



Minutes City Council's Sports, Recreation, Arts & Cultural Development Committee December 10, 2008

Minutes of the meeting of the City Council's Sports, Recreation, Arts and Cultural Development Committee held on Wednesday, December 10, 2008, 3:00 p.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Onnie Shekerjian

City Staff Present:

Tom Canasi, Comm Svcs Mgr
Travis Dray, Dep Mgr - Recreation
Kate Hanley, TCC Exec Dir
Shelley Hearn, Comm Rel Mgr
Jan Hort, City Clerk
Adrienne Richwine, Dep Comm Svcs Mgr
Mark Richwine, Parks & Rec Mgr
Nancy Ryan, Comm Dev/Rio Salado
Chris Salomone, Comm Dev Mgr

Guests Present:

Nancy Black, TCVB, Tourism Dev Mgr
Paul Hubbell, Municipal Arts Commission
Don Watkins, Parks & Recreation Board

Councilmember Mitchell called the meeting to order at 3:00 p.m. and introduced Paul Hubbel, Chair of the Municipal Arts Commission, and Don Watkins, Parks & Recreation Board.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Review of Minutes

Councilmember Mitchell asked everyone to let Jan Hort know of any necessary changes to the November 19, 2008, minutes.

Agenda Item 3 – Review and Recap of November, 2008, Ironman Arizona Event

Travis Dray summarized that the 2008 Ironman Arizona event was held on November 23rd. It was an extremely successful event. Early numbers from the Tempe Convention and Visitors Bureau show 2300 athletes participating (200 locals), with a \$4.2M economic impact. The numbers do not include the community fund contributions that Ironman made to all the participating charities and any pledge money for charities raised by the athletes. The 2009

race sold out in eight hours on November 24th. The TCVB set up a system, in cooperation with participating hotels with room blocks, to track all of the room nights, so that as soon as someone registered for the race, the TCVB assisted with hotel reservations. The partnership is growing and this system will assist in all events, not just Ironman.

Councilmember Mitchell asked for the amount of contributions to agencies.

Mr. Dray responded that final figures have not yet been calculated. Ironman has asked to come before the City Council to recap the event and talk about their community fund contributions.

Councilmember Mitchell suggested a January IRS date.

Agenda Item 4 – Review and Recap of 29th Annual Thanksgiving Soccer Tournament

Travis Dray summarized that the 29th Annual Thanksgiving Soccer Tournament was held on Thanksgiving weekend with an estimated room nights of \$1.68M. This is a great partnership and continues to bring impact to the City. It shows that amateur sports are a huge economic catalyst for Tempe.

Councilmember Mitchell asked whether the number of teams participating has declined.

Mr. Dray responded that the TCVB has noted that the numbers are declining, but it appears room nights are starting to increase.

Mark Richwine added that the host club has made an effort to improve the program. For the first time, a large segment of the event was held outside of Tempe at the Scottsdale Sports Complex due to a lack of fields in Tempe. This is the first year that has happened, and staff doesn't know yet if that resulted in any room nights.

Councilmember Mitchell asked how many fields Tempe has.

Mr. Richwine responded that fourteen fields were set up at the Tempe Sports Complex because of the lights. The Scottsdale Sports Complex only has four fields with lights, but they have a total of ten fields. All the finals were held in Tempe, however.

Councilmember Shekerjian asked if there was any way to partner with the school districts.

Mr. Richwine responded that they also offered neighborhood park sites and the Benedict Complex, as well as Kiwanis Park. Their preference was the Scottsdale facility, however. Much of that has to do with the quality of the fields. Many neighborhood park fields aren't the same quality as the fields in the Tempe Sports Complex. Scottsdale fields are maintained by TPC and they tend to be of similar caliber to the Tempe Sports Complex fields.

There was a discussion of why school fields are not used. Logistically, it is easier to manage a tournament at two large locations rather than several satellite locations.

DIRECTION: Staff to meet with Don Wilkinson regarding use of the school fields.

Agenda Item 5 – Insight Bowl and Block Party

Shelley Hearn summarized that Minnesota (Big 10) and Kansas (Big 12) have been selected. This year, the format is "Tempe Bowl Insider" rather than a packet and they are ready to go. This will be the marketing tool to get the media here in advance. Staff is working with the Diablos for the events prior to the game. Everything is moving along. It is also tied to Destination Tempe. She added that staff has had trouble getting the lists from Insight. The

Diablos target the alumni associations at those schools, and as they travel here, the Diablos play hosts for those groups, as well.

Councilmember Mitchell added that according to the newspaper today, more tickets have been sold for this game than last year's game. The Fiesta Bowl people, the Diablos, and the TCVB are going this weekend. He asked if staff has provided them with material.

