

# CITY COUNCIL REPORT



Meeting Date: **February 9, 2016**  
 General Plan Element: ***Economic Vitality***  
 General Plan Goal: ***Sustain Scottsdale as a tourist destination***

## **ACTION**

Adopt Resolution No. 10348 authorizing City support of the bid for WestWorld to host the National Reined Cow Horse Association (NRCHA) 2017 Snaffle Bit Futurity Event, including reasonably necessary venue services and no more than \$75,000 in direct dollar bed tax event funding if WestWorld is chosen to host the event.

## **BACKGROUND**

With the success WestWorld has experienced with hosting large horse events such as the Scottsdale Arabian Horse Show and the Arizona Sun Circuit, WestWorld has the opportunity to showcase itself as a venue for the largest National Reined Cow Horse Association (NRCHA) produced horse event.

The NRCHA Snaffle Bit Futurity is a premiere horse event highlighting 3-year-old horses that test their athleticism with the reward of \$100,000 for best performance and total payout for all the divisions at the show expected to top \$1.1 million.

During the fourteen day horse event, other Futurity event activities include; the NRCHA Hall of Fame Banquet, the Best of the West trade show, the Snaffle Bit Futurity Horse Sales, and horse show classes.

The NRCHA Snaffle Bit Futurity is generally held in September through the first week in October. The direct economic impact and first-hand experiences of out-of-town attendees are generally regarded among the greatest benefits of hosting a horse event of this scale.

In addition, the widespread exposure of Scottsdale's appealing lifestyle, its tourist attractions and activities, and favorable business climate provide the potential for longer-term opportunities for increased tourism and business development.

WestWorld staff is in the process of preparing the bid to meet the submittal deadline of March 1, 2016. As part of the formal bid package, WestWorld staff will propose to provide reasonably necessary venue services as well up to \$75,000 in direct dollar bed tax event funding sponsorship, if WestWorld is chosen as the venue.

## **ANALYSIS & ASSESSMENT**

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The requests, as presented by the NRCHA, are not beyond what the WestWorld venue or the City of Scottsdale can provide. Although Resolution No. 10348 supports WestWorld's bid efforts, it also specifically states that any facilities, services and funds provided for the event would be at the discretion of the City Council.

The type of city services that may be required for hosting the event at WestWorld, along with acknowledgment that costs for these services would be absorbed by the City, are summarized below:

- Event Venue
- Event Sponsorship
- Fire and Medical Services
- Uniformed Security

According to WestWorld and the event producer, estimated room nights associated with the event are expected to exceed 25,000 with an estimated direct economic impact to a host destination of \$2.7 million. The fiscal impact, direct revenue to the City treasury over and above what would normally be realized during this time as a result of visitor spending alone, could produce approximately \$275,000.

Any agreement deliverables between the city and the (NRCHA) associated with the event along with the Scottsdale fiscal impact would need to provide a value equaling or exceeding the requested city direct sponsorship amount as well as city services.

## **RESOURCE IMPACTS**

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### **Available Funding**

On January 19, 2016, the TDC unanimously recommended that City Council support the WestWorld bid to host the NRCHA event, including a total maximum direct dollar city investment of \$75,000. Based on FY2015/16 bed tax projections, funds are available.

### **Staffing, Workload Impact**

Approval of any future requests from WestWorld, either for municipal services or direct dollar support for the event related to a successful bid will be subject to City Council approval.

## **OPTIONS & STAFF RECOMMENDATION**

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- 1) Adopt Resolution No. 10348 authorizing City support of the bid proposal to host 2017 NRCHA Snaffle Bit Futurity Event at WestWorld.
- 2) Do not adopt Resolution No. 10348 authorizing support of the bid to host the 2017 Snaffle Bit Futurity Event at WestWorld.

**RESPONSIBLE DEPARTMENT(S)**

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WestWorld

Tourism and Events Department

**STAFF CONTACTS (S)**

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Brian Dygert, General Manager, WestWorld, [BDygert@scottsdaleaz.gov](mailto:BDygert@scottsdaleaz.gov)

Steve Geiogamah Tourism Development Manager, [SGeiogamah@scottsdaleaz.gov](mailto:SGeiogamah@scottsdaleaz.gov)

**APPROVED BY**

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Brian Dygert, General Manager

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1/25/2016  
Date



Karen Churchard, Director

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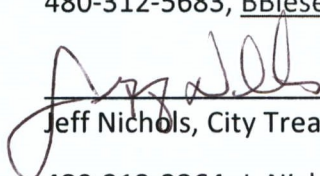
1/25/2016  
Date



Brian K. Biesemeyer, Acting City Manager

480-312-5683, [BBiesemeyer@Scottsdaleaz.gov](mailto:BBiesemeyer@Scottsdaleaz.gov)

1/25/2016  
Date



Jeff Nichols, City Treasurer

480-312-2364, [JeNichols@Scottsdaleaz.gov](mailto:JeNichols@Scottsdaleaz.gov)

1/26/16  
Date

**ATTACHMENTS**

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1. Resolution No. 10348

RESOLUTION 10348

A RESOLUTION OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AUTHORIZING SUPPORT OF THE BID FOR WESTWORLD TO HOST THE 2017 NATIONAL REINED COW HORSE ASSOCIATION SNAFFLE BIT FUTURITY INCLUDING REASONABLY NECESSARY VENUE SERVICES AND UP TO \$75,000 IN FUNDING IF WESTWORLD IS CHOSEN TO HOST THE EVENT.

WHEREAS, the National Reined Cow Horse Association ("NRCHA") is soliciting bids that are due by March 1, 2016 to host the 2017 Snaffle Bit Futurity (the "Event").

WHEREAS, WestWorld has the facilities and resources to host the event.

WHEREAS, Scottsdale hosting the event would generate goodwill, enhance the renown and prestige of the City of Scottsdale and create significant economic benefit to the City, including increased bed tax revenue.

NOW, THEREFORE, BE IT RESOLVED by the Mayor and Council of the City of Scottsdale, Arizona, as follows:

1. That the City of Scottsdale supports the bid for WestWorld to host the event, including submission of a bid proposal indicating that the City may provide reasonably necessary venue services and up to \$75,000 in funding if WestWorld is chosen to host the event.
2. That if Westworld is chosen to host the Event, any agreement with the NRCHA to provide facilities, services or funds in connection with the Event is subject to City Council approval and neither this resolution nor any bid constitutes a pledge or agreement to provide facilities, services or funds for the event.

PASSED AND ADOPTED by the Mayor and Council of the City of Scottsdale, Maricopa County, Arizona this \_\_\_\_ day of \_\_\_\_\_, 2016.

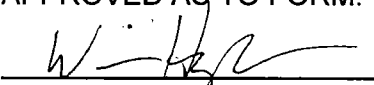
CITY OF SCOTTSDALE, an Arizona  
municipal corporation

ATTEST:

\_\_\_\_\_  
Carolyn Jagger, City Clerk

\_\_\_\_\_  
W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Bruce Washburn, City Attorney  
By: William Hylan  
Senior Assistant City Attorney