

**SCOTTSDALE CITY COUNCIL
REGULAR MEETING MINUTES
MONDAY, AUGUST 22, 2023**



**CITY HALL KIVA
3939 N. DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251**

CALL TO ORDER

Mayor David D. Ortega called to order a Regular Meeting of the Scottsdale City Council at 5:00 P.M. on Tuesday, August 22, 2023 in the City Hall Kiva Forum.

ROLL CALL

Present: Mayor David D. Ortega; Vice Mayor Kathy Littlefield; and Councilmembers Tammy Caputi, Tom Durham, Barry Graham, Betty Janik, and Solange Whitehead

Also Present: City Manager Jim Thompson, City Attorney Sherry Scott, City Treasurer Sonia Andrews, Acting City Auditor Lai Cluff, and City Clerk Ben Lane

PLEDGE OF ALLEGIANCE – Vice Mayor Littlefield

MAYOR'S REPORT

Mayor Ortega stated that 32 years ago Ukraine declared its independence and noted those children born 32 years ago are now fighting for their freedom. He asked for a moment of silent reflection for the people of Ukraine as they continue their fight for freedom and democracy.

Mayor Ortega announced that the annual League of Arizona Cities and Towns Conference is next week in Tucson. The City will be proposing several resolutions regarding short term rentals related to density, proximity, and limiting the number of short term rentals allowed.

Mayor Ortega announced openings on several city boards and commissions. He invited interested residents to apply and noted applications are being accepted through August 31st on the city's website scottsdaleaz.gov by searching "boards and commissions". Mayor Ortega noted the spirit of service is alive and well in Scottsdale and cited the numerous volunteer positions in the city.

PUBLIC COMMENT – None

NOTE: MINUTES OF CITY COUNCIL MEETINGS AND WORK STUDY SESSIONS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE CITY COUNCIL AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE CITY COUNCIL MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

MINUTES

Request: Approve the following Council meeting minutes from July 2023:

- a. **Special Meeting Minutes of July 10, 2023**
- b. Executive Session Minutes of July 10, 2023
- c. **Regular Meeting and Work Study Session Minutes of July 10, 2023**
- d. **Special Meeting Minutes of July 11, 2023**
- e. Executive Session Minutes of July 11, 2023
- f. **Regular Meeting Minutes of July 11, 2023**

MOTION AND VOTE – MINUTES

Vice Mayor Littlefield made a motion to approve the Special Meeting Minutes of July 10, 2023; Executive Session Minutes of July 10, 2023; Regular Meeting and Work Study Session Minutes of July 10, 2023; Special Meeting Minutes of July 11, 2023; Executive Session Minutes of July 11, 2023; and Regular Meeting Minutes of July 11, 2023. Councilmember Durham seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Littlefield; and Councilmembers Caputi, Durham, Graham, Janik, and Whitehead voting in the affirmative.

CONSENT AGENDA

1. **Khao Thai & Sushi Liquor License (43-LL-2023)**
Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a Series 12 (restaurant) State liquor license for an existing location with a new owner.
Location: 10855 N. Frank Lloyd Wright Boulevard, Suite 100
Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210, tcurtis@scottsdaleaz.gov
2. **Permanent Extension of Premises for Amelia's By Eat Patio (3-EX-2023)**
Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a permanent extension of premises for a Series 12 (restaurant) State liquor license for an existing location to expand the patio.
Location: 8240 N. Hayden Road, Suite 106
Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210, tcurtis@scottsdaleaz.gov
3. **Second Story Conditional Use Permit (2-UP-2023)**
Request: Find that the conditional use permit criteria have been met and adopt
Resolution No. 12862 approving a Conditional Use Permit for a bar with Downtown Office Commercial, Type 2, Downtown Overlay (D/OC-2 DO) zoning.
Location: 4166 N. Scottsdale Road, Suite 102
Staff Contact(s): Erin Perreault, Planning, Economic Development, and Tourism Executive Director, 480-312-7093, eperreault@scottsdaleaz.gov
4. **Second Story Liquor License (47-LL-2023)**
Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses and Control for a location/owner transfer of a Series 6 (bar) State liquor license for an existing location with a new owner.
Location: 4166 N. Scottsdale Road, Suite 102
Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210, tcurtis@scottsdaleaz.gov

