

**SUMMARIZED MINUTES
SCOTTSDALE CITY COUNCIL
SPECIAL MEETING
TUESDAY, APRIL 30, 2013**



**CITY HALL KIVA
3939 N. DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251**

CALL TO ORDER

Mayor W.J. "Jim" Lane called to order a Special Meeting of the Scottsdale City Council at 5:35 P.M. on Tuesday, April 30, 2013, in the City Hall Kiva.

ROLL CALL

Present: Mayor W.J. "Jim" Lane
Vice Mayor Suzanne Klapp
Councilmembers Virginia L. Korte, Robert W. Littlefield, Linda Milhaven,
Guy Phillips, and Dennis E. Robbins

Also Present: Acting City Manager Dan Worth
City Attorney Bruce Washburn
City Treasurer David Smith
City Auditor Sharron Walker
City Clerk Carolyn Jagger

PLEDGE OF ALLEGIANCE – Councilman Littlefield

INVOCATION – Mayor Lane requested a moment of silence.

MAYOR'S REPORT

Mayor Lane reported that the City's first "For Our City" event on April 20 was a big success, generating over 168 volunteers for "Operation Fix-it." Eleven single-family residences received enhancements and maintenance and three multi-family blighted properties in the Paiute neighborhood were cleaned up. "Family of Promise" led the clean-up efforts to properties and alleys on Belleview Street and the City had clean-up groups at Eldorado and Paiute parks.

CITY MANAGER'S REPORT – None

PRESENTATIONS/INFORMATION UPDATES – None

PUBLIC COMMENT – None

NOTE: IN ACCORDANCE WITH PROVISIONS OF THE ARIZONA REVISED STATUTES THE SUMMARIZED MINUTES OF CITY COUNCIL MEETINGS ARE NOT VERBATIM TRANSCRIPTS. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN BY THE CITY COUNCIL. DIGITAL RECORDINGS OF CITY COUNCIL MEETINGS ARE ON FILE IN THE CITY CLERK'S OFFICE.

ADDED ITEMS

A1. Added Items

The supporting materials for Item No. 3 will be added to the agenda less than ten days prior to the meeting and will require a separate vote to remain on the agenda.

Request: Vote to accept the agenda as presented or to continue the added item(s) to the May 7, 2013 Council meeting.

MOTION AND VOTE – ADDED ITEMS

Councilman Robbins moved to accept the agenda as presented. Vice Mayor Klapp seconded the motion, which carried 7/0.

MINUTES

Request: Approve the Regular Meeting Minutes of March 19, 2013.

MOTION AND VOTE – MINUTES

Councilman Robbins moved to approve the Regular Meeting Minutes of March 19, 2013. Councilwoman Milhaven seconded the motion, which carried 7/0.

CONSENT AGENDA

1. State Lobbying Services Contract Extension

Request: Adopt **Resolution No. 9376** authorizing Contract No. 2010-047-COS-A4, with the Aarons Company, LLC, in the annual amount of \$48,000, to provide state lobbying services on behalf of the City for one additional year.

Staff Contact(s): Brad Lundahl, Government Relations Director, 480-312-2683, blundahl@scottsdaleaz.gov

MOTION AND VOTE - CONSENT AGENDA

Councilman Robbins moved to approve Consent Agenda Item 1. Councilwoman Milhaven seconded the motion, which carried 7/0.

REGULAR AGENDA

2. City Judicial Reappointment Terms Code Amendment and Associate City Judge Reappointment

Requests:

1. Discuss, consider, and potentially adopt **Ordinance No. 4079** amending Section 9-2 of the Scottsdale Revised Code to add reappointment terms for the City (Presiding) Judge as required by the City Charter, and amending the reappointment term lengths for all Associate City Judges and Pro Tempore Judges, as recommended by the Judicial Advisory Appointment Board.
2. Discuss, consider, and potentially reappoint Orest Jejna, Associate City Judge, to an additional Associate City Judge reappointment term to begin on May 1, 2013, for the Council approved reappointment term.

Presenter(s): Bernadette La Mazza, Acting Human Resources Executive Director; Don Alvarez, Judicial Appointments Advisory Board Chair

Staff Contact(s): Bernadette La Mazza, Acting Human Resources Executive Director, 480-312-7237, blamazza@scottsdaleaz.gov

Acting Human Resources Executive Director Bernadette La Mazza gave a brief presentation on the proposed code amendment to increase the reappointment term lengths from two years to four years for all Associate City and Pro Tempore judges and the request to reappoint Associate City Judge Orest Jejna.

Judicial Appointments Advisory Board (JAAB) Chairman Don Alvarez explained JAAB's recommendation to increase the reappointment terms for all Associate City and Pro Tempore judges and the Board's recommendation to reappoint Judge Jejna.

