

City of Scottsdale New Event Development Guidelines

Major events motivate significant visitation to Scottsdale and contribute to the City's overall brand and image. The New Event Development Funding Program supports events that increase national, international and regional visibility for Scottsdale as a desirable tourist destination through extensive media coverage and generate incremental room nights for Scottsdale hotels and resorts.

Funding amount must be between \$30,000 and \$75,000. Funding in excess of \$75,000 will be considered on a case by case basis.

Qualifications: All qualifications must be met in order to be eligible for funding.

- Supports at least one tourism driver: art and culture, culinary, golf, sports and recreation or western.
- Attendance must exceed 5,000.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event or portion of the event must be held primarily within the corporate limits of the City of Scottsdale. Exceptions will be made for mega events that: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities. Among the factors used in determining whether an Event is held primarily within the City of Scottsdale are: the extent to which the majority of attendance, participation and event activation occur in the corporate limits of Scottsdale.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Funding worksheet is received a minimum of 90 days in advance
- Has obtained all necessary city and governmental permits.
- Events can participate in this program for a maximum of three years.
- Open to the general public.

Ineligibility: The following types of events are not eligible for funding:

- Conferences, corporate meetings, symposiums or trade shows
- Events (or events attached to other events) that receive funding support from other bed tax programs
- Events not lasting a minimum of 6 hours
- Events that happen in a normal course of business
- Fundraising projects or events that are mainly fundraisers
- Neighborhood block parties
- Static exhibits
- The funds cannot be used for public relations agency fees

Questions, Worksheet and Approval Process

- Worksheet:
 - Read qualifying worksheet in its entirety. Only complete if event meets qualifications.
 - Incomplete submissions will not be accepted.
 - Submit worksheet via email to City of Scottsdale Tourism & Events Department
- Approval:
 - Worksheet will be reviewed by City of Scottsdale staff for eligibility and accuracy.
 - Final recommendations are approved by the Tourism Development Commission after a brief proposal presentation of the event.
- Questions and Worksheets should be submitted to:
City of Scottsdale Tourism & Events Department
Attention: Holli Shannon HShannon@Scottsdaleaz.gov
480-312-7177

Funds Disbursed:

The approved funding will be provided post-event, once all contract requirements have been fulfilled.

Approved Use of Funds

- Funding can be used for pre-event marketing and promotion and event production. The funds provided cannot be more than 30% of your entire event budget.
- The funds cannot be used for public relations agency fees or talent appearing at the event.

Responsibility of Event Producer:

- Comply with all City of Scottsdale permit, insurance and approval requirements and processes for special events
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to submit a qualifying worksheet and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the City.
- Worksheet is not a legally binding agreement.

The marketing and other benefits associated with this request for funding must provide the City direct consideration substantially equal to the city's proposed expenditure.

Event producing organizations must be registered with the Arizona Corporation Commission before executing a contract with the City for funding.

NEW EVENT DEVELOPMENT WORKSHEET

APPLICANT INFORMATION

Worksheet Date:

Organization Name:

Legal Description (LLC, etc.)

Business Address:

City:

State:

Zip Code:

Event Contact:

Phone:

Cell Phone:

Email:

EVENT INFORMATION

Event Name:

Event Website:

Event Date(s):

Event Time(s):

Event Location:

Admission Cost:

City:

State:

Zip Code:

Projected Attendance:

Attendance tracking method:

Years in Scottsdale:

Expense Budget (includes marketing):

Estimated Revenue:

Marketing Budget:

Requested Funding Amount:

Detailed description of event:

NEW EVENT DEVELOPMENT WORKSHEET

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include advertising channels, advertising cost, impression values, and distribution methods:

Submit your current marketing plan as it is without City Funding. Please include location, timing, impressions, cost, etc. *Attach if more space is needed.

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts:

NEW EVENT DEVELOPMENT WORKSHEET

Describe how you will provide qualitative and quantitative information regarding event attendance levels:

Provide estimated economic impact results of the event and the projected impact on Scottsdale:

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

NEW EVENT DEVELOPMENT WORKSHEET

NEXT STEPS

This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete.

1. Staff reviews event qualification worksheet to determine event's eligibility
2. If event qualifies for funding, producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on funding amount they are recommending.
3. Event presentation to the TDC is required. The presentation should take no more than 5 minutes and please ensure that the following items are included in your presentation and outlined in a one-page summary at the end of your presentation:
 - a) Time & duration of event
 - b) Event location
 - c) Local & out of area attendance
 - d) Attendance tracking method
 - e) Marketing efforts without requested funding and details of marketing with proposed funding
 - f) Anticipated five-year growth of event (attendance & activation)
4. TDC submits funding recommendation to City Council for approval (Following TDC recommendation, allow four weeks for council presentation).
5. Formal action by City Council

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant:

Date:

Name