5. Morning Vista Abandonment (11-AB-2018#2)

Request: Adopt **Resolution No. 12861** authorizing the request by several property owners to renew a previously expired abandonment of portions of East Morning Vista Road, including dedicated rights-of-way and roadway and public utility easements, with Single-Family Residential District, Environmentally Sensitive Lands (R1-190/ESL) zoning.

Location: East Morning Vista Road, between North 114th Street and North 116th Street

Staff Contact(s): Erin Perreault, Planning, Economic Development, and Tourism Executive Director, 480-312-7093, eperreault@scottsdaleaz.gov

6. Porter GLO Abandonment (11-AB-2022)

Request: Adopt **Resolution No. 12860** authorizing the abandonment of 33-foot wide General Land Office (GLO) Patent roadway easement along with the south property line and the west 8-feet of the 33-foot wide GLO roadway easement along the east property line; exclusive of the public cul-de-sac with Single-Family Residential, Environmentally Sensitive Lands, Foothills Overlay (R1-70 ESL FO) zoning.

Location: 28100 N. 77th Street

Staff Contact(s): Erin Perreault, Planning, Economic Development, and Tourism Executive Director, 480-312-7093, eperreault@scottsdaleaz.gov

7. Tuscany at McCormick Ranch Rezoning (21-ZN-1997#2) and Conditional Use Permit (35-UP-1997#2)

Requests:

1. Adopt **Ordinance No. 4605** approving a zoning district map amendment to modify the stipulations of previously adopted Ordinance No. 3053 via Case No. 21-ZN-1997, increasing the maximum number of units from 71 to 73 for a Residential Healthcare Facility on a ±3.5 acre site with Multiple-Family Residential Planned Community Development District (R-5 PCD) zoning.
2. Find that the conditional use permit criteria have been met and adopt **Resolution No. 12879** approving a Conditional Use Permit for a residential healthcare facility to modify the stipulations of Case No. 35-UP-1997 to increase the maximum number of units from 71 to 73 for a ±3.5 acre site with Multiple-Family Residential Planned Community Development District (R-5 PCD) zoning.

Location: 9000 E. San Victor Drive

Staff Contact(s): Erin Perreault, Planning, Economic Development, and Tourism Executive Director, 480-312-7093, eperreault@scottsdaleaz.gov

8. Pacesetter Rezone (4-ZN-2023)

Requests:

1. Adopt **Ordinance No. 4607** approving a zoning district map amendment from Planned Community District with comparable Industrial Park (PCD I-1) zoning to Planned Community District with comparable Commercial Office (PCD C-O) zoning, including approval of a development plan on a ±2-acre site.
2. Adopt **Resolution No. 12895** declaring the document titled "*Pacesetter Rezone Development Plan*" to be a public record.

Location: 17470 N. Pacesetter Way

Staff Contact(s): Erin Perreault, Planning, Economic Development, and Tourism Executive Director, 480-312-7093, eperreault@scottsdaleaz.gov

9. Scottsdale Road, South of 1st Street Right-of-Way Acquisition

Request: Adopt **Resolution No. 12910** authorizing and directing that an easement interest in certain real property be acquired by the City of Scottsdale by dedication, donation, or

purchase, or by the exercise of the power of eminent domain as a matter of public necessity to allow construction and installation of pavers to widen and improve a small section of existing sidewalk to provide additional clearance around an existing light pole.

