1. **Call to Order/Roll Call**

Chair Dillenbeck called the meeting of the Scottsdale Tourism Development Commission to order at 8:01 a.m., and noted the presence of a quorum.

2. **Approval of Minutes**

   - June 19, 2018 Regular Meeting Minutes
PRESENTED. COMMISSIONER GRUPP SECONDED THE MOTION, WHICH CARRIED 5-0 WITH CHAIR DILLENBECK, VICE-CHAIR HILL, COMMISSIONERS GRUPP, HENRY AND MCKENZIE VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

3. Wine & Food Event Funding Request

Steve Geiogamah, Tourism Development Manager, noted that this is a new event development request taking place at WestWorld. The request is up to $75,000. This would be the third year and final that the event would be eligible for funding. Packets include a report from Artigue Agency, the new consultant being used for marketing evaluations.

Kerry Dunne, R&R Entertainment, provided the presentation and introduced Chelsea Parkinson, who has been the producer for the last four years. Beneficiaries of the event include the Joy Bus, which cooks and delivers meals to cancer patients. The event is also partnering with Master Chef Aaron Sanchez’s nonprofit organization that assists young people in the cooking industry to improve their educations. A short video was played.

Ms. Parkinson discussed the proposed layout and aesthetics. Sponsors include AJ’s Fine Foods and Sub-Zero Wolf. Historically, the event attracts a 68 percent female audience with an annual household income above $100,000 and average age range between 30 and 45. Statistically, 95 percent of attendees have discovered a new restaurant, 82 percent are likely to visit one of the restaurants within 90 days of the event and 83 percent of attendees would recommend it to a friend. Last year, approximately 13 percent were out of state buyers with the top three markets being Colorado, California and Illinois. Approximately 50 restaurants have already signed for the event. In addition to Chef Aaron Sanchez, Chef Marcus Samuelsson will also be present.

Mr. Dunne reviewed the media plan, noting that this is the fourth year that USA Today and Arizona Central will be partners. The Arizona Republic ran print, digital, email and social media outreach totaling $1 million in promotional value. USA Today will put in $1.4 million. Long-time iconic culinary event Phoenix Cooks will be folded into the event this year. iHeart has also joined and will provide $50,000 in promotional media. Other partners were cited. Stay and play packages are being developed, which will provide hotels with marketing assets (ticket packages) to drive attendance to the event. Ms. Parkinson stated that if approved for funding by the Commission, money will be used to invest in three-quarter page color ads in USA Today in print as well as a one million run of network impressions in feeder markets.

Commissioner Henry asked about additional efforts to increase numbers of overnight visitors. Mr. Dunne stated that they have been partnering with the Commission on intercept surveys. In addition, Gannett is surveying attendees. They are happy to add any questions necessary to collect better data.

Commissioner Henry noted the 13 percent of attendees from out of state and asked whether these visitors came specifically to the City to attend. Mr. Dunne confirmed that a number of these visitors did come specifically to attend the event. Commissioner Grupp suggested a proactive approach, where the ticket packages are provided to hotels prior...
to the event versus merely examining data afterwards. He asked about the event’s future in Scottsdale, given that this is the last year of funding from the Commission. Mr. Dunne stated that they have requested a long-term contract with WestWorld in hopes that the event does not have to move locations. It is a solid event for the Scottsdale market.

Chair Dillenbeck noted that according to the metrics provided, there has not been significant growth in attendance over the last few years and asked about plans for growth. Mr. Dunne stated that the event is in the transition mode and that it takes time to build significant momentum in terms of attendance. He acknowledged that there was a dip when they decided to begin selling tickets to the event as opposed to having it be free.

Chair Dillenbeck said that the materials show most of Martha Stewart’s promotional efforts have already taken place and there is very little left for September and October. She asked whether this schedule will change. Mr. Dunne stated they held back on some of her promotions until WestWorld was solidified as a destination. A revised schedule of Martha Stewart’s activities can be provided.