A Councilmember did not support increasing the reappointment terms for City Judges and believes the City should exercise more supervision over City Court operations.

MOTION AND VOTE - ITEM 2

Councilwoman Milhaven moved to: (1) Adopt Ordinance No. 4079 amending Section 9-2 of the Scottsdale Revised Code; and (2) reappoint Orest Jejna, for an additional four-year term to begin on May 1, 2013. Councilman Robbins seconded the motion, which carried 5/2, with Councilmembers Littlefield and Phillips dissenting.

3. Arizona Super Bowl XLIX Host Committee

Request: Adopt **Resolution No. 9344** to authorize:

1. Agreement No. 2013-041-COS with the Arizona Super Bowl Host Committee for purposes of sponsoring its activities and receiving sponsorship benefits.
2. Annual payment of the agreement funding requirement, three level payments totaling \$645,840, from the City portion of bed tax allocated toward event development.
3. Scottsdale Convention and Visitor's Bureau (SCVB) additional program initiatives related to the 2015 Super Bowl as set forth in the SCVB request dated January 7, 2013 and as incorporated in Agreement No. 2013-041-COS.

Presenter(s): Steve Geiogamah, Tourism Development Coordinator

Staff Contact(s): Paul Katsenes, Community and Economic Development Executive Director, 480-312-2890, pkatsenes@scottsdaleaz.gov

Tourism Development Coordinator Steve Geiogamah gave a PowerPoint presentation (attached) on the Arizona Super Bowl XLIX Host Committee's funding request.

David Rousseau, Super Bowl Host Committee Chair, gave a PowerPoint presentation (attached) on the Super Bowl Host Committee's role and mission.

Winnie Stolper, Super Bowl Host Committee Chief Administrative Officer, gave a PowerPoint presentation (attached) on the process leading up to the request and outlining the benefits Scottsdale will receive as an event sponsor. As a "corporate sponsor," Scottsdale would receive corporate treatment, including participation in the CEO Program, which is designed to attract new businesses to Scottsdale, and the Business Connect Program, which introduces NFL sponsors and vendors to small businesses. In addition, in November, a FAM Tour will be conducted for NFL sponsors and partners, as well as key travel planners.

Rachel Sacco, Scottsdale Convention and Visitor's Bureau President and CEO, touted the benefits of having the Bed Tax available for special events such as the Super Bowl. She said Scottsdale is the only community with a Super Bowl contract that will provide a dollar-for-dollar benefit match.

Mayor Lane opened public testimony.

- Rick Kidder, President and CEO of Scottsdale Area Chamber of Commerce, spoke in support of sponsoring the 2015 Super Bowl.
- Mark Stuart, Scottsdale citizen, asked for a full accounting of how the money will be spent.

Mayor Lane closed public testimony.

Discussion:

- Ms. Stolper explained that the funds Scottsdale contributes will be segregated into a separate bank account and an accounting of how the Committee spends those funds will be made available.
- Ms. Stolper reported that Valley cities, including Phoenix, Tempe, Mesa and Paradise Valley, have already made a commitment to contribute the requested amount.
- Mr. Rousseau explained that the bid includes a \$2.0M non-profit commitment. Sponsors will have an opportunity to influence the direction of that money, which will be distributed through a grant process.
- Jay Parry, Super Bowl Host Committee Chief Executive Office, explained that the Business Connect Program is designed to assist small businesses that are owned by women and/or minorities. A database of those groups will be created and they will be certified to participate with NFL businesses that are associated with the Super Bowl. The Host Committee is also working on additional programming that will include a wider variety of business owners.
- Mr. Geiogamah clarified that if the City does not receive the full benefit of its contribution, Section 2E of the sponsorship agreement allows the City to demand a refund of the difference.

MOTION AND VOTE - ITEM 3

Councilman Robbins moved to adopt Resolution No. 9344 to authorize:

1. Agreement No. 2013-041-COS with the Arizona Super Bowl Host Committee for purposes of sponsoring its activities and receiving sponsorship benefits.
2. Annual payment of the agreement funding requirement, three level payments totaling \$645,840, from the City portion of bed tax allocated toward event development.
3. Scottsdale Convention and Visitor's Bureau (SCVB) additional program initiatives related to the 2015 Super Bowl as set forth in the SCVB request dated January 7, 2013 and as incorporated in Agreement No. 2013-041-COS.

Councilwoman Milhaven seconded the motion, which carried 7/0.

PUBIC COMMENT – None

MAYOR AND COUNCIL ITEMS – None

Adjourn the City Council Special Meeting and Convene the City Council Study Session

With no further business to discuss, the Special Meeting adjourned at 6:45 P.M.