Location: West side of Scottsdale Road, south of 1st Street

Staff Contact(s): Dan Worth, Public Works Director, 480-312-5555,
daworth@scottsdaleaz.gov

10. Transportation Engineering Projects and Related Education and Employment Intergovernmental Agreement (IGA)

Request: Adopt **Resolution No. 12830** to authorize:

1. Agreement No. 2023-067-COS with the Arizona Board of Regents, on behalf of Northern Arizona University, to provide services associated with transportation projects in the City and authorizing the expenditure of funds.
2. The City Manager, or designee, to execute any other documents including individual project agreements or take such other actions as necessary to carry out the intent of this Resolution and IGA.
3. Project Service Agreements under the IGA to be funded through the Transportation and Streets Department's operating budget.

Staff Contact(s): Dan Worth, Public Works Director, 480-312-5555,
daworth@scottsdaleaz.gov

11. Arizona Major Events Host Committee Agreement

Request: Adopt **Resolution No. 12901** to authorize:

1. Funding, not to exceed \$432,000, to be made in two payments of \$216,000 in Fiscal Year 2023/24 from the Tourism Development Fund that is allocated toward destination marketing and retained by the City to support the regional hosting of the NCAA Men's Final Four Tournament in April 2024.
2. Event Funding Agreement No. 2023-126-COS with the Arizona Major Events Host Committee.

Staff Contact(s): Karen Churchard, Tourism and Events Director, 480-312-2890,
kchurchard@scottsdaleaz.gov

(Moved to Regular Agenda, see page 5)

12. Healthy Forest Initiative Grant

Request: Adopt **Resolution No. 12898** to authorize if awarded:

1. The acceptance of a Healthy Forest Initiative Grant, in the amount of up to \$500,000 to be spent over three, 12-month periods beginning in Fiscal Year 2023/24.
2. A Budget Transfer, of up to \$200,000, from the adopted Fiscal Year 2023/24 Future Grants Budget and/or Grant Contingency to a newly created cost center within the Fire Department's Operating Budget to record the first year of activity related to the Healthy Forest Initiative Grant.
3. A 30 percent grant match requirement to be a combination of in-kind through hours of various staff members associated with the projects for the grant and funded fire mitigation projects by various departments within the City.
4. The Fire Chief, or designee, to conduct all negotiations and to execute and submit all documents and other necessary or desirable instruments in connection with the acceptance of the Grant.

Staff Contact(s): Tom Shannon, Fire Chief, 480-312-1821, tshannon@scottsdaleaz.gov

(Moved to Regular Agenda, see page 6)

13. Department of Emergency and Military Affairs Grant

Request: Adopt **Resolution No. 12909** to authorize if awarded:

1. Acceptance of a State of Arizona Department of Emergency and Military Affairs (DEMA) grant in the amount of \$500,000, for training, leasing of vehicles, purchasing of equipment, and overtime costs specifically for the Human Exploitation and Trafficking Unit.
2. The Chief of Police, or designee, to conduct all negotiations and to execute and submit all documents and other necessary or desirable instruments in connection with the acceptance of the Grant.
3. A Budget Transfer, of up to \$500,000, from the Fiscal Year 2023/24 Future Grants Budget and/or Grant Contingency Budget to a newly created cost center to record the related grant activity.

Staff Contact(s): Jeff Walther, Chief of Police, 480-312-1900, jwalther@scottsdaleaz.gov

14. Vacation Rental Code Amendment

Request: Adopt **Ordinance No. 4609** amending Scottsdale Revised Code, Chapter 18, Article IX, Section 18-175, relating to additional health and public safety regulations.

Staff Contact(s): Brent Stockwell, Assistant City Manager, 480-312-7288, bstockwell@scottsdaleaz.gov

15. Monthly Financial Report

Request: Accept the Fiscal Year 2022/23 Monthly Financial Report as of May 2023.

Staff Contact(s): Ana Lia Johnson, Interim Budget Director, 480-312-7893, anjohnson@scottsdaleaz.gov

MOTION AND VOTE – CONSENT AGENDA

There was no public comment on the Consent Agenda.

Councilmember Graham made a motion to approve Consent Agenda items 1 through 15, noting that Item 11 [Arizona Major Events Host Committee Agreement] and Item 12 [Healthy Forest Initiative Grant] were moved to the Regular Agenda. Councilwoman Janik seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Littlefield; and Councilmembers Caputi, Durham, Graham, Janik, and Whitehead voting in the affirmative.

