPRISE
Tourism Fund Subcommittee Meeting**

Council Meeting Date: January 5, 2026

Contact Person: Kendra Pettis, DIR -
SPORTS/TOURISM

Submitting Department: Sports, Entertainment, and Culture
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 April 23, 2025.

Motion:

I move to approve the Tourism Fund Subcommittee Meeting Minutes of April 23, 2025.

Background:

Objective Analysis:

Policy Compliant:

Financial Impact:

Budget Impact:

FTE Impact:

ATTACHMENTS:

1. 04-23-2025 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 23, 2025 – 4:30 p.m.

CALL TO ORDER

Chair Councilmember Patrick Duffy called the **Tourism Fund Sub-Committee Meeting** to order at 4:30 p.m. at Surprise City Hall, Overflow Room, 16000 North Civic Center Plaza Surprise, Arizona 85374, on Wednesday, April 23, 2025.

ROLL CALL

Councilmember Patrick Duffy, Chair; Vice Mayor Jack Hastings, Committee Member; Councilmember Nick Haney, 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, Tara Combs, Sports & Tourism Business Administrator.

CALL TO THE PUBLIC

None.

REGULAR AGENDA ITEM

1. Action item: Consideration and action to approve the Tourism Fund Subcommittee meeting minutes of August 7, 2024:

Vice Mayor Hastings moved to approve the August 7, 2024, 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 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 explained to the committee that the request is to move the FY26 Out of the Park Music Fest funds to this year's budget, so staff is able to secure entertainers for next year's Out of the Park Music Fest. Kendra Pettis stated that if the sub-committee approved the request, the item would be on the May 6 Council meeting agenda.

Kendra Pettis discussed with the sub-committee the tentative final budget numbers for this year's event. After a brief discussion, the sub-committee recommended to increase the FY26 budget by \$250,000 to assist in securing the next level artists for the event.

Vice Mayor Hasting made the motion to approve and recommend to City Council 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. Councilmember Haney seconded the motion. Motion carried 3-0.

3. Action item: 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 presented a power point to the sub-committee showing the 15+ year relationship the City of Surprise has with USTA and the numerous tournaments they host at the Surprise Tennis & Raquet Complex which brings numerous visitors and room nights to the city.

In Fall 2025, USTA will be hosting the USTA League National Championships in Surprise and have asked for Tourism Fund reimbursement. The reimbursement would be based on hotel nights generated. Staff is recommending \$2,500 for every 100 hotel room nights, not to exceed \$15,000. Reimbursement can be used for facility use fees and event marketing. The agreement would be for 3 years.

Councilmember Duffy made the motion 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. Vice Mayor Hastings seconded the motion. Motion carried 3-0.

4. Action item: 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 explained to the sub-committee that Flying E Ranch is the group out of Wickenburg that produces the 3-day country festival, Party in the Desert and other smaller events which they host on their ranch. They reached out to the city and inquired if we would be interested in partnering in a couple of events.

The first event is La Finikera Fest on May 3-4. The 2-day event that will be held at Mark Coronado Park is a festival that celebrates Hispanic culture with live music, a car show, food trucks and mariachis. The second event they will be producing is a country concert inside the stadium on May 17 featuring Chris Janson.

Kendra Pettis stated that by partnering with Flying E Ranch and other similar groups and supporting them with tourism funds, it helps bring these types of events to the City without the City having to endure all of the costs.

Kendra Pettis suggested a reimbursement for both of events of a maximum of \$50,000 based on the following per the tourism application: category 1: room nights - \$2,500 for every 100 hotel room nights, category 2: attendance per event – ranging from \$2,500 to \$10,000, category 3: number of event days - \$2,500 for each event day (3 days total = \$7,500) and category 4: seasonality – events between May-September – \$2,500 for each event day (3 days total + \$7,500). Reimbursement can be used for facility use fees and event marketing.

Vice Mayor Hastings made the motion 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. Councilmember Duffy seconded the motion. Motion carried 3-0.

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

Kendra Pettis informed the sub-committee that the Sports and Tourism Department had an internal audit, and the auditors noted that the application hadn't been updated since it began. Changes include changing of contact emails and changing the language to make it broader with the details of reimbursement being laid out in the actual tourism reimbursement agreement or the facility use agreement.

Vice Mayor Hasting made the motion to recommend to City Council the updated Tourism Fund Application. Councilmember Haney seconded the motion. Motion carried 3-0.

OTHER BUSINESS AND FUTURE AGENDA ITEMS

None.

EXECUTIVE SESSION

None.

ADJOURNMENT

The meeting was adjourned at 5:10 p.m.

ATTEST:

Councilmember Patrick Duffy, Chair

Genevieve Martin Del Campo, Staff Liaison

DRAFT



CITY OF SURPRISE
Tourism Fund Subcommittee Meeting

Council Meeting Date: January 5, 2026

Contact Person: Kendra Pettis, DIR -
SPORTS/TOURISM

Submitting Department: Sports, Entertainment, and Culture
District: Citywide

Staff Recommendations: None

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

Agenda Wording:

Consideration and action pertaining to a recommendation to City Council to utilize a maximum of \$100,000 annually from the Tourism Fund to support the NCAA Big 12 Conference Baseball Championship to be hosted in Surprise for up to 3 years (FY26-FY28).

Motion:

I move to recommend to City Council a budget amendment to utilize up to \$100,000 annually from the Tourism Fund to support the NCAA Big 12 Conference Baseball Championship to be hosted in Surprise for up to 3 years (FY26-FY28).

Background:

The Big 12 Conference Baseball Championship is a five-day, single-elimination tournament showcasing the top 12 baseball programs from one of the nation's premier athletic conferences. For the first time, the Championship will be hosted in Surprise, Arizona in May 2026. The Championship will crown the Big 12's postseason baseball champion, with the winner earning an automatic berth in the NCAA Tournament. The event will host 12 NCAA teams and attract families, alumni, media and college baseball fans from across the country. The Big 12 Conference is estimating 40,000 in attendance, 3,500 room nights and a \$3.5 Million economic impact for the tournament as well as regional and national media exposure. There is also potential that Surprise could host the tournament in future years if they are awarded the bid.

