



# Tourism & Events Overview

Scottsdale Tourism & Events Department



# Simply Better Service for a World-Class Community



Provide strategic  
support of tourism  
and visitor events

# Tourism & Events Department

Destination Marketing

Tourism Related Capital Projects

Tourism Event Funding

Downtown

Special Event Permitting

Visitor Research

# Scottsdale Tourism & Events

## by the Numbers

- **\$2.1 billion** economic impact of visitor spending in 2014.
- **1 in every 8 jobs** in Scottsdale is directly related to tourism.
- **\$37.3 million** tax revenue generated by visitors in 2014.
- **250** events are annually coordinated and reviewed by Tourism & Events.
- **#2** ranking by visitors whose main purpose of trip was to attend a special event.

# Bed-Tax Funding

- FY 2016/17 = \$18.7 million

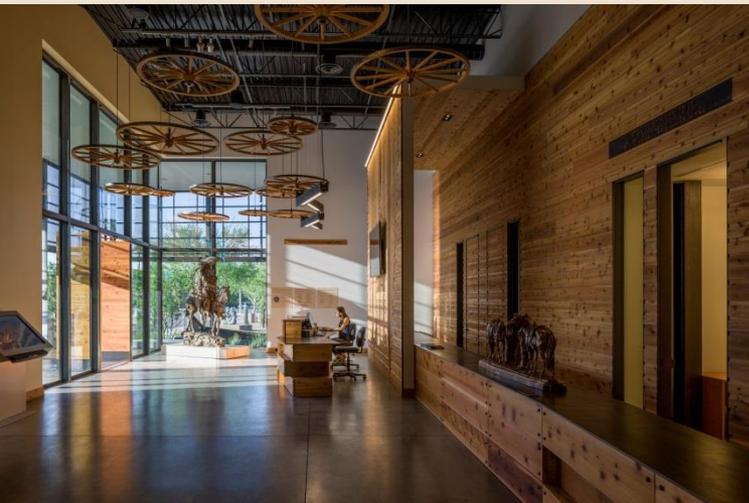
# Destination Marketing

- \$9.36 million
  - Voter-approved 50% Bed Tax Funds
  - Scottsdale CVB



# Tourism Related Capital Projects

- \$6.3 million
  - WestWorld & TNEC Equestrian Center
  - Scottsdale Museum of the West
  - TPC Renovations
  - Desert Discovery Center
  - Civic Center Mall Master Plan
  - Public Space Master Plan



# Boards & Commissions

- Tourism Development Commission
- Tourism Advisory Task Force
  - Five Year Strategic Tourism Plan  
<http://www.scottsdaleaz.gov/tourismreports>



# Partners (Contracts)

- Scottsdale Convention & Visitors Bureau
- Scottsdale Cultural Council
  - Public Art
  - Center for Performing Arts
  - Museum of Contemporary Art
- Scottsdale Museum of the West



# Tourism Event Funding

**\$1.2 million** - Event Retention & Development

Additional Funding Sources

- **\$500,000** - One time commitment
- **Varies** - Carry Over Funds



# Event Funding Programs

- Community Event Funding Program
- Matching Event Advertising Fund Program
- Event Venue Fee Program
- Event Development Program



# Program Changes

- Seasonality
- Records & Audit Clause
- Event Program Budgets
- Event Funding Review Process
- Event Intercept Survey (select programs)



# Funding Program Resource & Information

<http://www.scottsdaleaz.gov/tourism>

Holli Shannon

480-312-2728

Steve Geiogamah

480-312-4013



# Special Events

- Compliance
- Review & Permitting
- Film Permits
- Administrative Approvals



# Special Events Ordinance

- Updated this year
- Special event criteria
- Streamlined processes
- Frequency and duration (24-10-10)
- Timeframes & Notice/Notification
- Events Administrator



# Special Events User Guide

- Resource for planning a safe, successful event
- Provides important procedural items, policies, and contact information.
- First edition available online. Public input received and second edition to be completed in August.
- City's Website [www.ScottsdaleAz.Gov](http://www.ScottsdaleAz.Gov) and search “special events”.



# Special Events Application

- Available online on City's website – Special Events page

What are you looking for?

Home Page / Special Events

## Special Events

Scottsdale is an ideal environment to hold a special event due to its inviting weather, abundance of shops and activities, and year-round attractiveness to our many visitors and residents. The City recognizes special events as an important part of Scottsdale's quality of life and the contribution they make to a sustainable tourism industry.