REGULAR AGENDA

11. Arizona Major Events Host Committee Agreement

Request: Adopt **Resolution No. 12901** to authorize:

1. Funding, not to exceed \$432,000, to be made in two payments of \$216,000 in Fiscal Year 2023/24 from the Tourism Development Fund that is allocated toward destination marketing and retained by the City to support the regional hosting of the NCAA Men's Final Four Tournament in April 2024.
2. Event Funding Agreement No. 2023-126-COS with the Arizona Major Events Host Committee.

Staff Contact(s): Karen Churchard, Tourism and Events Director, 480-312-2890, kchurchard@scottsdaleaz.gov

Tourism Development Manager Steve Geiogamah gave a PowerPoint presentation (attached) on the proposed Arizona Major Events Host Committee Agreement.

There was no public comment on this item.

MOTION AND VOTE – ITEM 11

Mayor Ortega made a motion to adopt Resolution No. 12901 authorizing Agreement No. 2023-126-COS with the Arizona Major Events Host Committee, a financial sponsorship agreement, not to exceed \$432,000, to be made in two payments of \$216,000. Councilwoman Janik seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Littlefield; and Councilmembers Caputi, Durham, Graham, Janik, and Whitehead voting in the affirmative.

12. Healthy Forest Initiative Grant

Request: Adopt **Resolution No. 12898** to authorize if awarded:

1. The acceptance of a Healthy Forest Initiative Grant, in the amount of up to \$500,000, to be spent over three, 12-month periods beginning in Fiscal Year 2023/24.
2. A Budget Transfer, of up to \$200,000, from the adopted Fiscal Year 2023/24 Future Grants Budget and/or Grant Contingency to a newly created cost center within the Fire Department's Operating Budget to record the first year of activity related to the Healthy Forest Initiative Grant.
3. A 30 percent grant match requirement to be a combination of in-kind through hours of various staff members associated with the projects for the grant and funded fire mitigation projects by various departments within the City.
4. The Fire Chief, or designee, to conduct all negotiations and to execute and submit all documents and other necessary or desirable instruments in connection with the acceptance of the Grant.

Staff Contact(s): Tom Shannon, Fire Chief, 480-312-1821, tshannon@scottsdaleaz.gov

Fire Chief Tom Shannon gave a PowerPoint presentation (attached) on the proposed Healthy Forest Initiative Grant.

There was no public comment on this item.

MOTION AND VOTE – ITEM 12

Mayor Ortega made a motion to adopt Resolution No. 12898 authorizing:

1. The acceptance of a Healthy Forest Initiative Grant, in the amount of up to \$500,000, to be spent over three, 12-month periods beginning in Fiscal Year 2023/24.
2. A Budget Transfer, of up to \$200,000, from the adopted Fiscal Year 2023/24 Future Grants Budget and/or Grant Contingency to a newly created cost center within the Fire Department's Operating Budget to record the first year of activity related to the Healthy Forest Initiative Grant.
3. A 30 percent grant match requirement to be a combination of in-kind through hours of various staff members associated with the projects for the grant and funded fire mitigation projects by various departments within the City.
4. The Fire Chief, or designee, to conduct all negotiations and to execute and submit all documents and other necessary or desirable instruments in connection with the acceptance of the Grant.

Vice Mayor Littlefield seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Littlefield; and Councilmembers Caputi, Durham, Graham, Janik, and Whitehead voting in the affirmative.

16. The George Hotel Conditional Use Permit (16-UP-2007#2)

Request: Find that the conditional use permit criteria have been met and adopt **Resolution No. 12877** approving an amendment to an existing Conditional Use Permit (16-UP-2007) for site plan amendments for a travel accommodation to allow for a new three-story hotel building, one-story gym/café, site improvements, and renovations and expansions to existing hotel buildings on a ±4.74-acre site with Multiple-Family Residential Planned Community District (R-5 PCD) zoning.