Objective Analysis:

The objective is to showcase Surprise Stadium and the City of Surprise on a national stage, drive tourism-related economic activity for the community and build a foundation for future collegiate and professional events in 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 \$100,000 from the Tourism Fund annually, which will be paid on a reimbursement basis, for tourism activity associated with this tournament 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 \$100,000 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 the FY27 and FY28 budget 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. Big 12 Tourism Fund Request_January 5 2026
 2. 2026 Surprise Tourism Application - Big 12 Conference Baseball Tournament V2 (004)
-



SURPRISE
ARIZONA

BIG 12 CONFERENCE BASEBALL CHAMPIONSHIP TOURISM FUND REQUEST

Tourism Fund Subcommittee Meeting
January 5, 2026

BACKGROUND

- The Big 12 Championship is a 5 day, single-elimination tournament showcasing the top 12 baseball programs from the conference
- The winner will earn an automatic berth in the NCAA Tournament
- The event will be a partnership with the Big 12 Conference, REV Entertainment and the City
- Opportunity to showcase Surprise on a national stage, drive tourism-related economic activity and build a foundation for future collegiate & professional events

Event Partnership Alignment

COUNCIL STRATEGIC PLAN

- **Strategy 3.2**
 - Provide premier facilities, expanding recreation and sports tourism programming to meet forecasted usage demands
- **Strategy 3.3**
 - Cultivate an environment for residents and visitors to enjoy arts, culture, and entertainment within the city of Surprise
- **Strategy 3.5**
 - Identify opportunities for public-private partnerships to continually improve the quality of life for Surprise residents

Event Partnership Alignment

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
- **Focus Area 2: Marketing**
 - Increase strategic collaboration with key partners to expand our ability to identify and target demographics for tourism.

SUPPORT FOR STRATEGIC GOALS

- **Estimated Attendance:**
 - 40,000 attendees across the 5-day tournament, estimated that 50% will be outside of PHX Metro area
- **Estimated Hotel Nights:**
 - 3,500 (12 teams, coaches, officials, family, fans)
- **Estimated Economic Impact:**
 - \$3.5 Million

SUPPORT FOR STRATEGIC GOALS

- **Marketing/Media Exposure:**

- National coverage on ESPN platforms, Big 12 Conference will also execute a comprehensive marketing campaign with regional and national reach, over 1 Million combined followers on social accounts

- **Community Impact:**

- Big 12 will engage local baseball/youth programs, offer military discounts, outreach to Luke Air Force Base, local businesses will benefit from increased visitor traffic

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 REQUEST

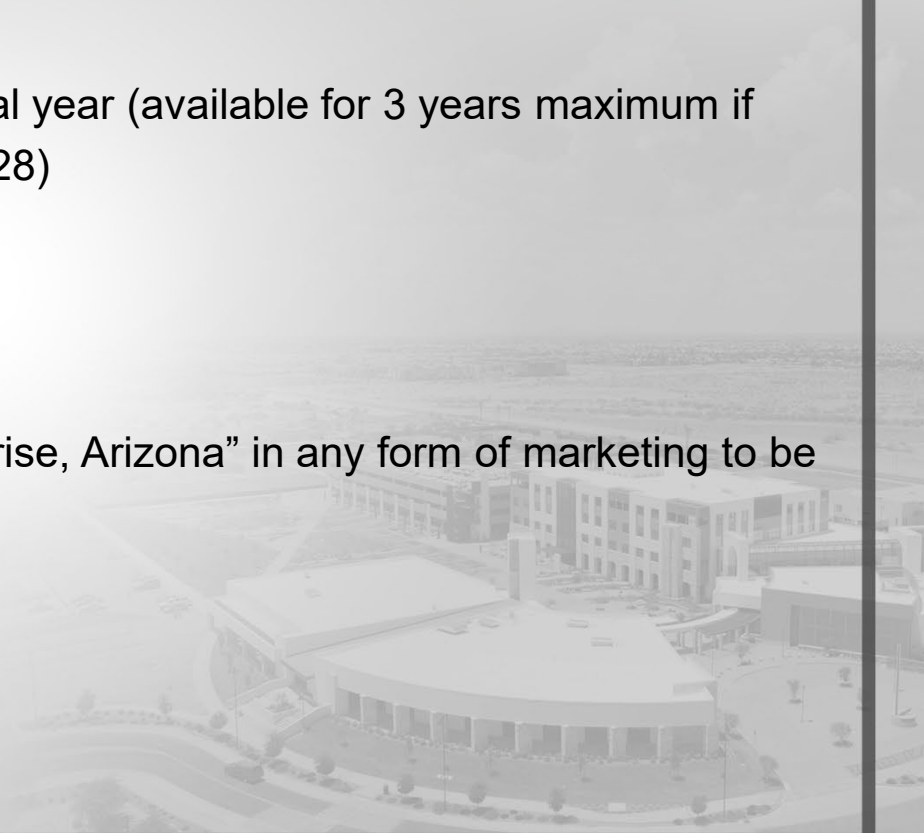
Reimbursement Program:

- **Category 1 (Hotel Nights)**
 - \$2,500 for every 100 Surprise hotel room nights verified (maximum of \$25,000)
- **Category 2 (Attendance):**
 - \$2,500 for every 2,000 in total attendance verified (maximum of \$25,000)
- **Category 3 (Event Days):**
 - \$2,500 for each event day (5 days total = \$12,500)
- **Category 4 (Seasonality – events between May-September):**
 - \$2,500 for each event day (5 days total = \$12,500)
- **Category 5 (Operational Costs)**
 - \$25,000 in operational support (marketing, facility rental costs, etc.)