Most special events represent a major investment of time and money. When well planned and executed, they can bring rewarding dividends to the organizers as well as the City of Scottsdale. Successful events require responsible leadership, careful planning, sensitivity to potential impacts, good organization and follow through, plus the ability to anticipate the unexpected. City staff is available from multiple departments to assist with questions and potential solutions to your specific event planning needs. We encourage you to use the Special Event User Guide as a resource for planning a safe, successful event, along with important procedural items, policies, and contact information.

**Special Event User Guide** (PDF) Draft - effective date subject to review by City Council

### Application & Permit Process effective July 1, 2016

**Adopted Special Events Ordinance** (PDF)

Highlighted changes include:

- Revising the definition of special event and adding other definitions
- Adding special event criteria
- Creating streamlined processes for events (a three tiered approach)
- Revising the frequency and duration for a special event

**Contact Information**

**City of Scottsdale - Tourism & Events**  
7506 E. Indian School Road  
Scottsdale, AZ 85251

**Nicole Curtis**  
Events Specialist  
P: 480-312-7673  
ncurtis@ScottsdaleAZ.gov

**Cheryl Sumners**  
Events Manager  
P: 480-312-7834  
csumners@ScottsdaleAZ.gov

**Special Events Resources**

- Special Event Online Submittal
- Application Review Timeframes (PDF)
- View Requested Special Events

