

CITY COUNCIL REPORT



Meeting Date: **March 20, 2018**
General Plan Element: **Economic Development**
General Plan Goal: **Sustain Scottsdale as a tourist destination**

ACTION

Scottsdale Fahrenheit Festival. Adopt Resolution No. 11055 to authorize:

- 1) Funding not to exceed \$75,000 from the portion of the Tourism Development Fund that is allocated toward event retention and development for the Scottsdale Fahrenheit Festival;
- 2) Event funding one-year agreement, 2018-036-COS, with the event producer, Scottsdale Fahrenheit Festival LLC.

BACKGROUND

Scottsdale Fahrenheit Festival LLC, producer of the Scottsdale Fahrenheit Festival has proposed a one-year agreement with the City of Scottsdale.

The Scottsdale Fahrenheit Festival will take place at WestWorld on June 16, 2018 and will consist of three events, the Travis Bagent Arm Wrestling Super Series, the Scottsdale Beat the Heat Race, and the Arizona Ales & Cocktail Festival.

On February 20, 2018, the Tourism Development Commission recommended that City Council allocate \$75,000 in support of the one year agreement. Allocation of potential funds in support of the agreement will be from Tourism Development Fund established for events and event development

ANALYSIS & ASSESSMENT

The Scottsdale Fahrenheit Festival will have marketing and promotional benefits focused on highlighting the Scottsdale destination through media and promotional opportunities. The festival is anticipated to attract 3000 attendees as well as provide Scottsdale destination with \$75,000 in direct dollar media and promotion.

Information regarding the economic and media impact as well as overall value and benefits associated with the event sponsorship is outlined in the attached Bruce Skinner & Associates report.

City staff has evaluated the proposal to identify the benefits for the city and the local tourism industry and has identified a public purpose for the city's expenditure. The marketing and

promotional benefits provide direct consideration substantially equal to the proposed city's expenditure.

Following the conclusion of the festival, Scottsdale Fahrenheit LLC will provide the city a post event report that will provide an evaluation of the producer's performance under the event funding agreement as well as the benefits to the city and the public achieved.

In addition, the city has the option to conduct an intercept survey during the event using questions selected by the city. As well the option to conduct an audit in order to substantiate charges and claims related to the agreement.

RESOURCE IMPACTS

Available Funding

The total maximum city investment for the agreement is \$75,000. Based on FY 2017/18 Tourism Development Fund sources and uses projections, funds are available.

Staffing, Workload Impact

No additional staffing or other resources are anticipated as a result of the proposal.

OPTIONS & STAFF RECOMMENDATION

The Tourism Development Commission and Tourism and Events Department staff recommend the adoption of Resolution No. 11055 authorizing funding not to exceed \$75,000 from the portion of Tourism Development Fund that is allocated toward event retention and development for the one year event funding agreement, 2018-036-COS, with Scottsdale Fahrenheit LLC.

RESPONSIBLE DEPARTMENT(S)

Tourism & Events Department

STAFF CONTACT

Steve Geiogamah, Tourism Development Manager, SGeiogamah@scottsdaleaz.gov

APPROVED BY



Karen Churchard, Tourism & Events Director

480-312-2890, kchurchard@scottsdaleaz.gov

March 5, 2018

Date



Judy Doyle, Budget Director

480-312-2603, jdoyle@scottsdaleaz.gov

3.5.18

Date



Brent Stockwell, Assistant City Manager

480-312-7288, bstockwell@scottsdale.gov

3/5/18

Date



Jim Thompson, City Manager

480-312-2811, jthompson@scottsdaleaz.gov

3/5/18

Date

ATTACHMENTS

1. Resolution No. 11055
2. Agreement No. 2018-036-COS
3. Bruce Skinner & Associates Report

RESOLUTION NO. 11055

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AUTHORIZING USE OF TOURISM DEVELOPMENT FUNDS FOR THE FAHRENHEIT FESTIVAL AND AUTHORIZING AN EVENT FUNDING AGREEMENT WITH THE EVENT PRODUCER, FAHRENHEIT FESTIVAL, LLC.