TOURISM FUND REQUEST

- Not to exceed \$100,000 total in each fiscal year (available for 3 years maximum if tournament returns to Surprise, FY26-FY28)
- 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 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>Big 12 Conference Baseball Tournament</u> Name of Activity or Program	<u>5/19 - 5/23</u> Date of Program
<u>Big 12 Conference</u> Organization Name	<u>John Payne</u> Organization Representative Name
<u>John Payne</u> Organization Representative Signature	<u>10/14/25</u> Date

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

Submit application via email (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

Big 12 Conference
Organization Name

John Payne
Organization Contact Name

Director - Competition 214-208-0888 jpayne@big12sports.com
Organization Contact Title Contact Phone Contact Email

5215 N. O'Connor Blvd. STE 1650
Street Address

Irving TX 75039
City State Zip Code

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

IV. Event / Project Information

Big 12 Conference Baseball Tournament
Event Name

Conference Baseball Tournament 5/19 - 5/23
Event Type (Ex. Sport tournament, conference, arts / music) Event Date(s)

Surprise Stadium, 15850 N. Bullard Ave. Surprise, AZ 85374
Event Location / Address

40,000 3,500
Estimated Event Attendance Estimated Hotel Stays (Total Nights)

\$100,000 \$803,054
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

Delaware

The First State

Page 1

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED ARE TRUE AND CORRECT COPIES OF ALL DOCUMENTS FILED FROM AND INCLUDING THE RESTATED CERTIFICATE OR A MERGER WITH A RESTATED CERTIFICATE ATTACHED OF "THE BIG 12 CONFERENCE, INC." AS RECEIVED AND FILED IN THIS OFFICE.

THE FOLLOWING DOCUMENTS HAVE BEEN CERTIFIED:

RESTATED CERTIFICATE, CHANGING ITS NAME FROM "THE BIG TWELVE CONFERENCE, INC." TO "THE BIG 12 CONFERENCE, INC.", FILED THE TWELFTH DAY OF JUNE, A.D. 2013, AT 12:28 O`CLOCK P.M.




Jeffrey W. Bullock, Secretary of State

2521169 8100X
SR# 20242983683

You may verify this certificate online at corp.delaware.gov/authver.shtml

Authentication: 203795635
Date: 06-25-24

**AMENDED AND RESTATED
CERTIFICATE OF INCORPORATION
OF
THE BIG TWELVE CONFERENCE, INC.**

(Pursuant to Sections 242 and 245 of the
General Corporation Law of the State of Delaware)

The Big Twelve Conference, Inc., a corporation organized and existing under and by virtue of the provisions of the General Corporation Law of the State of Delaware (as now in effect and as in the future may be amended, the "DGCL"),

DOES HEREBY CERTIFY:

1. That the name of this corporation is The Big Twelve Conference, Inc., and that this corporation was originally incorporated pursuant to the General Corporation Law on June 30, 1995, under the name The Big Twelve Conference, Inc.

2. This corporation filed a Restated Certificate of Incorporation of The Big Twelve Conference, Inc. with the Secretary of State of the State of Delaware on April 15, 1996.

3. This Amended and Restated Certificate of Incorporation of The Big Twelve Conference, Inc. restates and amends such Restated Certificate of Incorporation and was duly adopted in accordance with the provisions of the DGCL.

4. The text of the Certificate of Incorporation of The Big Twelve Conference, Inc. is hereby amended and restated in its entirety to read as follows:

FIRST: The name of the corporation (the "Corporation") is The Big 12 Conference, Inc.

SECOND: The registered office of the Corporation in the State of Delaware is located at 1209 Orange Street, City of Wilmington, County of New Castle, and its registered agent is the Corporation Trust Company.

THIRD: The purposes for which the Corporation is organized are to control and regulate intercollegiate athletics as institutional activities, to encourage sound academic practices for student-athletes and to establish harmonious intercollegiate relationships among member institutions; and accordingly, the Corporation is empowered to engage in any lawful act or activity for which nonprofit, non-stock corporations may be organized under the DGCL and to conduct or promote any lawful business or purposes not inconsistent with Articles Third, Fourth and Fifth hereof. The Corporation shall be a nonprofit corporation and shall not have authority to issue capital stock.

FOURTH: The Corporation is organized exclusively for charitable, educational and scientific purposes, including the making of distributions to other organizations for such purposes, but only to the extent and in such manner that such purposes constitute exclusively charitable, educational or scientific purposes within the meaning of Section 501(c)(3) of the

Internal Revenue Code of 1986 (the "Code") (or the corresponding provision of any future United States Internal Revenue law). The Corporation is organized exclusively for the benefit of the members of the Corporation, including current members so long as they remain members of the Corporation, and any future members.

FIFTH: No part of the net earnings of the Corporation shall inure to the benefit of, or be distributable to, its directors, officers, or other private persons, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Article Third and Fourth hereof. No substantial part of the activities of the Corporation shall be the carrying on of propaganda, or otherwise attempting to influence public legislation, and the Corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of any candidate for public office.

Notwithstanding any other provisions of this Certificate of Incorporation, the Corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from Federal income tax under Section 501(c)(3) of the Code (or the corresponding provision of any future United States Internal Revenue law) or (b) by a corporation, contributions to which are deductible under Section 170(c)(2) of the Code (or the corresponding provision of any future United States Internal Revenue law).

SIXTH: The affairs and business of the Corporation shall be managed and conducted by a Board of Directors in accordance with the Bylaws. The directors shall elect the regular officers of the Corporation in the manner provided by the Bylaws. To the fullest extent permitted by the DGCL, a director of this Corporation shall not be liable to the Corporation or its members for monetary damages for breach of fiduciary duty as a director.

