



Minutes City Council's Tourism & Recreation Committee April 9, 2008

Minutes of the City Council's Tourism and Recreation Committee held on Wednesday, April 9, 2008, 3:00 p.m., in the 3rd Floor Council Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Ben Arredondo

City Staff Present:

Ginny Belousek, Diversity Spec
Travis Dray, Dep Mgr, Recreation
Shelley Hearn, Comm Relations Mgr
Jan Hort, City Clerk
Tom Lopez, Facility Svcs Dir
Mark Richwine, Parks & Rec Mgr
Nancy Ryan, Rio Salado Mgr
Chris Salomone, Community Dev Mgr

Guests Present:

Brian Belkin, TCVB Sports Marketing Manager
Mike Chismar, ASU - Athletics
Stephanie Nowack, President/CEO, TCVB
Virgil Renzouli, VP, ASU
Bruce Skinner, Elite Racing

Councilmember Mitchell called the meeting to order at 3:06 p.m.

Agenda Item 1 – Public Appearances

Bruce Skinner, Elite Racing, distributed a report on the P.F. Chang's Rock 'n' Roll Marathon.

- This year, there were nearly 35,000 participants, which makes it the largest marathon/half-marathon in the world.
- Approximately 25,000 participated in the half marathon, which makes it the second largest half marathon in the world.
- Over the five-year period, the race has raised \$25.7M for charity. Last year, that figure was \$4.2M and the leading city in fund-raising for charities was the City of Tempe.
- A year ago, the Arizona Office of Tourism did a study conducted by Northern Arizona University, and the study showed that the race brought \$44M to the state. Of that, almost \$13M went to the City of Tempe.

- In a just completed study, the City of Tempe did 7,955 room nights. If Tempe had more hotels, the figure would be higher. One in three runners stayed in Tempe. The three cities that are supportive of the race did the majority of the rooms.

Councilmember Arredondo directed Shelley Hearn and Bruce Skinner to discuss this and return with more information.

Agenda Item 2 – Insight Bowl Thank You Breakfast

Ginny Belousek summarized that the Insight Bowl Thank You Breakfast will be held on April 15th from 7:30 to 9:00 a.m. at the Tempe Beach Park. It has been advertised to all City employees. In addition, this committee requested that additional invitations be sent to ASU, Fiesta Bowl, Diablos, and Insight.

Councilmember Mitchell asked Ms. Belousek to invite the ASU Athletic Department.

Councilmember Arredondo asked that a gift be prepared as a thank-you to each participant.

Shelley Hearn clarified that one gift will be given to each of the participants.

Ms. Belousek added that the Mayor will speak at a program beginning at 8 a.m.

Councilmember Mitchell asked that an invitation be sent to the TCVB and the DTC, as well.

Agenda Item 3 – Segway Tours of Town Lake

Nancy Ryan distributed a proposal for Segway Tours and summarized that the City has been approached by a Segway dealership that would like to provide tours on segways in the Rio Salado parks. Staff would like to bring this to full Council at an Issue Review Session soon.

- By state law, the segway is considered a “personal assistive mobility device” and they are to be allowed anywhere a pedestrian would be allowed, such as sidewalks and multi-use paths.
- Segway of Scottsdale has a good track record with tours.
- A practice ride was held and included DTC and TCVB, as well as Parks and Recreation.
- They are seeking a lease at Hayden Ferry Lakeside to have a storefront office both for sale and operate the tours.
- The route would begin at Hayden Ferry Lakeside, along the lake, across Rural Road, Indian Bend Wash, view the elements of the area, the history of the area, future development, past the northshore projects, through the marina, to the Carol Estes Grove, across Priest (in the future, across the pedestrian bridge), back by the Arts Center, and Tempe Beach Park.
- They have expressed a willingness to adjust their times and dates and path so it wouldn't be a disturbance to events.
- They would like to expand the business beyond this by connecting into the Zoo, Botanical Gardens, archeological tours, and ASU.
- Tours would run from 60 to 90 minutes and the proposed cost would be from \$60 to \$85 per tour depending upon length of the tour. A safety lesson and helmets would be provided.

Shelley Hearn suggested they consider participating in events at the Lake.

DIRECTION: Councilmember Mitchell directed staff to take this to Council.

Stephanie Nowack added that she tried it and was impressed with their concern for safety. It would be appropriate for Tempe and it would add to Tempe. They were also interested in what they could tell visitors about the city and the area.

Agenda Item 4 – ASU/City Facilities Usage for Events

Councilmember Mitchell summarized that he, Virgil Renzouli, the Mayor and members of the ASU team met to look at ways to incorporate usage between the City events and ASU events. They are still compiling that information.