WHEREAS, City desires to provide funds for the Fahrenheit Festival; and

WHEREAS, City and the event producer wish to enter into an agreement for the event;
and

WHEREAS, City Council has considered the City's expenditure authorized by the Agreement and the direct consideration the City will receive and finds that there is a clearly identified public purpose for the City's expenditure and the City will receive direct consideration substantially equal to its expenditure.

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

Section 1. The City Council authorizes an amount not to exceed \$75,000 from the portion of the Tourism Development Fund that is allocated toward event retention and development for promoting the City of Scottsdale through the Fahrenheit Festival.

Section 2. The City Council authorizes and directs the Mayor to execute, on behalf of the City, Contract No. 2018-036-COS with Fahrenheit Festival, LLC.

PASSED AND ADOPTED by the City Council of the City of Scottsdale, Maricopa County, Arizona this ____ day of _____, 2018.

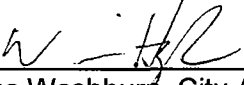
CITY OF SCOTTSDALE, an Arizona
municipal corporation

ATTEST:

Carolyn Jagger, City Clerk

W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:



Bruce Washburn, City Attorney
By: William Hylen
Senior Assistant City Attorney

Contract No. 2018-036-COS

NEW EVENT FUNDING AGREEMENT

THIS NEW EVENT FUNDING AGREEMENT (the "Agreement") is made this ____ day of _____, 2018 by and between the Fahrenheit Festival, LLC ("Producer") and the City of Scottsdale, an Arizona municipal corporation ("City").

RECITALS

A. City's City Council has approved the expenditure of a portion of certain funds collected (the "Bed Tax Funds") in conformity with Financial Policy 21A to be used to help promote certain events supporting tourism and the hospitality industry in Scottsdale, Arizona.

B. Producer is the producer of the Fahrenheit Festival (the "Event").

C. Producer has submitted to City a proposal (the "Proposal") describing the Event and requesting that City authorize use of a portion of the Bed Tax Funds for the Event to promote Scottsdale as a tourist destination.

D. At Producer's request, City has determined to provide funds (the "Event Funds") to Producer up to the maximum amount of \$75,000 (the "Event Amount") for the Event.

E. City's willingness to provide the Event Funds is conditioned upon Producer's executing and performing this Agreement and delivering to City after the Event a report (the "Post Event Report") accompanied by a separate invoice (the "Invoice").

NOW, THEREFORE, in consideration of the foregoing and good and valuable consideration received, the parties hereto agree as follows:

1. Funding Limitation. Payment of the Event Funds is subject to all of the following cumulative conditions and limitations:

1.1 The total amount of Event Funds City pays under this Agreement shall not exceed the Event Amount.

1.2 City's payment shall be made only from Bed Tax Funds, specifically the portion allocated to event development. City is not obligated to provide funding from any other source.

1.3 Without detracting from limits contained elsewhere in this Agreement, Event Funds shall be disbursed only to the extent City determines, in its sole and absolute discretion, that City has collected adequate Bed Tax Funds to disburse these amounts, taking into account all circumstances including, without limitation, competing uses for the Bed Tax Funds.

2. Event Requirements. In addition to the Event Scope of Deliverables more specifically set forth in Exhibit A, attached hereto and herein incorporated by reference in its entirety,

Producer shall cause the Event to comply with all of the following requirements:

2.1 The Event shall be open to the public.

2.2 The Event shall be held on the dates shown on Exhibit A. Notwithstanding the foregoing, if the Event fails to occur on the above date solely due to weather, an act of God, or a condition beyond the reasonable control of Producer, then the Parties may agree to reschedule the Event (or any portion thereof) to a subsequent date certain. All rights and privileges of the parties will continue until conclusion of the Event. Should the Parties agree that rescheduling the Event is not tenable or the Parties cannot agree on a rescheduled date, this Agreement will terminate and City shall have no further obligation to provide additional funds beyond the value of sponsorship benefits provided as of the date of termination.