SEVENTH: Membership in the Corporation shall be determined in accordance with the provisions set forth in the Bylaws, but shall be limited to colleges and universities that are exempt from taxation pursuant to Section 115 of the Code as a state or local government or Section 501(a) of the Code as an organization described in Section 501(c)(3) of the Code (or the corresponding provision of any future United States Internal Revenue law). A new member may be added or a current member may be removed only in accordance with the Bylaws.

EIGHTH: Upon the dissolution of the Corporation, the Board of Directors shall, after paying or making provision for the payment of all of the liabilities of the Corporation, distribute the remaining assets of the Corporation to its members equally, but if at the time of dissolution any member is not qualified for exempt status either as an exempt organization under Section 501(c)(3) of the Code or as a state or local government under Section 115 of the Code (or the corresponding provision of any future United States Internal Revenue law), such member's share shall be reallocated among the other qualified members. If no member is qualified under such provisions of the Code, then the Board of Directors shall distribute the remaining assets for one or more exempt purposes within the meaning of 501(c)(3) of the Code (or the corresponding provision of any future United States Internal Revenue law) or shall distribute such assets to the Federal government, or to a state or local government, for a public purpose, as the Board of Directors shall determine. Any such assets not disposed of shall be disposed of by the Court of Chancery of the State of Delaware in and for the county in which the

registered office of the Corporation in Delaware is then located, exclusively for such purposes, or to such organization or organizations, as such Court shall determine, which are organized and operated exclusively for such purposes.

NINTH: The Corporation shall indemnify the directors, the Faculty Athletics Representatives, the Athletics Directors, Senior Woman Administrators, officers and the Corporation staff, or any of them, and may indemnify others as permitted by the DGCL as authorized by the Board of Directors (each, a "Covered Person"), against any costs (including attorneys' fees), expenses, judgments, fines, and other amounts reasonably incurred by such Covered Persons, or any of them in connection with any claim demand, suit, or proceeding, civil or criminal, arising out of and related to acts performed while such Covered Persons are serving in official capacities on behalf of the Corporation (including but not limited to persons serving as officers or committee members) to the fullest extent permitted under the DGCL. In addition, the Corporation may enter into such agreements to indemnify any or all Covered Persons, or purchase and maintain insurance coverage by or on their behalf, as approved by the Board of Directors.

TENTH: In furtherance and not in limitation of the powers conferred by the laws of the State of Delaware, the Board of Directors is expressly authorized and empowered, in the manner provided in the Bylaws of the Corporation, to make, alter, amend and repeal the Bylaws of the Corporation in any respect not inconsistent with the laws of the State of Delaware or with this Certificate of Incorporation.

ELEVENTH: The Corporation reserves the right to amend, alter, change, or repeal any provision contained in this Certificate of Incorporation in the manner now or hereafter prescribed by law; provided, however, that no amendment shall authorize the Board of Directors or the members to conduct the affairs of the Corporation in any manner or for any purpose contrary to the provisions of Section 501(c)(3) of the Code (or the corresponding provision of any future United States Internal Revenue law).

TWELFTH: The number and appointment of directors shall be determined in the manner provided herein and in the Bylaws.

THIRTEENTH: Except for those rights expressly vested in the members as set forth in the Bylaws, all powers of the Corporation are hereby vested in the Board of Directors. Accordingly, to the extent that the members have any rights under the DGCL to take any action for or on behalf of the Corporation, the members and the Corporation acknowledge and agree that the members may take any such action acting in unanimity only, and each member shall be entitled to one vote on all such matters submitted to a vote at a meeting of members.

FOURTEENTH:

A. Except as set forth in Section 1.5.2 of the Bylaws (or its successor), the Board of Directors may take action on any matter in accordance with the Bylaws by: (i) written consent signed by all directors who are Disinterested Directors (as defined below) with respect to the matter being voted on, in accordance with Section 1.6.8 of the Bylaws (or its successor); or (ii) the affirmative vote of a majority of the Disinterested Directors

Entitled to Vote (as defined below) Present (as defined below) at a duly called meeting at which a quorum is Present in accordance with Section 1.6.7 of the Bylaws (or its successor). For purposes hereof, the following defined terms have the meanings ascribed to them below:

i. The term “Disinterested Director(s)” with respect to any issue shall mean each person who: (i) is then duly qualified and serving as a member of the Board of Directors pursuant to Sections 1.5.3 and 1.5.4 of the Bylaws (or their respective successors); (ii) is the director representative of a member that has not Withdrawn (as defined in the Bylaws) and has not been precluded from voting on the matter in question as a Sanctioned (as defined in the Bylaws) member; and (iii) is not an Interested Director (as defined below) with respect to such issue.

ii. The term “Disinterested Director(s) Entitled to Vote” with respect to any issue shall mean each Disinterested Director who: (i) is Present at a duly called meeting at which such issue is to be considered; or (ii) signs a written consent with respect to such issue in accordance with Section 1.6.8 of the Bylaws (or its successor).

iii. The term “Interested Director(s)” with respect to any issue means any director who has personally, or as to which the member that such director represents has institutionally, a direct or indirect material interest in the subject matter of the issue (or series of related issues) being considered by the Board of Directors, that, in the judgment of a majority of the other directors who are not Interested Directors with respect to such issue or series related issues, could reasonably be expected to impact adversely the objectivity of such director in voting on such issue or issues. The interests that all members have in common as the beneficial members of the Corporation (even if such interests have disparate effects among members) will not, in and of itself, cause the director representing such member to be an Interested Director with respect to an issue or issues impacting all Members as the beneficial members of the Corporation. Any director who has been determined to be an “Interested Director” in accordance with the foregoing may appeal such determination only in accordance with the following: (i) such director shall submit a written appeal to the Commissioner and the highest ranking officer of the Board of Directors who has not been determined to be an Interested Director with respect to such issue, if any; (ii) the Commissioner and such highest ranking officer (if any) shall mutually determine and promptly notify such Interested Director with respect to their (or if there is no such officer, the Commissioner’s) determination on the matter, which determination shall set forth whether such director is deemed to be an “Interested Director” on the matter in question; and (iii) the determination made by the Commissioner and any such highest ranking officer of the Board of Directors shall be final and binding on the director(s) appealing the initial determination by the other directors.