Chair Dillenbeck stated that in looking at the Wine and Food website, there are 15 or 16 destinations that hold similar events. As Scottsdale is competing with these other destinations, she asked what makes Scottsdale unique for such event. Mr. Dunne said there is a focus on the local restaurant community in order to provide them a national audience. Featured chefs do not travel from event to event. Chair Dillenbeck asked how the event attracts celebrity chefs and keeps them coming to the event in Scottsdale. Mr. Dunne said that the chefs are paid and have an opportunity to market on a national basis, including for some of their nonprofit efforts.

Chair Dillenbeck asked about the time frame for signing a long term agreement with Monterra. Mr. Dunne said they are, “ready to go tomorrow, if they can get all the paperwork.” They would like to move from the parking lot to the polo field at Monterra.

Commissioner McKenzie addressed the expected attendance of 5,000 and asked about the visions for year three and year five. Mr. Dunne said it is all about growth, identifying databases and foodies. Having Phoenix Cooks come in with their 10,000 foodie database is hoped to push attendance. Much effort is placed on working feeder markets. It generally takes three years for an event to gain traction. They expect to be further ahead in the fifth year in terms of attendance. They use Grateful Ventures, a major blogger/influencer company with national chefs and millions of followers.

In response to a question from Chair Dillenbeck, Mr. Dunne stated that they have a ten-year contract with USA Today.

COMMISSIONER GRUPP MOVED TO RECOMMEND FUNDING FROM THE TOURISM DEVELOPMENT FUNDS IN THE AMOUNT OF $75,000. VICE-CHAIR HILL SECONDED THE MOTION, WHICH CARRIED 5-0 WITH CHAIR DILLENBECK, VICE-CHAIR HILL, COMMISSIONERS GRUPP, HENRY AND MCKENZIE VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.
4. **Scottsdale Stadium Project Update**

Bill Murphy, Community Service Director, stated that the conceptual master plan has been released after approval of City Council for $5 million in funding to initiate the design process. In July, the design build contract was awarded to AECOM/HUNT along with DWL and Populous Architects.

The design team has been working with a number of City entities in an effort to immediately begin to redefine concepts:

- Meetings held with Economic Development and Tourism staff on directional plans.
- Meeting with Public Safety, Police and Fire on advancements in terms of security and medical components – conversations are taking place in terms of facility management regarding the types of equipment for the buildings.
- Working with Transportation and Planning regarding the perimeter of the design and plans to go outside the stadium for a multi-use look in the parking lot and front entry into the stadium.
- Reached out to agencies with special interests, specialty or expertise in multi-use facilities.
- Working with Experience Scottsdale.
- Meeting two weeks ago with event planners and Downtown hoteliers.
- Work with the Center for the Arts in terms of continuity of events as well as expertise in sound and lighting.
- Involvement of major partner, Scottsdale Charros.
- Meeting criteria of the Giants for player development with the understanding that the City intends to make a year-round multi-use facility year-round for the City.

The design team is completing its assessments of old as-builts. The stadium was built in 1992 and renovated in 2005. Utility services may need to be enlarged and relocated. They will be addressing concerns from neighbors regarding sound implications. Pedestrian and landscape improvements are being explored.

Kroy Ekblaw discussed design concepts, which focus on flexibility for multi-uses for the indoor, air conditioned spaces of the facility, including the new club house and press box. The project will occur in phases. The first phase is targeted to begin in April, 2019 with construction completed in December, 2019. Improvements include upgraded indoor multi-use spaces, entry and parking upgrades, relocating of ticketing, entryways and the Charro lodge. The right field concourse is being evaluated. The second phase will occur in 2020, after spring training. It will focus on fan amenities, including seating, enhanced concessions and restrooms as well as outdoor multi-use spaces. They will also address circulation and deliveries. Graphic design elements and specifications were reviewed. The intent is to return to TDC in October with an update on progress.