2.3 Producer's representation that the Event will be of the same scale, quality, attendance, economic benefit to the public and provide other public benefits, or better, as are described in the Proposal is a material term of this Agreement.

2.4 Producer shall publicly acknowledge the City support represented by this Agreement. All publicity and messaging that acknowledges any person or entity that supports the Producer financially or through provision of products or services (hereinafter "supporter") shall acknowledge the City as a supporter and shall utilize (where appropriate in City and Producer's discretion) a logo provided by City and a logo provided by the Scottsdale Convention & Visitors Bureau ("SCVB"). At a minimum, Producer shall acknowledge the City as a supporter at least twice in publicity and messaging. No other use of City's name is allowed in any form of advertising or public relations without prior City approval.

2.5 Producer shall provide the City with benefits, including recognition and publicity, commensurate with benefits provided to other supporters at a similar support level as the City.

2.6 At the time of the Event, City may elect to conduct an event intercept survey. City shall provide the survey questions. Producer shall pay to City up to fifty percent (50%) of the cost of the survey as requested by City's contract administrator, Producer's share not to exceed Three Thousand Five Hundred and no/100 Dollars (\$3,500). Producer shall cooperate, as requested by the City, with City in conducting the intercept survey and shall not hinder or prevent City from conducting the survey. Producer will reimburse this cost within 60 days of the City sending an invoice.

2.7 After the Event, Producer shall provide the Post Event Report to City as follows:

2.7.1 The Post Event Report shall include the following:

2.7.1.1 A narrative description of:

2.7.1.1.1 The Event.

2.7.1.1.2 Producer's performance under this Agreement.

2.7.1.1.3 The benefits to City and the public achieved and likely to be achieved because of the Event.

2.7.2 Any publication tear sheets, air-time logs, website content, distribution or viewing logs, and other evidence of media publication or distribution verifying that Producer has performed the Non-Reimbursable Activities, all in form and content acceptable to City.

2.7.3 If applicable, a tear sheet of City's full page advertisement in the Event program.

2.7.4 Any economic impact report that Producer may prepare or obtain of the Event.

2.7.5 The results of any intercept survey or similar data Producer may prepare or obtain of the Event.

2.7.6 The results of Producer's tracking of hotels and other lodgings used by persons attending the Event based on evidence from Scottsdale Hotels.

2.7.6.1.1 The Event's effects on City hotels.

2.7.6.1.2 The positive and negative effects on City services, facilities and neighborhoods.

2.7.6.2 A statement of the total attendance for the Event.

2.7.6.3 A statement identifying all of the Producer's partners and all supporters of the Producer. For purposes of this Section, "partner" means any individual or entity that invests in, receives or may receive benefits from the Producer.

2.7.6.4 Such other information as the Post Event Report template to be provided by City shall require. The Post Event Report shall follow the format of the template provided by the City.

2.7.7 Producer shall deliver the Post Event Report to City no later than 30 days after the Event or by May 30 following the Event, whichever is earlier.

2.7.8 Producer shall deliver the Post Event Report and the Invoice simultaneously in the same package.

3. Event Fund Payment. Producer shall request Event Funds and City shall pay Event Funds based on the quantified values in Producer's post-Event report as follows:

3.1 City's payment of the Event Funds is conditioned upon Producer executing and performing this Agreement. City reserves the right to reduce the Event Amount below \$75,000 or not make payment if Producer fails to fully perform all terms of this Agreement, including

failing to make the full direct dollar marketing investment in the event as required by Exhibit A, or if Producer's post-event report does not support such direct sponsorship amount.

3.2 Subject to Section 3.3, City shall make the payment within thirty (30) days after receiving all of the following:

3.2.1 The Post Event Report;

3.2.2 The Invoice;

3.2.3 All supporting and other materials required by this Agreement. Payment of Event Amount shall be conditioned on Producer providing such evidence as City requests.