iv. The term “Majority of Disinterested Directors” with respect to any issue shall mean a majority of all persons who are Disinterested Directors with

respect to such issue, whether or not they are Present at a meeting considering such issue or sign a written consent with respect to such issue.

v. The terms “Present” or “Presence” as used in herein with respect to any meeting of the Board of Directors or a meeting of a committee designated by the Board of Directors shall mean participation by a person in person at or by means of Remote Access (as defined in the Bylaws) in the meeting.

vi. The term “Supermajority of Disinterested Directors” with respect to any issue shall mean seventy-five percent (75%) or more of all persons who are Disinterested Directors with respect to such issue, whether or not each is Present at a meeting considering such issue or signs a written consent with respect to such issue.

B. The number of members of the Board of Directors shall equal the number of members in the Corporation that have not Withdrawn or are subject to Sanctions that preclude representation on the Board of Directors, consisting of one (1) representative for each such member, who shall be the most senior campus executive officer (President or Chancellor) (the “Chief Executive Officer”) of each member. Prior to each Annual Meeting (as defined in the Bylaws) held pursuant to Section 1.6.1 of the Bylaws (or its successor), each member shall certify to the Corporation the name of its Chief Executive Officer and such person shall be automatically appointed as a director as provided in the Bylaws and shall hold office until his or her successor has been appointed; provided, however, that each member shall be deemed to have certified to the Corporation that there has been no change in its Chief Executive Officer then serving on the Board of Directors if the Corporation does not receive such certification at or prior to an Annual Meeting. Such appointment is automatic and no other vote or action of the members or directors shall be required to elect or appoint as a director the individual certified as the Chief Executive Officer of a member. Because of the special relationship of the directors to the members, a director may not be removed as long as the director is the Chief Executive Officer of a member.

C. In the case of a director’s death, disqualification, resignation or removal from office as the Chief Executive Officer of a member (excluding directors representing members that have Withdrawn or are subject to Sanctions that preclude representation on the Board of Directors) then (i) such director shall thereafter no longer be a director or member of the Board of Directors for any purpose (without the need for any additional action by the Board of Directors or the Corporation) and (ii) the member whose Chief Executive Officer created such vacancy shall as soon as is reasonably possible thereafter certify to the Corporation the name of its successor Chief Executive Officer and such person shall be automatically appointed to serve as a director; provided, however, that for the period beginning on the date such vacancy was created and the date on which a new Chief Executive Officer of such member is hired, certified and appointed as a director, the member may appoint an individual to serve as the member’s director representative in such interim period. Similarly, in the event the number of directors is increased due to an increase in the number of members, the additional member(s) shall certify to the Corporation the name of its Chief Executive Officer and such person(s) shall be

automatically appointed to serve as a director(s) and shall serve until his or her successor has been appointed.

D. It is the intent of all members that persons elected as directors fulfill their fiduciary duties of care by attending meetings and otherwise participating in Board of Directors and Committee (as defined in the Bylaws) meetings to the maximum extent possible and that directors shall not act by proxy. However, the members acknowledge that from time to time, legitimate reasons may cause an elected director to be unable to be Present at a given Board of Directors or Committee meeting. In such events, to avoid disenfranchisement of the member at that meeting, the members authorize the Commissioner, after consultation with the director in question, in the Commissioner's sole discretion (subject to a contrary determination by the Executive Committee), to consider authorizing that director to appoint a substitute (a "Substitute") to participate as the director representing such member at a given Annual Meeting, Regular Meeting, or Special Meeting (each as defined in the Bylaws) to act in the director's stead at such meeting. In the event that the Commissioner approves the appointment of a Substitute director for such meeting, the director who will be absent will be deemed to resign from the Board of Directors for such meeting and the Substitute representative shall be deemed to be appointed to serve on the Board of Directors for purposes of such meeting only, without the need for further action by the Board of Directors, and all such Substitutes shall count as directors for purposes of establishing a quorum, determining votes, and for all other purposes at such meeting, except as set forth in Section 1.5.5.2 of the Bylaws. At the conclusion of such meeting, the Substitute shall be deemed to have resigned and the original director to have been reappointed to his or her position effective as of the adjournment of such meeting.

E. Except as may be otherwise specifically provided by statute, by this Certificate of Incorporation or by the Bylaws, seventy percent (70%) or more of the Disinterested Directors with respect to the matters to be considered at any meeting shall constitute a quorum for the transaction of business; provided, however, that if less than seventy percent (70%) or more of such Disinterested Directors are present at said meeting, a majority of such Disinterested Directors present may adjourn the meeting from time to time without further notice. The directors present at a duly called or held meeting at which a quorum is present may continue to do business until adjournment, notwithstanding the withdrawal of enough directors to leave less than a quorum. The vote of a director on any matter shall not be divulged by the Corporation or by any other director in press announcements, unless such director expressly consents in advance to such disclosure; provided, however, that nothing herein shall prevent the Corporation or the directors from divulging the total number of votes for or against or abstaining from a vote. Once a quorum is present at a meeting, business may continue to be conducted at the discretion of the Chair of the Board even if directors subsequently leave the meeting.

F. Any action that is required to be or may be taken at a meeting of the directors may be taken without a meeting if consents in writing, setting forth or indicating by reference to a separate communication the action(s) to be taken, are signed by all of the Disinterested Directors with respect to the issue subject to such action. Such consents shall have the same force and effect as a unanimous vote of the directors at a meeting

duly held, and may be stated as such in any certificate or document filed under the DGCL. Such consents shall be filed with the minutes of the meetings of the Board of Directors.