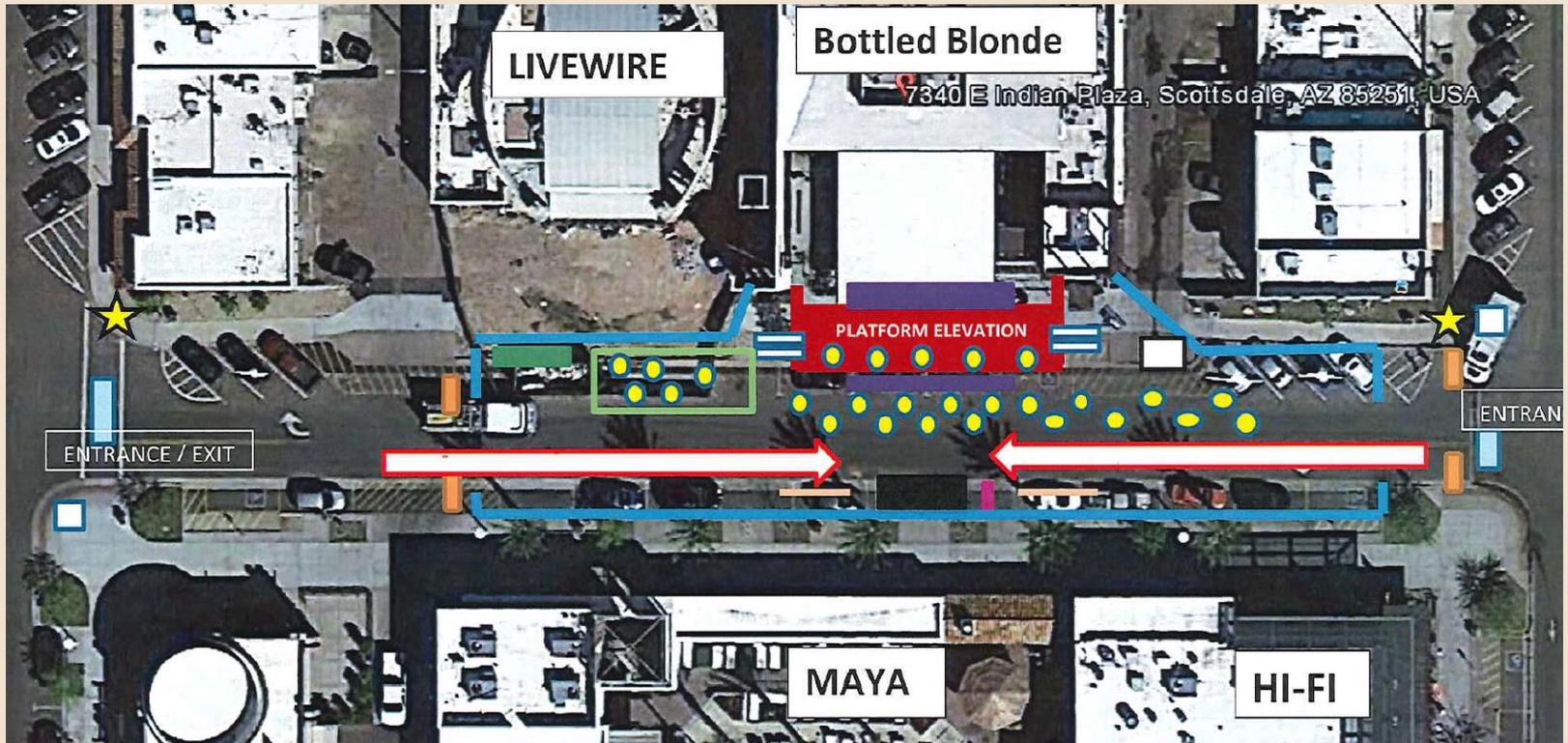
# Special Event Fees

- Application review fee: decreased to \$75
- Simple permit: decreased to \$25
- Standard permit: slightly increased to \$175
- Administrative Approval: No fee  
Sidewalk sales, auto sales, seasonal sales, grand openings
- City Property use fees: Fees Vary  
Streets, sidewalks, plazas, parking spaces, canal banks, etc.



## EXAMPLE - STREET BLOCK PARTY

- \$75 Review Fee
- +\$175 Standard Permit
- +\$400 Street Use Fee – Downtown, Local
- + \$50 Sidewalk Closure
- \$700 1 day event**



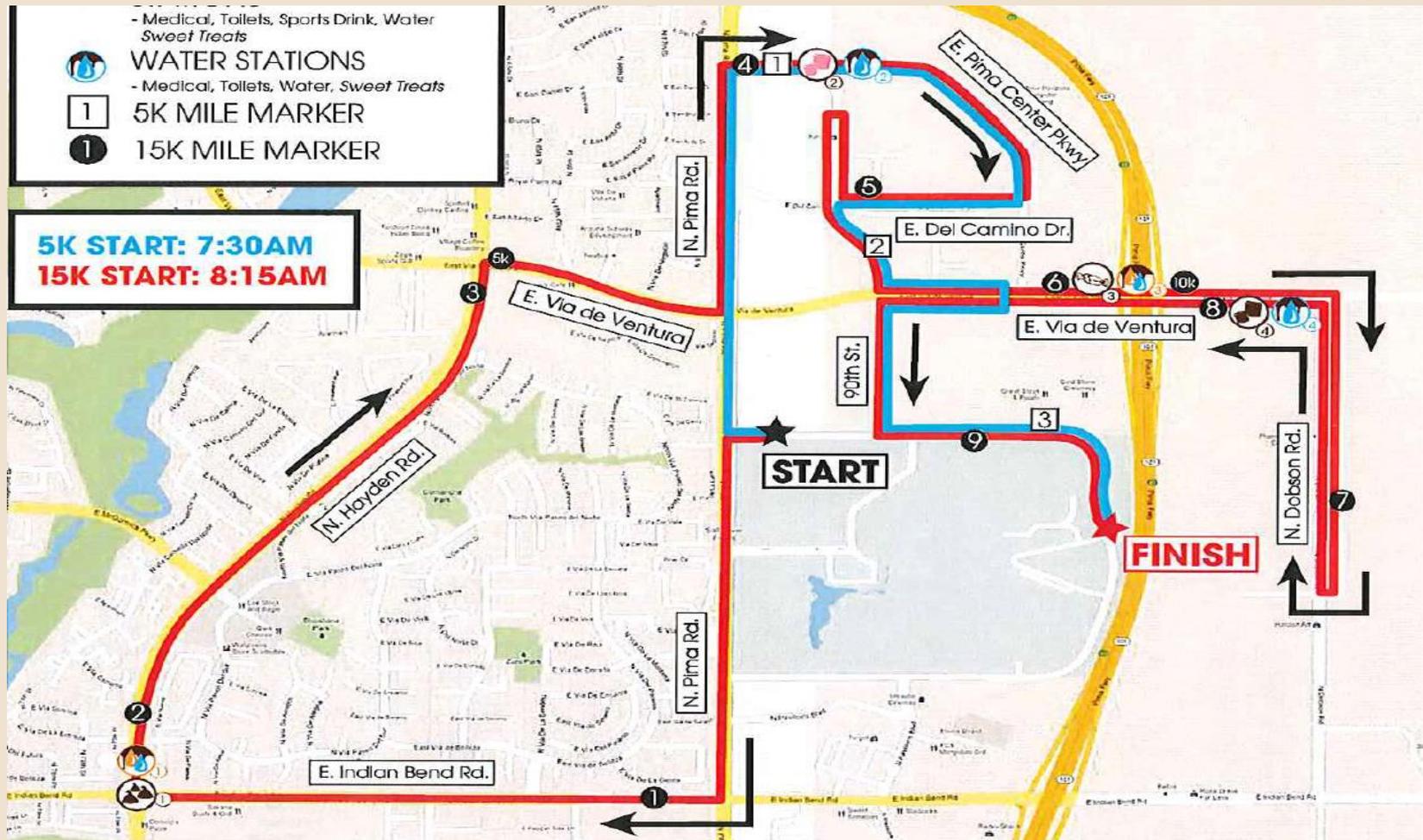
# EXAMPLE - CANAL BANKS EVENT (STETSON PLAZA, MARSHALL WAY BRIDGE, CANAL BANKS, SOLERI PLAZA AND BRIDGE) (NO TROLLEY ACCESS)