3.3 If the City determines that an audit under Section 7 of the Agreement will be conducted, payment will be made within 120 days of the City receiving the information in Section 3.2 provided the Producer fully cooperates in the audit. The Producer's failure to fully cooperate in the audit may delay payment beyond 120 days.

4. Compliance With Law. This Agreement does not waive and is not a substitute for Producer's obligation to comply with all applicable state, local and federal laws, policies and regulations. This Agreement is not a permit or regulatory approval to hold the Event. This Agreement is not a promise to make City venues or other resources available for the Event.

5. Indemnification. To the fullest extent permitted by law, Producer, its successors, assigns and guarantors, shall defend, indemnify and hold harmless City, its agents, representatives, officers, directors, officials and employees from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to, attorney fees, court costs, and the cost of appellate proceedings, and all claim adjusting and handling expense, related to, arising from or out of, or resulting from any negligent or intentional actions, acts, errors, mistakes or omissions caused in whole or part by Producer, and any work or services in the performance of this Agreement including, but not limited to, any subcontractors, suppliers or others of Producer connected with the Event or anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable and any injury or damages claimed by any of Producer's customers or employees. Producer's indemnification obligations shall extend beyond and will not be affected by any termination of this Agreement.

6. Insurance. Producer shall purchase and maintain insurance during the Event and during all setup and takedown and shall include and comply with coverages and limits as follows:

6.1 The following coverages are required as applicable:

6.1.1 If any vehicle is used in the performance of the scope of work that is the

subject of this contract, the Producer must maintain Commercial/Business Automobile Liability insurance with a limit of not less than \$1,000,000 each occurrence with respect to the Producer's owned, hired, and non-owned vehicles.

6.1.2 Workers Compensation insurance to cover obligations imposed by federal and state statutes having jurisdiction of Producer's employees; and Employers' Liability insurance of not less than \$100,000 for each accident, \$100,000 disease for each employee, and \$500,000 disease policy limit. If any work is performed by third parties, Producer will cause the third parties to provide Workers Compensation and Employers' Liability to at least the same extent as required of Producer.

6.1.3 Commercial General Liability insurance on a per occurrence form with a limit of not less than \$1,000,000 for each occurrence, \$2,000,000 Products and Completed Operations Annual Aggregate, and a \$2,000,000 General Aggregate limit. The policy shall cover liability arising from premises, operations, independent contractors, products-completed operations, personal injury and advertising injury. If any Excess insurance is utilized to fulfill the requirements of this paragraph, such Excess insurance shall be "follow form" equal or broader in coverage scope than underlying.

6.1.4 If valet parking is offered by Producer, Garagekeepers Legal Liability with limits of not less than \$75,000 per vehicle.

6.1.5 If alcohol is sold at the Event by Producer or its subcontractor, liquor liability insurance with a limit of not less than \$5,000,000 for each occurrence and \$5,000,000 aggregate.

6.2 For all insurance policies except Workers Compensation, City shall be named as additional insured.

6.3 City's Risk Management Division may increase or change required insurance coverage and limits from time to time depending on the size, scope and nature of the activities of the Event. No reduction in coverage or policy limits is effective without the written approval of City's Risk Manager or designee.

6.4 Use of Subcontractors. If any work under this Agreement is subcontracted in any way, Producer shall execute a written agreement with Subcontractor containing the same Indemnification Clause and Insurance Requirements as required by this Agreement which protects City and Producer. Producer shall be responsible for executing the agreement with Subcontractor and obtaining Certificates of Insurance verifying the insurance requirements.

6.5 Required insurance shall be issued by insurance companies licensed to do

business in the State of Arizona, or from qualified non-admitted insurers who are authorized to do business in the State of Arizona.

6.6 Producer shall provide City, prior to the Event, certificates of insurance as evidence that the required insurance coverages and limits are in full force and effect. If the Event occurs at WestWorld, compliance with the WestWorld event contract regarding evidence of insurance will be considered compliance with this Section.