IN WITNESS WHEREOF, the Corporation, as authorized and directed by its Board of Directors, has caused this Amended and Restated Certificate of Incorporation to be executed by its Commissioner, this 7th day of June, 2013.

A handwritten signature in black ink, appearing to read "Robert A. Bowsby, II", is written over a horizontal line.

Robert A. Bowsby, II
CEO/Commissioner

V. Narrative Proposal of Project and Economic Impact

A. Project Description

The Big 12 Conference Baseball Championship is a five-day, single-elimination tournament showcasing the top 12 baseball programs from one of the nation's premier athletic conferences. For the first time, the Championship will be hosted in Surprise, Arizona, at the state-of-the-art Surprise Stadium Complex—renowned for its Major League Baseball spring training facilities and ability to host elite amateur events. The Big 12 Conference features 14 baseball-playing institutions, including Arizona, Arizona State, Baylor, BYU, UCF, Cincinnati, Houston, Iowa State, Kansas, Kansas State, Oklahoma State, TCU, Texas Tech, and Utah. Twelve of these fourteen programs will earn a spot in the 2026 Big 12 Baseball Championship.

The Championship will crown the Big 12's postseason baseball champion, with the winner earning an automatic berth in the NCAA Tournament. The event attracts alumni, families, media, and college baseball fans from across the country. The target audience includes regional baseball enthusiasts, Big 12 alumni living in the Southwest, and sports fans from the greater Phoenix area seeking family-friendly, affordable entertainment.

The Big 12 Conference will execute a comprehensive marketing campaign emphasizing both local and regional reach. The campaign will include:

- Digital advertising across social media, targeted to Phoenix, Surprise, and key Big 12 fan markets.
- Radio and streaming placements during spring training and college baseball season.
- Collaborations with Surprise Tourism and Visit Phoenix to amplify messaging.
- On-site activations highlighting local vendors and community partners.

The event's success will rely on collaboration with local vendors for hospitality, transportation, catering, signage, and fan experiences. In addition, we expect strong participation from local volunteers, youth baseball organizations, and local businesses benefiting from the influx of visitors.

Tourism funding is critical to launching this first-year event in Surprise, ensuring that the marketing efforts can effectively introduce the venue to a new audience and drive both visitation and awareness. Support from the City will directly enhance the Championship's visibility and impact, establishing a foundation for long-term growth in the region.

B. Support for Surprise's Tourism Strategic Goals

This event aligns directly with two of Surprise's tourism strategic goals:

1. Events and Entertainment – The Big 12 Baseball Championship will bring one of the nation's top collegiate athletic events to Surprise, creating a multi-day entertainment experience for residents and visitors alike.
2. Marketing to Support Surprise Tourism – Through coordinated local and national marketing efforts, the Big 12 Conference will execute an extensive digital, broadcast, and social media campaign showcasing Surprise as a premier sports destination to millions of Big 12 fans and college baseball followers nationwide. The Conference's marketing initiative will be activated across all 14 campuses throughout the 2026 baseball season, including in-game broadcasts and on-site promotions at each baseball facility, encouraging travel to Surprise. For additional details, please refer to the full marketing plan on the final page of this document.

By hosting the Big 12 Championship, Surprise strengthens its position as a hub for sports tourism, complementing its spring training identity with a high-profile NCAA event. The partnership also generates repeat visitation and increases awareness of the City as a vibrant sports and recreation destination.

C. Estimated Attendance and Hotel Stays / Accommodations

The Big 12 Baseball Championship is expected to attract 40,000 total attendees across the five days of competition. Based on travel patterns from prior host cities, attendance will include:

- 4,000–5,000 attendees staying overnight in paid accommodations (local hotels and resorts) traveling to Surprise from across the country.
- 20,000+ attendees who will travel from the PHX metroplex miles for single-day visits.

We estimate that the Championship will generate more than 3,500 total hotel room nights during the event period, with the majority concentrated in Surprise. With the Big 12 footprint spanning four time zones, we anticipate fans traveling from all across the country to attend. The Conference will actively promote Surprise-area hotels to participating teams, alumni groups, and visiting fans, encouraging official lodging within city limits to enhance the fan experience and maximize local economic impact.

The event date in late May aligns with the collegiate baseball postseason schedule and avoids conflict with MLB spring training or major local events. While this period sees moderate hotel demand, the tournament will help extend visitor stays into early summer, filling a valuable tourism window between spring training and the peak summer travel season.

D. Economic Impact and Community Benefit

Hosting the Big 12 Baseball Championship in Surprise will provide both immediate economic impact and long-term community benefit:

- **Economic Impact:** The direct and indirect economic impact is projected to exceed \$3.5 million, including lodging, dining, transportation, retail, and entertainment spending by visiting teams, fans, media, and officials. The event will contribute to increased sales tax revenue from both tourism-related and general consumer spending in the Surprise area.
- **Media and Exposure:** The Championship will receive national coverage on ESPN platforms, providing premier exposure for the City of Surprise to a wide television and digital audience. In addition, the Big 12 will execute a comprehensive local and national marketing campaign, leveraging its social media network of more than one million combined followers across X, Instagram, Facebook, and TikTok. This extensive digital and social media presence will further showcase Surprise as a premier baseball destination.
- **Community Impact:** The event will engage local baseball and youth programs and offer group and military discounts to attend the tournament, including outreach efforts in support of Luke Air Force Base personnel and their families. Local businesses, restaurants, and hotels will benefit directly from increased visitor traffic, while the community gains valuable exposure and recognition as a premier host for large-scale collegiate championships.

In the long term, the partnership between the Big 12 Conference and the City of Surprise will enhance the city's reputation as a go-to destination for championship-level sporting events, supporting broader goals of economic development and tourism diversification.

In summary, the Big 12 Baseball Championship represents a significant opportunity to showcase Surprise on a national stage, drive tourism-related economic activity, and build a sustainable foundation for future collegiate and professional sporting events in the community.

