



Minutes City Council's Tourism & Amateur Sports Committee November 8, 2006

Minutes of the City Council's Tourism and Amateur Sports Committee held on Wednesday, November 8, 2006, 3:00 p.m., at the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Ben Arredondo

City Staff Present:

Travis Dray, Deputy Mgr, Recreation
Shelley Hearn, Community Rel Mgr
Connie Krosschell, Acting City Clerk
Mark Richwine, Parks & Rec Mgr
Chris Salomone, Community Dev Mgr
Sheri Wakefield-Saenz, Deputy Community Dev Mgr - Econ Dev

Guests Present:

Kim Cofer, Insight
Chris Loftus, Sports Marketing, TCVB
Stephanie Nowack, Tempe Convention & Visitors Bureau

Councilmember Mitchell called the meeting to order at 3:05 p.m.

Agenda Item 1 –Finalize Committee Goals and Scope of Work

Shelley Hearn distributed a draft Scope of Work and asked for suggestions for additions. The scope of work is divided into two categories:

Tourism

- Work with TCVB and top ASU decision-makers to bring technical conferences, association meetings, etc., to Tempe.
- Identify and work with top business leaders to encourage business meetings and conferences.
- Facilitate development of additional hotels in downtown/Rio Salado area.
- Encourage new hotel development to add conference and meeting space.
- Continue relationship with US Airways.
- Work with Tempe Mission Palms on expansion.
- Work with Flour Mill developer.

- Develop relationships with GPEC and East Valley Partnership.
- Work with Arizona Department of Tourism.

Amateur Sports

- Develop relationships with Insight and Bowl Foundation to promote Insight Bowl game.
- Work with ASU to promote sporting events in their facilities.
- Work on attracting amateur sports facilities to Tempe.
- Develop relationship with AZSTA.
- Continue relationship with Tempe Sports Authority.
- Promote Spring Training in Tempe.
- Work with Super Bowl Host Committee to determine how Tempe can play a role.
- Continue efforts to bring sporting events to Tempe, i.e. Rock 'n Roll Marathon, Ironman, etc.

Councilmember Mitchell added that these are all very important and he believes they can all be accomplished. One very important item is our relationship with ASU and working to attract amateur sports facilities to Tempe. There might also be some opportunities to attract international soccer to Tempe.

Stephanie Nowack added that she had contacted that group that organized the Food City Soccer Tournament last weekend and asked for a meeting. She will hope to learn more about the tournament.

Staff was directed to place the Scope of Work on the Council's IRS agenda for November 16th.

Agenda Item 2 – TCVB Update on Activities

Stephanie Nowack outlined the current activities of the TCVB:

ASU

- Business and meeting contacts
- Sports
- Public events from the arts and culture programs
- Representation on the CVB Board of Directors
- Out-of-state orientations at ASU
- Marketing promotion activities

US Airways

- Supports TCVB marketing and media missions with travel vouchers
- Airline partner for Ironman
- Representation on TCVB Board
- New program in January/February, in partnership with Phoenix CVB, and AZ Office of Tourism. US Airways is giving \$325K in value in terms of advertising, in-flight video, media, etc. This totals a \$500K marketing campaign.

Arizona Office of Tourism

- Partner with US Airways campaign
- Participates in Shop Arizona event in Hermosillo.

Insight Bowl

- Formed marketing/public relations team with CVB, Fiesta Bowl, DTC, City of Tempe

- Created website links, hotel packages, travel agent mailings, media visits to team cities

Councilmember Mitchell asked Kim Cofer, Insight, how Insight works with their customers who come to the game.

Kim Cofer responded that they are all involved in a customer appreciation, and each employee is given two tickets.

Councilmember Mitchell asked her to work with Shelley Hearn and Stephanie Nowack to identify those particular clients who would come here. Years ago, the City recognized, along with economic development, certain prospective companies coming to the Fiesta Bowl to make sure a marketing kit was assembled for them. It is important to be sure we are selectively targeting such corporations. Once we find out which teams are coming, we can target companies and their decision-makers who might be looking for regional headquarters, etc.

Ms. Cofer added that invitations will go out next week with an RSVP so that information will be available.

Ms. Nowack added that a Sports Facility Guide has been created and an update has been added to include the Home Courts Tempe at Kyrene and Elliot, which has also joined the TCVB as a member. She also provided a list summarizing all the sporting events in which the TCVB had a role from July 2005 to June 2006, as well as a current list of all upcoming events in Tempe through March 2007.

Agenda Item 3 – Insight Bowl Update

Kim Cofer, Insight, summarized some of the promotions being done to promote the Insight Bowl.

- Wherever alumni associations are watching the game, they will give away tickets, have drawings, and build excitement.
- The Tailgate Party, a customer and employee appreciation event, will be held in Lot 59. All customers and employees get tickets.
- Insight has started a flag football team for employees and their partners to promote the Insight Bowl and the response has been overwhelming. There is a lot of excitement to be in Tempe.
- Billboards will be appearing around the Valley.
- There will be an allotment for ticket donations but those organizations have not yet been identified.

She asked for input for any Tempe organizations. It was agreed that the Boys and Girls Club and Tempe YMCA would be the best recipients.

Councilmember Arredondo asked Shelley Hearn to find out whether the Tailgate Party is open to anyone else. If so, make sure the City buys a sponsorship and let Councilmembers and staff know. He added that arrangements have been made for a team to stay out at the Wild Horse Pass, but the teams will also need a practice facility. It would be a good idea to try to have one of the teams stay in Tempe to practice. It would also be good to get the police to escort the

team to practice. He also asked Shelley Hearn to draft a letter to the City Manager asking that whenever possible, Insight products be considered. We need to treat them as a partner.

Agenda Item 4 – Spring Training Event

Mark Richwine summarized that he talked to the Angels after the last committee meeting to see what their interest and capability would be for a spring training event.

- High interest, but schedules have already been set, so limited opportunity at this time.
- Would look at the possibility of hosting a game with their Triple A club the day after spring training officially ends.
- They felt this would be an excellent opportunity to market to an international audience.
- Current club is in the process of developing a fantasy program to be scheduled for the last weekend of January. Some former major league baseball players would conduct the program and they would like to work with the City to help promote it to children who would be unable to afford it.

Councilmember Arredondo asked staff to make these things happen and to stay on top of this. Let's not lose sight of having a team from Mexico come up in the future.

Agenda Item 5 –Future Agenda Items

- Sports Complex
- Update on the development of additional hotels to add conference and meeting space and how we can work with potential developments.
- Shop Arizona program

Agenda Item 3 – Public Appearances

None.

Meeting adjourned at 3:40 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn



Connie Krosschell
Acting City Clerk