7. Records and Audit Rights. Producer's records (hard copy, as well as computer readable data), and any other supporting evidence considered necessary by the City to substantiate charges and claims related to this contract are open to inspection and subject to audit and/or reproduction by City's authorized representative to the extent necessary to adequately permit evaluation and verification of the cost of the work, and any invoices, change orders, payments or claims submitted by the Producer or any of Producer's payees in accordance with the terms of the contract. The City's authorized representative must be given access, at reasonable times and places, to all of the Producer's records and personnel in accordance with the provisions of this Section throughout the term of this contract and for a period of 3 years after last or final payment.

Producer shall ensure that records necessary to substantiate charges and claims by subcontractors who perform work under this contract are made available for City inspection and subject to audit and/or reproduction by: inserting a provision requiring subcontractors to comply with this Section in a written agreement between Producer and subcontractor; or obtaining the relevant documents from the subcontractor.

If an audit in accordance with this Section discloses overcharges of any nature by the Producer to the City in excess of 1% of the total contract billings, the cost of the City's audit, but not exceeding the amount of the overcharge, will be reimbursed to the City by the Producer. Any adjustments and/or payments which must be made as a result of any audit or inspection of the Producer's invoices and/or records will be made within a reasonable amount of time (not to exceed 90 days) from presentation of City's findings to Producer.

8. Term/Termination. This Agreement shall be in effect from the date executed by City's Mayor and will terminate upon Producer providing to City a satisfactory Post Event Report and City paying to Producer the Event Funds. However, City may, without further obligation, terminate the Agreement earlier for convenience or cause, upon giving Producer ten (10) days written notice. If the Event is canceled, this Agreement and all obligations of City and Producer hereunder shall also be cancelled at such date.

9. Miscellaneous.

9.1 Assignment. Producer's obligations and rights hereunder shall not be assigned or delegated, in whole or in part, without City's prior written consent.

9.2 Cancellation. This Agreement is subject to cancellation pursuant to the provisions of A.R.S. §38-511.

9.3 Modifications. Any amendment or modification from the terms of the Agreement shall be in writing and shall be effective only upon approval of all parties.

9.4 Severability. If any term or provision of this Agreement shall be found to be illegal or unenforceable, the remainder of this Agreement shall remain in full force and effect, and such term or provision shall be deemed to be deleted.

9.5 Attorney's Fees. If any party brings any action for any relief, declaratory or otherwise, arising out of this Agreement, the prevailing party shall be entitled to receive from the non-prevailing party reasonable attorney's fees, costs, and expenses, determined by a court sitting without a jury, which shall be deemed to have accrued on the commencement of such action.

9.6 Authority. The person executing this Agreement on behalf of Producer warrants and represents to have full power and authority on behalf of Producer to enter into and perform this Agreement.

9.7 Employment of Unauthorized Workers. Producer shall comply with A.R.S. §23-211, et seq. and all other applicable federal, state and local laws and regulations that relate to Producer's employees (collectively, the "Unauthorized Worker Laws"). Producer shall cause its contractors to comply with the Unauthorized Worker Laws as respects the contractors' employees. Without limitation, Producer warrants and represents pursuant to A.R.S. §41-4401(A)(1) that Producer and its contractors comply with A.R.S. §23-214(A). Pursuant to A.R.S. §41-4401(A)(2), a breach of this paragraph shall be a material breach of this Agreement and an event of default, which shall entitle City to exercise any and all remedies described in this Agreement or otherwise available at law or equity, including without limitation termination of this Agreement. However, pursuant to A.R.S. §41-4401(C), Producer shall not be deemed to be in material breach of the warranty if Producer and its contractors establish that they have complied with the employment verification provisions prescribed by §274A and §274B of the Federal Immigration and Nationality Act and the E-Verify requirements prescribed by A.R.S. §23-214(A). City shall have the right to inspect the records and papers of Producer and its employees, and of Producer's contractors and their employees, to ensure that Producer and its contractors are

in compliance with this paragraph.