Commissioner Hill commented that this is the most exciting tourism opportunity on the horizon of anything currently being discussed. Surrounding competitors to Scottsdale are rising to the occasion in terms of attracting visitors. If done successfully, this could become a “city-wide” for Scottsdale. She asked about the parking situation. Mr. Ekblaw stated that the Downtown location will impact parking out front. There is parking in the
back and plans for development in that location. The library garage immediately adjacent to the stadium also has 700 stalls. There are opportunities to explore with adjacent properties in terms of nighttime and weekend events.

Commissioner Grupp asked how often the facility is currently rented out for events. Mr. Ekblaw stated that this does not occur frequently, however there are a number of smaller events. The goal is to begin to ramp up a marketing campaign for the 2020 season in the fall.

Commissioner Hill asked about providing architectural renderings to Experience Scottsdale, so they can begin pitching at IMEX as a destination. Mr. Ekblaw confirmed that concepts can be developed for this. Bill Murphy commented that for the last couple years, they have been hosting the Giant’s minor league system in the stadium. This has included spring training, summer baseball and fall league with an average of 25-30 events.

Commissioner Grupp asked whether City staff will be in charge of a proactive sales approach, if any. Mr. Murphy said they anticipate that Community Services Staff currently working on the stadium would handle this and may look for outside assistance.

5. **Old Town Matching Marketing Program**

Karen Churchard, Tourism & Events Director, prefaced the discussion by introducing Jackie Contaldo, new Downtown Specialist. They have been working together on the marketing program and special events for Old Town. Ms. Contaldo has been working with merchants through City processes. Following a General Fund pilot program from last year with the Scottsdale Gallery Association, the Department wanted to formalize a program that would be available to more districts in the Old Town area. TDC did provide a recommendation for $100,000 for the Downtown marketing program, which was approved by City Council through the adopted budget for FY 18/19. Prior to finalizing the program specifications, staff would like more input from TDC, the legal department and the districts themselves.

The purpose of the program is to promote marketing initiatives for Downtown, including:

- Collaborative partnerships
- Encourage marketing initiatives for Downtown visitation
- Activate Old Town to residents and leisure tourists

Program qualifications include:

- Funds must be used to promote and enhance businesses in one or more of Old Town’s districts
- Marketing initiatives must align with Scottsdale’s brand image and support at least one tourism driver
- Must meet several other technical requirements

This is a one to one matching program with up to $30,000 maximum per applicant. There are requirements for use of funds as well as prohibited uses. It is hoped that the
funding will be available in FY 19/20. Staff recommends moving forward with the Scottsdale Gallery Association, including a second year of funding of the brochure.

Commissioner Hill asked if funding would come from the over $1 million given to the City or out of the carryover funds. Ms. Churchard said the dollars are from the bed tax carryover as part of the budget process. There was $1.5 million in the marketing event section and this was one of the items reviewed with the TDC. It has been approved by City Council.

Commissioner Hill commented that the City is facing such significant financial challenges in terms of funding allocations that some of the smaller items may need to be, “not addressed.”

Commissioner Grupp commented that $30,000 is one-third of the $100,000 total allocation. He questioned whether the brochure cost ranks among one of the group’s biggest expenses for the year and whether it would be sufficiently impactful in terms of return on investment. He added that it is not going out of market as a primarily regional piece. Ms. Churchyard noted that this one of Scottsdale Gallery Association’s major marketing pieces. Staff recognizes the success of the product, having been produced for a third or fourth year. Originally, it was only gallery associations that participated by purchasing ads in the brochure. She clarified that the brochure is to market the entire Arts District. This includes the Contemporary Museum, Museum of the West and Center for Performing Arts.

Chair Dillenbeck asked how many other organized groups in Downtown could apply for the funds. Ms. Churchard said these include the Fifth Avenue Merchants Association, Entertainment District and Historic Old Town Association. While $30,000 may seem like a large portion of the total budget, currently only four groups are qualified to apply.

In response to a question from Chair Dillenbeck, Ms. Churchard said organizations are limited to applying once per year. Chair Dillenbeck commented that this criteria needs to be added for clarification.