E. References

- a. AT&T Stadium - Dale Knox (dknox@dallascowboys.net)
- b. Rev Entertainment - Anthony Bartkowski (abartkowski@reventertainment.com)

Big 12 Conference Baseball Championship Detailed Project Budget & Funding Proposal

Event Dates: May 19–23, 2026

Location: Surprise Stadium, Surprise, Arizona

1. Proposed Use of Tourism Funds & Matching Funds

Funding Source	Proposed Use	Amount
Tourism Fund Request	Comprehensive national and local marketing campaigns to promote the Big 12 Baseball Championship, including digital ads, social media content, signage, press outreach, and in-market promotions to attract visitors to Surprise.	\$20,000
	Direct operational expenses such as utilities, field preparation materials, local printing, venue signage, and hospitality coordination using Surprise-based vendors.	\$80,000
Total Tourism Fund Request		\$100,000
Big 12 Conference Matching Funds	Tournament operations, field rental, staffing, production, and guest services.	\$703,054
Total Project Budget		\$803,054

2. Full Project Budget (All Revenues & Expenses)

A. Event Revenues

Revenue Source	Description	Projected Amount
Ticket Sales	Single session & all-session passes; assumes strong regional travel.	\$500,000
Merchandise Sales (Conference retained portion)	Event-specific merchandise.	\$30,000
Concessions & Parking (retained by venue)	Not included in event settlement.	—
Total Estimated Revenues		\$530,000

B. Event Expenses

Category	Description	Amount
Facility Rental & Operations	Field rental (load-in, practice, event days)	\$180,000
Facility Services	Labor, supplies, trash, cleaning	\$38,330
Labor	Clubhouse attendant, guest services reps, event operations, grounds crew, maintenance staff, IT, Security, Ticket Office & Payroll Taxes, Officials	\$75,182
Marketing & Promotion	Digital, signage, printing, fan activations	\$20,000
Broadcast & Replay	Video boards, cameras, staging, audio, IT, ESPN Production	\$165,000
Public Safety	Fire, police, medical services	\$88,842

Utilities	Electricity, water, sewage, HVAC, waste disposal etc.	\$80,000
Hospitality & Catering	Staff and media meals, snacks, suite hospitality	\$54,700
Lodging	Staff and Umpires	\$65,000
Signage & Banners	Field Signage	\$21,000
Misc Items	Misc. Expenses	\$15,000
Total Estimated Expenses		\$803,054

3. Economic Impact & Alignment with Tourism Goals

- Visitor Draw: 12 qualifying Big 12 teams (out of 14) expected to bring significant fan bases from across the region.
- Projected Attendance: 40,000 fans over five days traveling to Surprise from across the country.
- Visitor Spending: Estimated \$3.5–4.0 million in local economic impact (lodging, dining, transportation, entertainment).
- Media Value: National broadcast exposure on ESPN+ and regional sports networks promoting the Surprise, AZ area. Promotion across the its social media network of more than one million combined followers across Twitter, Instagram, Facebook, and TikTok
- Community Engagement: Local vendors, signage printing, and operational hires contribute to local economy.

Last year’s Big 12 Baseball Tournament in Arlington drew a total attendance of 23,465 over the course of the event. This year, we aim to grow that number through a robust national and local marketing campaign and a strategic schedule adjustment that expands the tournament by one day. By shifting the early 9:00 a.m. and 12:30 p.m. games to 4:00 p.m. and 8:00 p.m. the day prior, we anticipate improved fan accessibility and stronger turnout for all sessions. With these enhancements, our projected attendance is approximately 40,000.

If awarded, the \$100,000 in Tourism Funds would enable the Big 12 Conference and City of Surprise to expand its national and regional marketing reach, increase visitor engagement, and ensure high-quality event delivery using local vendors and resources. These investments directly support the City’s tourism goals by attracting thousands of visitors, increasing overnight stays, and generating measurable economic impact for local businesses.

The Big 12 Conference, Inc.