9.8 Notices. Notices hereunder shall be given in writing by hand delivery or by United States mail, return receipt requested, postage prepaid addressed to:

If to City: Steve Geiogamah (Contract Administrator)
Tourism Development Manager
City of Scottsdale
7506 E. Indian School Road
Scottsdale, AZ 85251


If to Producer: Jennifer Moser
Scottsdale Fahrenheit Festival, LLC
7144 East Stetson Drive #400
Scottsdale, AZ 85251
480-423-1414

By notice, City or Producer may designate other addresses for receiving mailed notice hereunder. Service of any notice by mail shall be deemed to be complete three (3) days (excluding Saturday, Sunday and legal holidays) after the notice is deposited in the United States mail.

9.9 Producer certifies that it is not currently engaged in and agrees for the duration of the contract to not engage in a boycott of Israel as defined in A.R.S. §35-393.

IN WITNESS WHEREOF, the parties have hereunto subscribed their names as of the date first stated above.

PRODUCER: FAHRENHEIT FESTIVAL, LLC

By: 
Its: member


CITY: CITY OF SCOTTSDALE, a municipal corporation

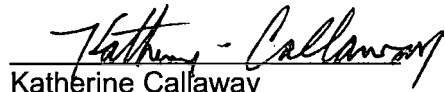
By: _____
W. J. "Jim" Lane, Mayor

ATTEST:

By: _____
Carolyn Jagger, City Clerk

APPROVED AS TO FORM:


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


Katherine Callaway
Risk Management Director


Steve Geiogamah
Tourism Development Manager

Exhibit A

Event Name: Scottsdale Fahrenheit Festival

Producer shall ensure the following:

1. The official title of the 2018 Scottsdale Fahrenheit Festival held at the Civic Center Mall on June 16, 2018 will be the "Scottsdale Fahrenheit Festival Arms, Legs and Kegs" (the "Event") and will be referred to by this title in all print and other references.
2. Producer shall ensure that City of Scottsdale and/or the City's contracted marketing representative, Experience Scottsdale, have access to a minimum of a 10 foot x 10 foot reasonably prominent exhibit space at the Event to be used at no charge for the purpose of promoting Scottsdale.
3. Producer shall provide twice per day public address announcements throughout the Event that promote Scottsdale as a destination using a City or Experience Scottsdale pre-produced audio reel and live from the main stage, using the same text as the pre-produced audio reel.
4. Beginning at least four weeks prior to the Event and continuing through the duration of the Event, Producer shall ensure that there are four weekly national and regional sponsored and exclusive Facebook posts and Google ads promoting the Event that mention the City of Scottsdale as the host and sponsor of the Event
5. Producer shall ensure that there is one Event ad that mentions the City of Scottsdale as the host and sponsor of the Event on each of the following websites: ESPN.com, Runners, Worlds.com, and Puller Magazine.com,
6. Producer shall ensure that the City of Scottsdale and Experience Scottsdale are identified as hosts on the Event website. The Event website shall include a link to Experience Scottsdale's website, which promotes Scottsdale as a destination, and identify Experience Scottsdale's website as a vacation planning resource or visitor information resource.
7. Producer shall ensure that beginning four weeks prior to the Event there are four custom emails with links to Experience Scottsdale's website delivered weekly to opt-in subscribers of New Times, AZ Central, Athlinks, Get Set USA, and Sole Sponsorship.
8. Producer shall issue a minimum of four press releases for the Event that promote Scottsdale as a destination.
9. Producer shall ensure that a total of 12 television and/or radio broadcast spots for the Event will air on "Fox Sports - AZ", and KTAR 98.7 Sports and will mention the City of Scottsdale as the host and sponsor of the Event.
10. Producer will ensure a minimum of a \$75,000 marketing value in the Event as reasonably determined by the City of which the Producer will provide a direct dollar marketing investment of at least \$37,500. Such value shall be reflected in a marketing and promotional plan that Producer shall provide to the City's contract administrator by April 15, 2018.

