



Minutes City Council's Tourism & Amateur Sports Committee January 10, 2007

Minutes of the City Council's Tourism and Amateur Sports Committee held on Wednesday, January 10, 2007, 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 Ben Arredondo

City Staff Present:

Travis Dray, Deputy Mgr, Recreation
Shelley Hearn, Community Rel Mgr
Mark Richwine, Parks & Rec Mgr
Chris Salomone, Community Dev Mgr

Guests Present:

Stephanie Nowack, Tempe Convention & Visitors Bureau
Jonathan Collen, *State Press*

Councilmember Mitchell called the meeting to order at 3:00 p.m.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Insight Bowl Recap

Shelley Hearn summarized that now that the game has taken place, staff will assemble a group to gather ideas for what could be done better next time. This was the first Insight Bowl game in Tempe and it is important to gather ideas on how to help promote it, take it forward and make it a better event in the future. We need to get Tempe out there, get people here, and figure out how we can be better partners. Once this has been done, staff will return to the committee with an update.

Councilmember Arredondo suggested a letter be sent to the Fiesta Bowl and ASU.

DIRECTION: Staff to draft a letter on behalf of the committee, under Councilmember Mitchell's and Councilmember Arredondo's signatures, to the Fiesta Bowl and ASU to congratulate them for a good job and stating that we look forward to continuing to work with them.

Agenda Item 3 – Super Bowl Update

Travis Dray summarized that meetings have been held with the Super Bowl Host Committee. Staff received a request from the Super Bowl suggesting a route for the game ball which would eventually work its way to Glendale.

- One option is to develop a Team Tempe for the Rock 'n' Roll Marathon for 2008, and have a Tempe charity auction off the spots, with 26 members running the 26.2 miles, carrying the ball for each mile.
- Another option for showcasing the ball would be a football historical display in conjunction with Tempe High's 100-year reunion. Staff has contacted the Tempe High homecoming group to see if there are any former students who have participated in the NFL and, if so, have them carry the ball at the homecoming parade.

Mr. Dray asked for suggestions for charity organizations to pursue.

There was discussion concerning the Tempe YMCA and Boys' and Girls' Clubs.

DIRECTION: Staff to contact the Tempe YMCA and the Tempe Boys' and Girls' Clubs. Staff to keep the committee up-to-date on the plans.

Agenda Item 4 – Rock 'n' Roll Marathon Update

Travis Dray summarized that there are 11,000 in the marathon, 24,000 in the half-marathon, and 2,600 kids in the kids' race. The numbers are higher than last year. Estimated economic impact is \$50M statewide, and approximately \$3.5M for Tempe.

Stephanie Nowack added that hotels are doing well.

Mr. Dray added that a meeting is scheduled for Friday regarding the half-marathon proposal. Stephanie Nowack will look at hotels. He will hope to have an actual cost of the different options and in February, he should have the answers from Elite regarding branding, room-night guarantee, and costs.

Councilmember Mitchell asked about notice of the traffic routes.

Mr. Dray responded that there are white billboard signs to show the route.

Agenda Item 5 – Visioning Meeting Update

Councilmember Mitchell emphasized the importance of the visioning meeting scheduled for January 20th. We need to make sure that the tourism niche regarding amateur sports will be sustained.

Chris Salomone added that the Mayor would like the meeting to be a Committee of the Whole/Town Hall meeting.

- The public is being invited, as well as the relevant boards and commission to attend as individuals.
- There will be displays around the room of the various parcels and some of the past plans. People will be invited to view the displays prior to the meeting.

- A chronology will be provided to Council prior to the meeting to show the planning efforts.
- This won't be a workshop, but simply a discussion from the dais with input from the community.
- The focus will be on arts, sports and park uses and direction will be sought for the property directly west of the Center for the Arts, as well as possible relocation of the Public Works yard. Concerning the parcel west of Priest, the focus will probably be on sports opportunities.
- At the end of the meeting, hopefully, there will be a direction to begin anew to reinforce those land uses.

Agenda Item 6 – Additional conference space to proposed hotels - Update

Councilmember Mitchell summarized the importance of working with potential hotels to make sure we get enough space and not limit opportunities. He asked if the hoteliers were open to developing larger meeting space.

Chris Salomone responded that a consultant is on board to do a study on a conference/convention center to determine Tempe's best niche in that market. That study should be completed in 30 days and he will bring it to the committee. ASU did a study a few years ago that determined they could support a conference facility. Adding that into the mix with the light rail creates a unique market.

Shelley Hearn suggested a study to convince developers that they should add a conference aspect to sustain that hotel. Without a conference space, there are 300 rooms to fill with people coming to Tempe on a whim.

Mr. Salomone agreed. A study was done about 5 months ago that said Tempe has the capacity for about 1,000 rooms. Right now, about 1,000 rooms are being proposed. That was just based on our market, but not on convention or conference facilities. When Mission Palms proposed their expansion, they were going to double their meeting room space.

Stephanie Nowack added that of all the ideas that have been proposed, the one that makes the most sense with the most immediate return is the Mission Palms expansion, both in terms of rooms and in terms of conference space. Some of the new brands coming in are great and will be good for promotion, but if we are looking to become a destination for the groups and conferences of another size level, it will make it difficult. It would be interesting to talk to the developers to see what market they're going after. Who are they identifying as their niche market?

Councilmember Arredondo added that in the meantime, he felt that from an athletic standpoint, ASU will be working on two things, the first being the stadium. If the City can jump in and do something to help that effort, that would help the City with tourism. They have found out the stadium is costing them too much money because they are only using for 7 football games. ASU will also be looking at an indoor football practice facility.

Agenda Item 7 – Future Agenda Items

- Staff update on the sporting facility at Kyrene and Elliot
- Staff update on the Sports Facility RFP.
- Spring Training update.
- Super Bowl Update

Meeting adjourned at 3:45 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn



Connie Krosschell
Acting City Clerk