- \$75 Review Fee
- + \$175 Standard Permit
- +\$1,500 Event Venue Fee
- \$1,750 1 day event (\$4,750 for 2 day event/1 day setup)**



## EXAMPLE - 15K RUN PARTLY IN CITY LIMITS

- \$75 Review Fee
  - + \$175 Standard Permit
  - + \$800 Street Use Fee – Arterial Streets (\$200/lane/mile total of 3.73 mi)
- \$1,050 1 day event**



# Special Event Permit Resource & Information

<http://www.scottsdaleaz.gov/special-events>

Nicole Curtis

480-312-7673

Cheryl Sumners

480-312-7834



# Downtown

## ➤ Downtown Scottsdale 2.0

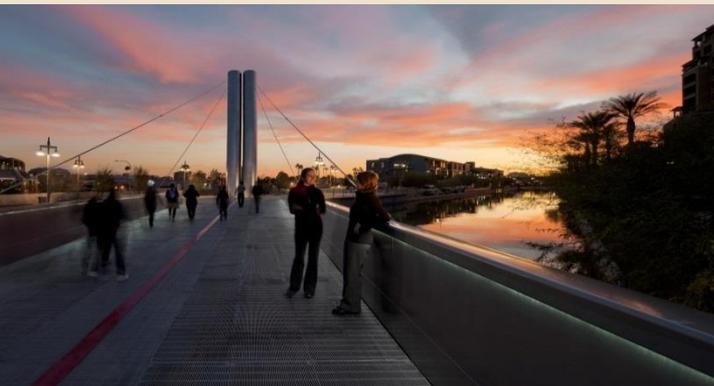
Tourism related Downtown Economic Feasibility study

## ➤ Scottsdale Civic Center Master Plan

Create a more desirable and useful center for community activity including an “event ready” venue along with identifying necessary infrastructure improvements.

## ➤ Public Space Master Plan

“Walkability is perhaps the most useful and most meaningful indicator of urban vitality.” *Jeff Speck, Walkable City*



# Downtown Promotion & Activation

- Downtown Bike Routes

- Marketing and Promotions

Advertising, Instagram, Facebook, Downtown Brochure, Trolley Messaging

- Attractions

Carriage Rides, Trolley Tours, Entertainment

- Improvements

Maintenance, Electrical, Lighting, Banners, Flags



# Downtown Resource & Information

<http://www.scottsdaleaz.gov/downtown>

Mary Murphy-Bessler      480-312-2459



# Tourism Research

- Longwoods Travel USA
- City Lodging Report
- City Visitor Report/Applied Economics



# TED Plans

- Holiday Activation & Promotion - 2016
- “Western Month” Promotion – Feb 2017
- Maricopa County Destination Marketing & PR
- “Big Idea” Event – Nov 2017 or 2018





MENU

What are you looking for?



NEWS RESIDENTS BUSINESS THINGS TO DO

### FEATURED NEWS

**Innovation Arizona Summit**

Leaders in science, technology and education will gather in Scottsdale Oct. 1.

[Read More](#)

### RECENT NEWS

**Transportation Master Plan update process underway**

Comment on the first draft of a new Transportation Master Plan for Scottsdale. The public can learn more about the plan and provide feedback at a series of meetings through November.

**Film and discussion will take viewers "Beyond Right & Wrong"**

A powerful film about conflict and conciliation will be screened in Scottsdale Oct. 1 followed by a discussion with someone whose story is featured.

# What Are You Looking For?

- Event Application – SEARCH “SPECIAL EVENTS”
- Event Funding – SEARCH “TOURISM”
- Downtown – SEARCH “DOWNTOWN”



# Tourism & Events Additional Information

Rose Rimsnider

480-312-2453

Lauren Stevens

480-312-2459

Karen Churchard

480-312-2890





For more information go to  
[ScottsdaleAZ.gov](http://ScottsdaleAZ.gov)



PHOTO BY: C.E.B. IMAGERY