2018 Farenheit Festival Review of Event & Tourism Impact

Situational Analysis

The Scottsdale Farenheit Festival: Arms, Legs & Kegs will consist of three events under one roof on June 16, 2018, in the Tony Nelssen Equestrian Center at WestWorld of Scottsdale. They will be different events that will feed off each other – the Travis Bagent Arm Wrestling Super Series, the Scottsdale Beat the Heat Race, and the Arizona Ales & Cocktails Festival.

The founders of The Bentley Scottsdale Polo Championships have developed an innovative way to attack the heat of summer. The richest arm wrestling competition in America, featuring the world's greatest competitor Travis Bagent, and the Ales and Cocktails Festival will be held in the air-conditioned equestrian center. Meanwhile, the Scottsdale Beat the Heat Race celebrates the heat instead of avoiding it. A "race hotter than any other" will feature an 11.2k and 5k race and walk. It will be staged mostly outdoors, but will start and end indoors at WestWorld.

Organizers are hopeful that the overall event will be a signature one during the Scottsdale summer season. Since they are offering prize money in order to attract top competitors, both the arm wrestling and running race have the potential to gain national and local attention for the City.

Planners are hopeful that Scottsdale will be one of the Festival's primary sponsors, requesting \$75,000 from the New Event Development Funding Program. If the City chooses to become a partner, organizers will promote it as the event's destination and provide other benefits.

Pertinent Questions

1. Will the event be able to attract out of town visitors?
2. What's the projected economic impact and how many room nights will be generated?
3. How will marketing dollars be spent inside and outside of Maricopa County to promote the event?
4. How will Scottsdale be promoted and branded in marketing and publicity?

General Assumptions

- The City of Scottsdale will be listed in the name of the event, therefore receiving recognition in all marketing and outreach messaging, including national recognition.

- Organizers say that additional support for the event will allow them to increase their reach to national and international media, thus increasing the probability of new tourism for the City.
- The Fahrenheit Festival falls under the “Golf” and “Sports and Recreation” categories.

Economic and Media Impact

Because the events are offering prize money, The Beat the Heat running race and the Travis Bagent Arm Wrestling Super Series should have an extremely competitive field. That should lead to increased coverage locally and nationally.

The 2013 running race was won by an Ethiopian Olympian (Nahom Mesfin), who beat the second place finisher in the 2008 Olympics in the 3000 meter steeplechase (Andrew Lemoncello), and world pull-up and ultra-athlete David Goggins. In 2018, runners will compete for \$8,500 in prize money, an impressive amount for an Arizona running race.

The arm wrestling championship will feature \$84,000 in prize money. It will be hosted by Travis Bagent, the world’s greatest arm wrestler. Hundreds of qualifiers will be held across the country and internationally to determine the competitors for the Festival’s arm wrestling competition, setting the stage for a championship event.

All this will produce additional exposure for Scottsdale. Organizers say that should generate increased media coverage:

- Fox Sports Arizona
- ESPN
- National Facebook advertisement campaign targeting 24 million users
- National earned media campaign backed by Rose + Moser + Allyn Public & Online Relations
- Publications and digital focused on each event
- Coverage in Runner’s World, Athlinks, GetSetUSA, Letsrun.com, PULL magazine, armpullers.com, armpower.net and others

The City may also benefit from the fact that organizers are promoting the event to “celebrate” the heat and not fearing it, reducing the overall negative image of traveling to Scottsdale in the summer.

The one thing lacking in the proposal is that it fails to detail an itemized list of benefits that includes advertising costs, impression values and distribution methods. The city needs to know how marketing dollars will be spent inside and outside of Maricopa County in order to determine the value of the Festival.

Summary

The events are owned and produced by the founders of The Bentley Scottsdale Polo Championships, which organizers point to as one of the TDC's new event fund funding programs' great successes. Planners have also hired Chris Giles, arguably the best race organizer in Arizona, to produce the Scottsdale Beat the Heat running race.