SUBMITTED BY:



Carolyn Jagger
City Clerk

Officially approved by the City Council on

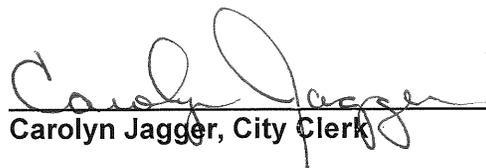
June 4, 2013

CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Special Meeting of the City Council of Scottsdale, Arizona held on the 30th day of April 2013.

I further certify that the meeting was duly called and held, and that a quorum was present.

DATED this 4th day of June 2013.



Carolyn Jagger, City Clerk

Item 3

Steve Geiogamah
Presentation

Arizona Super Bowl XLIX Host Committee

City Council Meeting
April 30, 2013

Super Bowl XLIX

- Authorize agreement with the Arizona Super Bowl Host Committee.
- Approve three payments totaling \$645,840, from the City portion of bed tax allocated toward event development.
- Authorize SCVB additional program initiatives related to the 2015 Super Bowl.

Super Bowl XLIX

- The metropolitan Phoenix area successfully hosted the 1996 and 2008 Super Bowls.
- Super Bowl XLII, held on February 3, 2008 generated \$501 million in estimated total economic impact.
- Early projections regarding the economic impact for the 2015 Super Bowl are approaching \$600 million.

3

Super Bowl XLIX

SUMMARY OF NET NEW REVENUES

Total new economic activity generated in the community:

Net increase in room revenue:		\$9,923,850
Net increase in "other" taxable spending by hotel guests:		<u>\$4,106,768</u>
	<i>Total</i>	<i>\$14,030,618</i>

Total new City revenues (taxes) generated by Super Bowl:

Net increase in bed tax revenue:		\$496,192
Net increase in room revenue sales tax:		\$163,744
Net increase in "other" sales tax revenue:		<u>\$ 67,762</u>
	<i>Total</i>	<i>\$727,698</i>

Estimated Incremental Taxes to Scottsdale

	<u>Normal</u>	<u>Super Bowl</u>	<u>Incremental</u>
5% Bed Tax Revenue:	\$478,043	\$974,235	\$496,192
1.65% Sales Tax Revenue:	<u>\$321,872</u>	<u>\$553,378</u>	<u>\$231,506</u>
Totals	\$799,915	\$1,527,613	\$727,698

4

Super Bowl XLIX

Additional Benefits

- Extensive television coverage
- Worldwide media exposure
- Experiences of first time out-of-town attendees
- Scottsdale media valued at \$1.75 million

5

Super Bowl XLIX

- The execution of the deliverables associated with the event will provide a value equaling or exceeding the requested City direct sponsorship amount.
- If the value of the Sponsorship Benefits delivered do not total the City contribution, the City shall have the absolute right to demand a refund of the difference.

6

Super Bowl XLIX

Available Funds

- Currently \$215,280 is available in the City's tourism program budget each of the next three years.
- Payments would be subject to annual appropriations by City Council through the City's budget process.

Item 3

David Rousseau
& Winnie Stolper
Presentation

City of Scottsdale

April 30, 2013



Super Bowl XLIX Overview

- Arizona will host Super Bowl XLIX on February 1, 2015
- Hosting Super Bowl in Arizona provides significant opportunities to:
 - Create meaningful economic impact – \$500+ million in 2008
 - Create positive 'story' on local and global platforms
 - Leave a lasting legacy in the region
- Host Committee role & mission
 - Execute Arizona's plan to maximize impact of Super Bowl
 - Liaison with all Arizona stakeholders and NFL



Benefits to Scottsdale \$3 Million+

- Estimated incremental taxes \$ 727,698*
- Benefits delivered by Host Committee \$ 645,840
- Conservative estimate of media coverage \$1,750,000*
- Not included: direct & indirect visitor spending

*Source: City Council Report



Sponsorship Benefits

- City sponsorship similar to corporate sponsorship
- Increased business for Scottsdale
 - Hotel rooms – 3,000+ with exposure to prominent groups
 - Super Bowl XLIX Visiting CEO Program – attract new businesses to & expansion of existing businesses in Scottsdale
 - Super Bowl XLIX Business Connect Program – garner contracts for small businesses
 - Scottsdale resorts, restaurants, & bars highlighted in FAM tour – introduce key travel planners to Scottsdale



Sponsorship Benefits

- Marketing
 - Inclusion in TV, radio, print, outdoor, transit ads
 - Media Guide (5,000+)
 - Event Guides and Programs (200,000+)
 - Website recognition and links
 - Email blasts
 - Host Committee events
 - Aggressive social media initiative



Sponsorship Benefits

- SBXLIX Committees
 - Economic Development
 - Events
 - Hospitality
 - Media Messaging

- SBXLIX Hospitality



**SUPER BOWL XLII WAS A HUGE
WIN FOR SCOTTSDALE**

SUPER BOWL XLIX WILL BE TOO!