Budget vs. Actuals: FY26 Big 12 Budget - FY26 P&L Classes

July 2024 - June 2025

	S-060-00-HB-0 CC - BASEBALL				TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue								
3050 Ticket sales	334,754.15	700,000.00	-365,245.85	47.82 %	\$334,754.15	\$700,000.00	\$ - 365,245.85	47.82 %
3080 Hosting enhancements	373,186.00	650,000.00	-276,814.00	57.41 %	\$373,186.00	\$650,000.00	\$ - 276,814.00	57.41 %
Total Revenue	\$707,940.15	\$1,350,000.00	\$ - 642,059.85	52.44 %	\$707,940.15	\$1,350,000.00	\$ - 642,059.85	52.44 %
GROSS PROFIT	\$707,940.15	\$1,350,000.00	\$ - 642,059.85	52.44 %	\$707,940.15	\$1,350,000.00	\$ - 642,059.85	52.44 %
Expenditures								
4105 Awards	3,331.44	1,750.00	1,581.44	190.37 %	\$3,331.44	\$1,750.00	\$1,581.44	190.37 %
4155 Hospitality / entertainment	61,427.96	55,700.00	5,727.96	110.28 %	\$61,427.96	\$55,700.00	\$5,727.96	110.28 %
4170 DNU - Lodging and meals (DO NOT USE) (deleted)	7,233.62	42,120.00	-34,886.38	17.17 %	\$7,233.62	\$42,120.00	\$ - 34,886.38	17.17 %
4185 Officials game fees & expense	78,112.38	90,300.00	-12,187.62	86.50 %	\$78,112.38	\$90,300.00	\$ - 12,187.62	86.50 %
4225 Printing - general	4,407.50	1,600.00	2,807.50	275.47 %	\$4,407.50	\$1,600.00	\$2,807.50	275.47 %
4245 Professional serv - other	10,950.00	54,457.00	-43,507.00	20.11 %	\$10,950.00	\$54,457.00	\$ - 43,507.00	20.11 %
4250 Promotion item - logo etc.		500.00	-500.00		\$0.00	\$500.00	\$ -500.00	0.00%
4251 Promotion item - player gifts		90,000.00	-90,000.00		\$0.00	\$90,000.00	\$ - 90,000.00	0.00%
4262 Rental - event facility	1,122,264.45	660,000.00	462,264.45	170.04 %	\$1,122,264.45	\$660,000.00	\$462,264.45	170.04 %
4263 Rental - equipment	6,097.03		6,097.03		\$6,097.03	\$0.00	\$6,097.03	0.00%
4285 Supplies & non capital equipment	1,514.69	3,000.00	-1,485.31	50.49 %	\$1,514.69	\$3,000.00	\$ -1,485.31	50.49 %
4287 Signage and banners	23,322.84	25,000.00	-1,677.16	93.29 %	\$23,322.84	\$25,000.00	\$ -1,677.16	93.29 %
4304 Travel	1,022.33	5,850.00	-4,827.67	17.48 %	\$1,022.33	\$5,850.00	\$ -4,827.67	17.48 %
4325 Video and TV production	86,349.59	84,038.00	2,311.59	102.75 %	\$86,349.59	\$84,038.00	\$2,311.59	102.75 %
Total Expenditures	\$1,406,033.83	\$1,114,315.00	\$291,718.83	126.18 %	\$1,406,033.83	\$1,114,315.00	\$291,718.83	126.18 %
NET OPERATING REVENUE	\$ -698,093.68	\$235,685.00	\$ - 933,778.68	-296.20 %	\$ -698,093.68	\$235,685.00	\$ - 933,778.68	-296.20 %
NET REVENUE	\$ -698,093.68	\$235,685.00	\$ - 933,778.68	-296.20 %	\$ -698,093.68	\$235,685.00	\$ - 933,778.68	-296.20 %

Big 12 Baseball Championship – Marketing Plan

Surprise, Arizona

Objective

Drive visitation, attendance, and community engagement for the Big 12 Baseball Championship in Surprise, Arizona through a coordinated national and local marketing strategy. The campaign will highlight Surprise as a premier destination for college baseball and a vibrant travel experience for families, alumni, and fans. Efforts will integrate digital reach, tourism partnerships, fan engagement initiatives, and community activations to maximize economic impact and regional visibility.

Key Strategies

1. Integrated Digital Campaign

Utilize the Big 12 Conference’s extensive social and digital network—more than one million combined followers across X (Twitter), Instagram, Facebook, and TikTok—to position Surprise as the epicenter of Big 12 Baseball. Through paid and organic content, highlight local attractions, dining, hotels, and the Surprise Stadium experience. Partner with FanIQ for geo-targeted campaigns across the entire country to drive advance ticket sales and travel bookings. Digital storytelling (video, reels, player features) will inspire fan travel and promote the city’s welcoming environment.

2. Campus and Alumni Outreach

Activate across all Big 12 campuses during the regular baseball season with PA reads, videoboard features, and in-game promotions encouraging travel to Surprise. Coordinate with alumni associations across the country to create travel packages and group seating blocks. University-specific digital toolkits will include shareable graphics and social copy promoting the event and the city.

3. Airport & Visitor Visibility

Secure signage and video displays at Phoenix Sky Harbor International Airport and Phoenix-Mesa Gateway Airport to reach incoming spring training visitors and leisure travelers. Collaborate with Experience Surprise and Visit Arizona to include Big 12 messaging in visitor guides, hotel welcome screens, and local attraction brochures.

4. Military and Youth Engagement

Offer Luke Air Force Base and surrounding youth baseball organizations exclusive group discounts, on-field experiences, and family ticket packages. Engage service members through special recognition games, first pitch opportunities, and youth clinic activations to deepen community ties and drive attendance.

5. Spring Training & College Baseball Series Integration

Capitalize on spring training traffic by collaborating with the Texas Rangers and Kansas City Royals organizations. Host a 'Big 12 Day' at a Rangers Spring Training game featuring a Big 12 alumnus first pitch, conference branding, and ticket giveaways. Display the Big 12 Championship trophy at Surprise Stadium during key weekends and partner with the Surprise College Baseball Classic (Arizona, Oregon State, Michigan, Stanford) for on-site ticket activations, fan engagement and the integration of Big 12 digital assets.

6. Retail and Hospitality Partnerships

Partner with local hotels, restaurants, and Rally House retail stores across the Valley for in-store promotions, QR code ticket displays, and limited-edition Big 12 merchandise. Encourage hotels to offer championship weekend packages featuring discounted rates, dining vouchers, and transportation options. Work with Visit Surprise and area chambers of commerce to feature the tournament in e-newsletters and digital calendars.

7. Local Database and Ticket Targeting

Leverage Surprise Stadium's spring training season-ticket database, MLB fan lists, and prior event attendees for direct digital outreach. Use segmented email campaigns to promote family day offers, alumni ticket bundles, and travel information. Encourage early booking by incentivizing advance ticket purchases with exclusive fan gear or experiences.

8. Media and Content Amplification

Engage local and regional media outlets with storylines highlighting the event's tourism and economic impact. Utilize player spotlights, coach interviews, and fan travel features to showcase the connection between Big 12 Baseball and the Surprise community. Collaborate with the City of Surprise to produce co-branded content for local broadcast, online news, and visitor channels.

Summary

The Big 12 Baseball Championship represents a powerful opportunity to elevate Surprise, Arizona as a dynamic sports and tourism destination. With a strong digital and community-driven campaign, the event will attract traveling fans, stimulate local business, and enhance regional recognition. By aligning with city partners, local businesses, and the broader tourism network, this comprehensive plan aims to deliver record attendance, increased hotel stays, and a memorable visitor experience that cements Surprise's reputation as the home of championship baseball.