Chair Dillenbeck inquired as to the possibility of Scottsdale Quarter or the Prominade getting together to produce a brochure. She asked if funds are limited only to Downtown and if so, why. Ms. Churchard confirmed that they are limited to Downtown. She cited to the Old Town marketing campaign that the TDC recommended and City Council approved. This is included in that package. If there is a wish to expand, this could certainly be considered.

Commissioner Henry noted that the brochure was sent to households in the Phoenix Metro area that had purchased homes for $700,000 or more. Because the goal is to draw people from outside the Phoenix Metro area, she questioned whether there was consideration of resending the brochure to people outside of Phoenix Metro. Potential targets are Flagstaff, Prescott and Tucson. Ms. Churchard said a second mailing of 10,000 brochures was funded in FY 17/18. Approximately 2,000 will be mailed to Tucson residents with the same home purchase criteria. There has been some discussion about a potential outreach to the Chicago market.
Chair Dillenbeck asked how the success of the pilot program was measured. Ms. Churchard said this was gauged from the inquiries for more brochures, especially from resorts and hotels. More reporting will be a requirement of the agreement.

Chair Dillenbeck inquired as to the cost of the pilot program last year. Ms. Churchard said there was a $30,000 match to the organization's $30,000.

Vice Chair Hill noted the benefits of leaving the brochure undated, so that it can be used into the future, with the potential to add inserts as needed. Commissioner Grupp suggested conversation on bringing technology into the picture as part of a longer term approach. This may reduce or eliminate the cost of a $60,000 project. Ms. Churchard stated that in terms of promotions, the districts and associations apply for a product they feel is good for them. They can certainly be presented with other ideas and options. Commissioner Grupp commented that Old Town struggles, because promotion and marketing efforts continue to be done the same way they always have been. It is important to look at all potential solutions.

Chair Dillenbeck stated that the program is not yet where it needs to be, and needs to be finalized.

Commissioner Grupp pointed out that when some of the other funding programs were revised, they got together in smaller groups to vet details. He suggested a similar approach. Mr. Geiogamah opined that this is the intent of the planning of the program as it goes forward.

Chair Dillenbeck sought clarification that there is a request for funding of $30,000 out of the program to move forward with the Scottsdale Gallery Association brochure before the requirements are obtained. Ms. Churchard confirmed this understanding, stating that it would be basically duplicating the current agreement through what was funded in FY 17/18 for FY 18/19. They would prefer not to hold up the project, as the application process may take a few months.

Chair Dillenbeck commented that $30,000 per applicant is too high as it limits the number of recipients. Ms. Churchard said there have been numerous conversations with Historic Old Town and Fifth Avenue, and these organizations have shown no desire to apply. Staff has not yet met with the Entertainment District. One of the criteria is that the organization must be a nonprofit. She does not know if Fifth Avenue Merchants Association is a nonprofit, and does not believe Historic Old Town is a nonprofit. The Entertainment District is not a nonprofit, nor is the Wine Trail.

COMMISSIONER MCKENZIE MOVED TO RECOMMEND FUNDING THE SCOTTSDALE GALLERY ASSOCIATION'S GUIDE IN THE AMOUNT UP TO $30,000 FROM THE OLD TOWN MATCHING MARKETING FUNDS IN FY 2018/19. VICE-CHAIR HILL SECONDED THE MOTION, WHICH CARRIED 4-1 WITH VICE-CHAIR HILL, COMMISSIONERS GRUPP, HENRY AND MCKENZIE VOTING IN THE AFFIRMATIVE. CHAIR DILLENBECK DISSENTED.
6. **Event Funding Program Recommendations**

Mr. Geiogamah said there are nine recommendations from the Event Review Group, which is comprised of Commissioners Henry, Grupp and Winter and two members of Experience Scottsdale. There are two new programs, including Discover India and the President's Day Soccer Tournament.

