

City of Scottsdale Event Development Guidelines

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

Funding amount must be between \$30,000 and \$75,000. Funding more than \$75,000 will be considered on a case-by-case basis. Producer must provide a detailed total event budget when submitting the worksheet.

Qualifications: All qualifications must be met 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. The city will utilize a geofencing application to verify.
- 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 2 consecutive days.
- Events that happen in a normal course of business
- Fundraising projects or events that are mainly fundraisers.
- Neighborhood block parties
- Static exhibits
- Virtual events or events with a virtual component.
- 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
 - Submission must include a detailed event total budget.
- 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. PowerPoint template will be provided.
- Questions and Worksheets should be submitted to:
City of Scottsdale Tourism & Events Department
Attention: Holli Shannon HShannon@Scottsdaleaz.gov

Funding Criteria:

- Funding may be awarded as outlined, based on the criteria below. Producers may apply for up to \$75,000 maximum for operational and/or marketing and advertising expenses.
- Total funds provided cannot be more than 25% of the entire event budget.
- International marketing promotion available funds will be allocated based on the percentage spent on international marketing in comparison to the total marketing budget.
- Submission must include a detailed event total budget along with the worksheet.

Add up items from each category to determine maximum amount of funding for which your event is eligible. Only apply for maximum funding amount for which your event qualifies.

| | |
|--|----------|
| Category 1: Unique Attendance* | |
| 5,000 – 15,000 | \$10,000 |
| 15,001 – 20,000 | \$14,375 |
| 20,001+ | \$18,750 |
| Category 2: Event Days | |
| 2 days | \$4,000 |
| 3 days | \$8,375 |
| 4+ days | \$12,750 |
| Category 3: Room Nights (Scottsdale Hotels) | |
| 390-454 | \$6,000 |
| 455-519 | \$7,000 |
| 520+ | \$8,000 |
| Category 4: Marketing Promotion | |
| Local | \$10,000 |
| Domestic - Regional | \$22,750 |
| International | \$35,500 |

*Unique Attendance - for multiple day events only count the person attending one time

Funds Disbursed:

The approved funding will be provided post-event when 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 25% 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 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: | Estimated # of Room Nights: | | Years in Scottsdale: |
| TOTAL Expense Budget (includes marketing): | Estimated Revenue: | Marketing Budget: | Requested Funding Amount: |

FUNDING CRITERIA WORKSHEET

| | | |
|---------------------------------------|-----------------|----------|
| Category 1: Unique Attendance | | |
| | 5,000 – 15,000 | \$10,000 |
| | 15,001 – 20,000 | \$14,375 |
| | 20,001+ | \$18,750 |
| Total funding allowed from Category 1 | | |
| Category 2: Event Days | | |
| | 2 days | \$4,000 |
| | 3 days | \$8,375 |
| | 4+ days | \$12,750 |
| Total funding allowed from Category 2 | | |

EVENT DEVELOPMENT WORKSHEET

Category 3: Room Nights (Scottsdale Hotels)

| | | |
|---------------------------------------|---------|---------|
| | 390-454 | \$6,000 |
| | 455-519 | \$7,000 |
| | 520+ | \$8,000 |
| Total funding allowed from Category 3 | | |

Category 4: Marketing Promotion

| | | |
|---------------------------------------|---------------------|----------|
| | Local | \$10,000 |
| | Domestic - Regional | \$22,750 |
| | International | \$35,500 |
| Total funding allowed from Category 4 | | |

TOTAL FUNDING REQUEST allowed from Categories 1 - 4

EXPENSE WORKSHEET

| Category | Item | Market/Demographics | Type | Amount |
|---|------------------------|------------------------------|--------------|----------------|
| <i>Example: Event Marketing</i> | <i>Sports Magazine</i> | <i>National/Adults 35-53</i> | <i>Print</i> | <i>\$5,000</i> |
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| Total Request for City Funding Reimbursement: | | | | |

EVENT DEVELOPMENT WORKSHEET

Detailed description of event (Sustainable & Diverse, impact of business and community):

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.

EVENT DEVELOPMENT WORKSHEET

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

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:

EVENT DEVELOPMENT WORKSHEET

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:

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 10 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)
 - g) Impact on local businesses and community
 - h) Detailed sustainability efforts and diversity outreach efforts
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 required.

Signature of applicant (Required):

Date:

Name