However, as mentioned in the economic impact section, this proposal lacks definitive information on the amount of publicity and advertising that will be generated for the City -- planners speak in general terms only. They have good vision, but few specifics on how they will achieve additional exposure, making it difficult to analyze whether the City will receive a "dollar for dollar" marketing match. I think that more qualitative and quantitative information regarding media coverage, advertising exposure and economic impact is needed.

However, if they are able to place either the running race or arm wrestling completion on a network like ESPN, they will generate a significant number of impressions, which is impressive any time, but especially during the summer months. And by adding the third event – the Arizona Ales & Cocktails Festival – they are increasing the chance that visitors will spend another night in Scottsdale, thus generating heads and beds.

Respectfully submitted,

Bruce Skinner and Associates

Smith, Erica

From: Webmaster
Sent: Thursday, March 15, 2018 7:03 PM
To: Smith, Erica
Subject: Comment on 03-20-2018 Agenda Item (response #8)

Comment on 03-20-2018 Agenda Item (response #8)

Survey Information

Site:	ScottsdaleAZ.gov
Page Title:	Comment on 03-20-2018 Agenda Item
URL:	http://www.scottsdaleaz.gov/council/meeting-information/agenda-comments/03-20-2018
Submission Time/Date:	3/15/2018 7:02:43 PM

Survey Response

AGENDA ITEM	
Which agenda item are you commenting on?	10
COMMENT	
Comment:	The arm wrestling, cocktail event (of course Jason Rose needs booze) is a really stupid waste of taxpayer money. And because it is csm্পaign contributor Jason Rose, Mayor Lane, Klapp, Milhaven and probably others will approve it. Spend the \$75,000 on the illegal lights at Westworld.
Comments are limited to 8,000 characters and may be cut and pasted from another source.	
NAME	
Name:	Michael Mayer
CONTACT INFORMATION	
Please provide the following information so someone may follow up with you if they have questions	

about your comment (optional).

Email:	<u>nicestang20@gmail.com</u>
--------	---

Phone:	(480) 368-1595
--------	----------------

Address:	
----------	--

Example: 3939 N. Drinkwater Blvd, Scottsdale 85251

Smith, Erica

From: Webmaster
Sent: Friday, March 16, 2018 5:34 PM
To: Smith, Erica
Subject: Comment on 03-20-2018 Agenda Item (response #9)

Comment on 03-20-2018 Agenda Item (response #9)

Survey Information

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Survey Response

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Comment:	<p>Has anyone on the city council actually read Item 10 on the consent agenda for a proposed June 2018 arm wrestling, marathon, booze event? Why would anyone spend \$75,000 of taxpayer money on this? This is as idiotic as when you gave Fred Unger and Etzel \$500,000. You fired Etzel in 2 years. Westworld looses \$3M/year. Idiotic events like this add to the taxpayer bill and prove city staff and glad handing the TDC. Here is what is stated in the current "proposal" "Organizers are hopeful the overall event will be a signature event" - what BS " Planners are hopeful that Scottsdale will be a one of the Festivals primary sponsors" - Yes if Scottsdale continues to waste taxpayer money. " hundreds of (arm wrestling) qualifiers will be held across the country" - What BS "should aggregate media attention including ESPN" - Another Lie "City may benefit" - What BS Can anyone on city staff publish and prove the Bentley Scottsdale</p>

	<p>Polo Championship is one of Scottsdale's "greatest successes" as stated in the proposal for this nonsense event? From what I've seen (and filmed) Scottsdale PAYS every Polo attendee \$50-\$100 to party on taxpayer money. - Publish and SEND ME and citizens a DETAILED financial report concerning the Polo event. "Proposal lacks definition on economic impact "Difficult to analyze whether city will receive a dollar for dollar marketing match" Stop this nonsense at Westworld, Michael Mayer</p>
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Comments are limited to 8,000 characters and may be cut and pasted from another source.

NAME

Name:	Michael Mayer
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CONTACT INFORMATION

Please provide the following information so someone may follow up with you if they have questions about your comment (optional).

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