   a. **Arizona National Quarter Horse Show – $15,000**

   VICE CHAIR HILL MOVED TO RECOMMEND FUNDING AS PRESENTED. COMMISSIONER HENRY SECONDED THE MOTION, WHICH CARRIED 5-0 WITH CHAIR DILLENBECK, VICE-CHAIR HILL, COMMISSIONERS GRUPP, HENRY AND MCKENZIE VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

   b. **Arizona Fall Championship – $19,500**

   COMMISSIONER GRUPP MOVED TO RECOMMEND FUNDING AS PRESENTED. COMMISSIONER HENRY SECONDED THE MOTION, WHICH CARRIED 5-0 WITH CHAIR DILLENBECK, VICE-CHAIR HILL, COMMISSIONERS GRUPP, HENRY AND MCKENZIE VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

   c. **Scottsdale Philharmonic – $19,500**

   Chair Dillenbeck asked if the event had applied for funding last year and were denied. Mr. Geiogamah clarified that they did, in fact, receive funding last year. This is their fourth year of participation.

   VICE CHAIR HILL MOVED TO RECOMMEND FUNDING AS PRESENTED. COMMISSIONER GRUPP SECONDED THE MOTION, WHICH CARRIED 5-0 WITH CHAIR DILLENBECK, VICE-CHAIR HILL, COMMISSIONERS GRUPP, HENRY AND MCKENZIE VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

   d. **Desert Super Cup Tournament – $5,000**

   COMMISSIONER MCKENZIE MOVED TO RECOMMEND FUNDING AS PRESENTED. COMMISSIONER HENRY SECONDED THE MOTION, WHICH CARRIED 5-0 WITH CHAIR DILLENBECK, VICE-CHAIR HILL, COMMISSIONERS GRUPP, HENRY AND MCKENZIE VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.

   e. **Presidents’ Day Soccer Tournament – $5,000**

   COMMISSIONER HENRY MOVED TO RECOMMEND FUNDING AS PRESENTED. COMMISSIONER MCKENZIE SECONDED THE MOTION, WHICH CARRIED 5-0 WITH CHAIR DILLENBECK, VICE-CHAIR HILL, COMMISSIONERS GRUPP, HENRY AND MCKENZIE VOTING IN THE AFFIRMATIVE WITH NO DISSENTING VOTES.
f. Triple Crown Spring Baseball Championship – $5,000

Commissioner McKenzie moved to recommend funding as presented. Commissioner Grupp seconded the motion, which carried 5-0 with Chair Dillenbeck, Vice-Chair Hill, Commissioners Grupp, Henry and McKenzie voting in the affirmative with no dissenting votes.

g. Scottsdale Arabian Horse Show – $30,000

Commissioner Grupp moved to recommend funding as presented. Commissioner McKenzie seconded the motion, which carried 5-0 with Chair Dillenbeck, Vice-Chair Hill, Commissioners Grupp, Henry and McKenzie voting in the affirmative with no dissenting votes.

h. Discover India – Fusion – $12,000

Commissioner Grupp moved to recommend funding as presented. Commissioner Henry seconded the motion, which carried 3-2 with Commissioners Grupp, Henry and McKenzie voting in the affirmative and Chair Dillenbeck and Vice-Chair Hill dissenting.

i. Barrett-Jackson Auto Auction – $30,000

Commissioner Mackenzie moved to recommend funding from the Tourism Development funds in the amount of $75,000. Commissioner Grupp seconded the motion, which carried 5-0 with Chair Dillenbeck, Vice-Chair Hill, Commissioners Grupp, Henry and McKenzie voting in the affirmative with no dissenting votes.

7. Staff Reports
   a. Staff Bed Tax Collection Report
   b. Staff Bed Tax Hotel Classification Report
   c. Bed Tax Proforma
   d. Smith Travel Report
   e. Program Updates
      1. Old Town Marketing Campaign
      2. Fahrenheit Festival

Mr. Geiogamah reported that there continues to be wide fluctuations in bed tax collections relative to issues with the collection method. Reporting on YTD collections, the bed tax total is up 5 percent, which is been consistent over the past few months. Miscellaneous retail tax collections are up 11 percent YTD. Restaurants are up 8 percent. The forecast for the next five years show revenue projection increases of 3 percent.

