



**CITY OF SCOTTSDALE
TOURISM DEVELOPMENT COMMISSION
SPECIAL MEETING**

Wednesday, May 27, 2015

**Community Design Studio
7506 E. Indian School Road
Scottsdale, Arizona 85251
APPROVED MINUTES**

PRESENT: David Scholefield, Chairman (telephonic)
Ren Hirose, Vice-Chairman
Ace Bailey
Linda Dillenbeck
Carl Grupp (telephonic)
Robert McCreary (telephonic)

ABSENT: Camille Hill

STAFF: Steve Geiogamah
Holli Shannon
Rose Rimsnider

GUESTS: Rachel Sacco, SCVB
Rachel Pearson, SCVB
Bruce Skinner
Stephanie Jarvis (telephonic)

1. Call to Order/Roll Call

Noting the presence of a quorum, Chairman Scholefield called the regular meeting of the Scottsdale Tourism Development Commission to order at 9:00 a.m.

2. Approval of Minutes

- March 30, 2015 Joint Meeting

Chairman Scholefield called for a reconsideration of the changes made to the March 30 Joint Meeting minutes as approved at the May 19 Regular Meeting, and acceptance of the minutes as initially presented.

VICE CHAIRMAN HIROSE MOVED TO APPROVE THE MINUTES OF THE MARCH 30, 2015 JOINT MEETING WITH THE MCDOWELL SONORAN PRESERVE COMMISSION AS PRESENTED. COMMISSIONER BAILEY SECONDED. THE MOTION CARRIED BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER HILL WAS ABSENT.

3. Manager Reports

a. Staff Bed-Tax Collection Report

Mr. Geiogamah said the proforma was updated to include the decisions and recommendations from the May 19 meeting. The PGA Charles Schwab Cup will be moving from One-Time Commitments to the Event Retention and Development section of the FY2015/16 estimate year. The Event Venue Fee Program will be left in the One-Time Commitment column this year, but the intention is to move it into Event Retention and Development next year.

4. 2016 College Football Championship

Mr. Geiogamah stated that the restructuring of the national game format required Scottsdale to engage in a new contract with College Football Championship LLC. They are requesting \$250,848 from the New Event Development Fund.

Bruce Skinner, Arizona 2016 College Football Championship, said the Fiesta Bowl used to stage the national championship every four years under the old Bowl Championship Series (BCS) arrangement. The new format uses a four-team playoff. Instead of the traditional bowls running the playoffs, the games are bid out, much like the Super Bowls and Final Fours are. Winning cities are entitled to stage the games, but local organizing committees will have to raise money to stage the events. The request for funding from Scottsdale is based on a formula whereby cities and CVBs in the Valley pay 10% of the \$12 million bid number, based on past occupancies. Scottsdale's portion therefore comes to \$250,848.

Mr. Skinner said one team will stay in the Scottsdale area at the Hyatt Regency, and their fans typically choose to stay in close proximity. The SCVB is working to get sponsors, alumni groups, and prominent groups to use Scottsdale hotels. One marching band will stay at Chaparral Suites, generating 125 rooms for three nights each. College Football Playoffs (CFP), which is the organization that runs the event, has committed 3,371 rooms in the City of Scottsdale, at an average rate of \$254. In past championship games, many more rooms than this have been booked in Scottsdale, and 2016 should be no different. CFP and other groups will be encouraged to host events in Scottsdale venues and businesses. The media party will be located at a Scottsdale venue. SCVB staff will be included in the planning and execution of CFP events.

The City will be recognized as a sponsor on the website, and featured in select social media promotions. The Arizona Organizing Committee (AOC) will provide speakers upon request for Scottsdale events, and will invite the City and the SCVB to all

informational meetings. The City will have representation on the Honorary Board and on various committees. The AOC will designate a liaison and provide periodic written updates to the City.

Vice Chairman Hirose inquired about opportunities for the AOC to partner with the SCVB to have the media stay longer so that they can experience and write stories about Scottsdale and not just about the football game. Mr. Skinner responded that the AOC will encourage fans to stay longer than three days, and many will, especially in Arizona. It is expected that many stories will be generated not only about the game, but also the destination. The media that covers the game has a long history of covering national championship games in Arizona, and many have said it is their favorite destination.

Vice Chairman Hirose asked whether there will be a central event like the Super Bowl had. Mr. Skinner said the CFP recently selected Phoenix for a similar major event. Vice Chairman Hirose said Phoenix did not want other cities to be promoted during Super Bowl Central. Mr. Skinner explained that there should be plenty of promotional tie-in opportunities for other cities this time.

Chairman Scholefield noted that the language of the agreement makes it difficult for the City to quantify the financial considerations. He inquired about a second team. Mr. Skinner explained that the CFP has placed the second team at the Westin Kierland, a location that will also benefit Scottsdale. Stephanie Jarvis added that the Scottsdale Princess was the preferred property, but they declined because they could not meet the room requirements.

Chairman Scholefield inquired about the CFP's need for so many rooms. Mr. Skinner responded that rooms are typically pre-booked in blocks so that fans will have places to stay on short notice. Ms. Jarvis added that some of the room blocks will stay with CFP to be assigned to sponsors, alumni groups, and for premium packages.

Rachel Sacco, SCVB, said the highest metrics on record were registered during the last two times BCS games in Scottsdale, even beating the Super Bowl metrics. The investment is similar to that for regular Fiesta Bowl games, and the championships have proven to be wonderful investments for Scottsdale and the Valley. Arizona's hospitality will set a benchmark, and elevate the playoffs to a new level compared to the Dallas-based game last year.

Commissioner Grupp said that while the Westin pays bed taxes to Phoenix, it is a SCVB member and having a team based there will certainly help Scottsdale as well. This investment is a great use of bed tax dollars.

Chairman Scholefield recused himself from this vote, citing his involvement with the Scottsdale Princess. Vice Chairman Hirose similarly recused himself as the General Manager of W Scottsdale.

COMMISSIONER MCCREARY MOVED TO RECOMMEND BED TAX FUNDING FROM THE EVENT DEVELOPMENT FUNDS IN THE AMOUNT OF \$250,848 FOR THE COLLEGE FOOTBALL CHAMPIONSHIP LLC. COMMISSIONER GRUPP SECONDED. THE MOTION CARRIED BY A VOTE OF FOUR (4) TO ZERO (0).

**COMMISSIONERS SCHOLEFIELD AND HIROSE RECUSED THEMSELVES.
COMMISSIONER HILL WAS ABSENT.**

5. Public Comment

There were no public comments.

6. Identification of Future Agenda Items

Mr. Geiogamah said the June meeting will include an update on WestWorld, an update from the Super Bowl Host Committee, a presentation from Economic Development, and a report on the General Plan.

Adjournment

The meeting adjourned at 9:28 a.m.

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