Stephanie Nowack added that Dr. Crow announced that ASU is making progress toward their new indoor football practice facility, as well as their basketball facility. Once those facilities are built, in particular the basketball facility, does that open up Wells Fargo Arena as a venue for other events and activities?

Councilmember Mitchell added that the City doesn't have enough field space for the youth in the community, and ASU doesn't have enough space for their own needs.

Mr. Renzouli added that ASU has two nationally-ranked basketball teams, as well as gymnastics, volleyball, convocations, etc.

Councilmember Mitchell added that part of the discussions they are having with ASU is to see if we can help out with partnerships.

Mr. Renzouli added that ASU is willing to put anything on the table, including whether or not there are potential high-end facilities.

Councilmember Mitchell added that the dialog has just started.

DIRECTION: Come back to the next meeting.

Agenda Item 5 – Grid Iron Bash Spring Football Game

Mike Chismar summarized that this event was going to take place at 21 of the large BCS schools across the country. There would be a concert the day before the spring game and they would all happen the same night. They even had some competition involved. They would pay \$1M to the school that drew the most people to this concert. But there were some "bugs" that couldn't get worked out of the agreement and the concert will not happen this year. They are trying to rewrite how they will handle this and there's hope that in the future it will happen. Pat's Run is happening on April 19th and that will be followed by the spring game which they anticipate will begin around 1:00 p.m.

Agenda Item 6 – Kajikawa Classic Update

Travis Dray summarized that the partnership between the City, ASU and the TCVB has brought this tournament to new heights. This is one of the elite collegiate softball tournaments. Six nationally ranked teams participated and five played in the 2007 College World Series. They

did approximately 1000 room nights with an estimated economic impact of \$506K. ASU won the tournament for the third year in a row.

Agenda Item 7 – Ironman Arizona Update

Travis Dray summarized that Ironman Arizona will be held on April 13th, with an expected 2200 participants. This is the fourth year. There will be no road closures until Sunday.

Mr. Renzouli suggested considering providing some video to networks as filler footage.

Mr. Dray stated that he would get those pieces to Shelley Hearn.

Ms. Nowack added that there will be a second Iron Man event in November. The *Arizona Republic* ran an article featuring two City employees. This is one of the top performing events for room revenue generation.

Agenda Item 8 – Spring Training Recap

Travis Dray summarized that there were 118,000 attendees. The Tempe Diablos earned a little over \$90K in parking and they will receive over \$400K from the 31 days that baseball was in Tempe to distribute back to Tempe charities.

Mark Richwine added that technically there are two teams for spring training. The A's are at Phoenix Muni and many spectators stay in Tempe hotels as well as patronize the Mill Avenue District for their shopping and dining. Business activity on Mill Avenue increased. Next year, there will be two additional teams coming into the Cactus League, and the following year, two additional teams.

Agenda Item 9 – Sponsorship Committee Update

Stephanie Nowack summarized that this is a new joint venture between the City and the TCVB. It is a 7-member committee that will review requests from organizations looking for sponsorship dollars, in particular to defray city services. In addition to Shelley Hearn and Travis Dray, other members are Sheri Wakefield-Saenz, Daryl Crawford from Karsten, Kathi Overkamp from US Airways, as well as Terri Cranmer from ASU Public Events. They have drafted a cover letter and application, criteria is established, and they will be editing the information and bring it back to Council and to the TCVB Board. The goal is to have it in place in time for the next fiscal year.

Mr. Dray added that since it was brought to this committee with approval to move to IRS, he asked if they could submit the criteria and application in a Friday packet and then move forward with the process.

DIRECTION: Staff was directed to do so.

Agenda Item 7 – Hotel and Conference Facilities Update

Chris Salomone summarized as follows:

- Paragon will go to Council for second hearing on April 17th. Their intent is to go right into construction.
- A-Loft is under construction.
- Marriott next to City Hall is underway, with opening in January 2009.
- Le Meridien has a date coming in mid-April, so staff will return with a status report.

- The Flour Mill proposal is attractive. It will be a venue that tourists will find attractive. They will showcase the history, will have a water feature, an outdoor dining area, interpretive center of the machinery and the history. It is on schedule to begin in the next couple of weeks.

He added that there is a lot of interest.

Agenda Item 11 – Future Agenda Items

- Facility Usage Update
- Insight Bowl Update
- Rock ‘n’ Roll Marathon Update
- Transportation as relates to events, etc. in the downtown

Meeting adjourned at 3:55 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn

Jan Hort
City Clerk