Chair Dillenbeck commented that for the year, resort hotel bed tax, which represents 65 percent of revenue is down 2.2 percent. She asked for insight as to why this is occurring. Mr. Geiogamah acknowledged that for resort properties in the north, there is
a downturn in occupancy over the past three months. He has reached out to past commissioner David Scholefield to get his thoughts on the issue. Vice Chair Hill asked if this is out of sync with other markets, which seem to be trending up. Mr. Geiogamah stated that it is small market area report subset and the average daily rate for the market area continues to be high in comparisons to national data.

Chair Dillenbeck referred to the proforma, noting that they continue to project out a five-year Tourism Strategic Plan. It is her understanding that the plan was done. Ms. Churchard acknowledged that its inclusion was an error that needs to be adjusted in terms of budgeting.

Chair Dillenbeck asked about operational rental events in the amount of $75,000, which is coming out of carryover. Mr. Churchard said this was part of a presentation staff made to the TDC for recommendation. It was recommended by TDC and approved and adopted by City Council.

Commissioner McKenzie referred to no Council action or approved items for future years. He asked if they will continue to accrue the $600,000 for the DDC and $2.6 million for the bed tax policy fund. Mr. Geiogamah explained that these are being shown, as they were recommendations from the TDC going back some years. Staff continues to note them in regards to potential impacts. City Council has not moved forward with action on these items and technically they are not impacting the bed tax collections and allocations on an annual basis.

Mr. Geiogamah highlighted some observations in the Smith Travel report. Transient occupancy was up 6.3 percent over the past 12 months. Group occupancy was down approximately 5 percent and rev particular was down 2.1 percent in the months of May and June.

The Fahrenheit Festival took place on June 16th at WestWorld. There were 2,300 attendees with registered runners from 14 states and two countries. Earned media for the festival totaled $421,000 with $49,000 in direct paid media. Chair Dillenbeck asked how attendance was tracked, noting that the newspaper reported 700 attendees. Mr. Geiogamah acknowledged that there may have been a discrepancy in terms of attendance noted in the newspaper.

Ms. Churchard addressed the Old Town Marketing program, noting that she will return in November to provide a full report. The campaign was funded by the TDC and approved by City Council for FY 17/18. The majority of funds used for the campaign were paid from the last FY budget. The campaign was expanded. Prior to last year, approximately $100,000 was spent through the General Fund with the money going only to print magazines. This promotion takes place in the Metropolitan Phoenix area and includes print, digital, out of home, television April through September. She reviewed print and digital ads. In May, there were three static and seven digital billboards throughout Phoenix. As of last week, engagements are skewing female (65 percent), ages 45 and over. Most people accessing the website live in Phoenix (51 percent). All advertising is directing people to oldtownscottsdaleaz.com.

Chair Dillenbeck asked about consideration to expanding outreach to Tucson and Prescott. Ms. Churchard said this has been discussed, but they have not done so this
first year. They are currently testing to see which ads are most effective. They will likely include Tucson next year.

8. **Public Comment**

There were no additional comments.

9. **Identification of Future Agenda Items**

Mr. Geiogamah listed items coming up, including fourth quarter report for Experience Scottsdale, a Super Bowl update, Longwoods Report. He would also like to focus on the New Event Funding Program to gather input from the TDC as well as the industry overall.

He noted that there are essentially two open Commission positions with nominations occurring August 28th at the City Council meeting and appointments September 11th.

Chair Dillenbeck said she would like to schedule a discussion on recaps on the program for historic funding. She would also like a recap of the Cinco de Mario event.

Chair Dillenbeck noted the district matching fund criteria draft as another agenda item.

9. **Adjournment**

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 9:52 a.m.

AYES: Chair Dillenbeck, Vice Chair Hill, Commissioners Grupp, Henry and McKenzie
NAYS: None

SUBMITTED BY:

eScribers, LLC