Ms. Hearn responded that they have.

Councilmember Mitchell asked about business people.

Ms. Hearn responded that there has been a little trouble getting those lists from Insight as well.

Mr. Dray added that staff is working with Kansas alumni to host their party (about 5,000 attendees) in the same lot as the Destination Tempe party. Kansas is working with a local business, Special Moments Catering. Staff is also working with Minnesota to find them a place to host their alumni party which will also include about 5,000 people.

Councilmember Mitchell suggested that the Economic Development Office might be able to determine the top businesses for each region and compare that with what we have here.

Kate Hanley added that Insight is providing 300 tickets to kids in need. Staff has been working with the schools to identify how to distribute those tickets.

Councilmember Mitchell asked Mr. Dray to add an item to the Friday packet updating the room night numbers.

Councilmember Mitchell directed Shelley Hearn to set up a meeting with Sheri Henry who is overseeing hospitality for the Fiesta Bowl.

Ms. Hearn added that it is in the contract that if Tempe hotels fit the bill, they will utilize them.

Councilmember Mitchell asked staff to identify their needs.

Agenda Item 6 – Review Scope of Work and Discussion on Committee Action Plan

Councilmember Mitchell summarized that this is a working plan with five goals. He asked anyone with ideas or additions to submit them to Mr. Richwine.

Councilmember Shekerjian added that her committee, the Technology, Economic and Community Development Committee, has within its work plan, an action item to work with this committee. This committee would take the lead and she would appreciate input.

- **Goal #1 – Examine opportunities for economic development through professional, youth and amateur sports within the City of Tempe.**
 - Councilmember Mitchell summarized that in conjunction with Councilmember Shekerjian's committee on Technology, Economic and Community Development and partnerships with ASU, the Insight Bowl, Angels Baseball, and with expansion of youth and amateur sports facilities, identify opportunities to attract additional hotel and conference facilities, and in conjunction with ASU, enhance and expand community use of ASU facilities for youth and amateur sports programs. Anything that can be generated out of ASU will be helpful, and the committees will work together to increase that relationship

with ASU. ASU needs fields for their intramural programs and he and the Mayor have been meeting with them regarding potential partnerships to supply enough fields both for residents and ASU students.

- **Goal #2 – Examine existing cultural programs, services and facilities that serve the public to further enhance and expand opportunities.**
 - Councilmember Mitchell summarized that this goal will include looking at objectives and opportunities for the future for the TCA, developing better partnerships with the community with programs such as MPAC, planning and development of capital improvements for the Historical Museum, Library and Vihel Arts Center, and rehabilitation and protection of historic properties within the City.
- **Goal #3 – Examine opportunities for enhanced quality of life and economic development through capital projects that provide support and enhance arts and culture and recreational opportunities within the City of Tempe.**
 - Councilmember Mitchell summarized that this goal will include planning, development, and implementation, in conjunction with the Rio Salado Foundation, of community fundraising for public amenities within the Tempe Papago Park and Tempe Town Lake District, veterans outreach programs and efforts, including the veterans memorial on the Ash Avenue Bridge outlook, development of new regional parks, including Tempe Sports Complex, Benedict Sports Complex, Kiwanis Park and RIO Salado Parks, and oversight of the golf program operations and capital improvement programs to enhance and stabilize the revenues and expenses. Park and Recreation Board will assist.
- **Goal #4 – Examine the economic impact of tourism resulting from cultural development and professional, youth and amateur sports.**
 - Councilmember Mitchell noted that this goal will involve developing and implementing cost effective youth and amateur sports facilities, working with Councilmember Shekerjian's Technology, Economic and Community Development Committee to examine economic development resulting from related business tourism, as well as arts and culture-driven tourism, sports, and outdoor, active tourism, and working to enhance Insight Bowl, Angels Baseball Spring Training and other sporting events. He further suggested including the Tempe Chamber of Commerce in this effort.
- **Goal #5 – Examine on-going and potential partnerships for improving human services to the citizens of Tempe.**
 - Kate Hanley suggested adding three items which are carryover from previous year:
 - (1) Broaden base of available resources well beyond what the City of Tempe contributes.
 - (2) Senior Inventory of services to determine gaps, and work with the specialists in those fields to look at a continuum of care. She added that Tempe Karma is being launched and will focus on encouraging volunteer work.
 - (3) Work with emergency agencies to help them cope with the increased needs (50% increase).

DIRECTION: Take the revised work plan to Council for consideration on January 8th.

Agenda Item 3 – Future Agenda Items

Next meeting on January 14, 2009.

Meeting adjourned at 3:45 p.m.

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Prepared by: Connie Krosschell
Reviewed by: Mark Richwine

Jan Hort
City Clerk