Location: 7330 N. Pima Road

Presenter(s): Katie Posler, Senior Planner

Staff Contact(s): Erin Perreault, Planning, Economic Development, and Tourism Executive Director, 480-312-7093, eperreault@scottsdaleaz.gov

Senior Planner Katie Posler gave a PowerPoint presentation (attached) on the George Hotel Conditional Use Permit.

Applicant Representative John McGolgin, Senior Project Manager with FORS Architecture & Interiors and Andre Golnarzarian, Managing Member with Oasis 33, LLC gave a PowerPoint presentation (attached) on the George Hotel Conditional Use Permit.

Mayor Ortega opened public comment on this item.

James McDearmon, Scottsdale resident, noted past issues with the hotel and suggested installation of a barrier or fence between the hotel and condominium building and a more comprehensive plan to make the properties less segmented.

Mayor Ortega closed public comment on this item.

MOTION AND VOTE – ITEM 16

Councilwoman Caputi made a motion finding the Conditional Use Permit criteria have been met and to adopt Resolution No. 12877 approving an amendment to an existing Conditional Use Permit (16-UP-2007) for site plan amendments for a travel accommodation to allow for a new three-story hotel building, one-story gym/café, site improvements, and renovations and expansions to existing hotel buildings on a ±4.74-acre site with Multiple-Family Residential Planned Community District (R-5 PCD) zoning. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Littlefield; and Councilmembers Caputi, Durham, Graham, Janik, and Whitehead voting in the affirmative.

PUBLIC COMMENT – None

CITIZEN PETITIONS

17. Receipt of Citizen Petitions

Request: Accept and acknowledge receipt of citizen petitions. Any member of the Council may make a motion, to be voted on by the Council, to: (1) Direct the City Manager to agendaize the petition for further discussion; (2) direct the City Manager to investigate the matter and prepare a written response to the Council, with a copy to the petitioner; or (3) take no action.

Staff Contact(s): Ben Lane, City Clerk, 480-312-2411, blane@scottsdaleaz.gov

No citizen petitions were received.

MAYOR AND COUNCIL ITEMS

18. **Boards, Commissions, and Task Force Nominations (Note: Appointments scheduled for September 5, 2023)**

How the Board and Commission Nomination Process Works: The Council will review applications submitted for the board and commission openings under consideration. From this applicant pool, the Council will select nominees for further consideration.

- Development Review Board (one vacancy) – Councilwoman Janik nominated David Mason, Councilwoman Caputi nominated Julie Berry, Councilmember Graham nominated Thomas Kube, and Councilmember Durham nominated Christopher Schroeder.
- Judicial Appointments Advisory Board (one citizen member vacancy) – No applications were received.
- Library Board (two vacancies) – Councilwoman Caputi nominated Freda Hartman and Leslie Totten, Councilmember Graham nominated Jan Dubauskas and Christine Wilson, and Councilmember Durham nominated John Wanat.
- Parks and Recreation Commission (two vacancies) – Councilmember Graham nominated Jamie Alford, Councilmember Durham nominated Susan McGarry and Michael Vreeland, Councilwoman Whitehead nominated Robert Blackwell, and Vice Mayor Littlefield nominated Dennis Soeffner.
- Transportation Commission (one vacancy) – Councilmember Durham nominated Denise Doctor, Councilwoman Whitehead nominated Lee Kaufheil, and Vice Mayor Littlefield nominated Robert Marmon.

MOTION AND VOTE – ADJOURNMENT

Councilwoman Whitehead made a motion to adjourn the Regular Meeting. Vice Mayor Littlefield seconded the motion, which carried 7/0, with Mayor Ortega; Vice Mayor Littlefield; and Councilmembers Caputi, Durham, Graham, Janik, and Whitehead voting in the affirmative.

ADJOURNMENT

Mayor Ortega adjourned the Regular Meeting at 6:39 P.M.’

SUBMITTED BY:



Ben Lane, City Clerk

Officially approved by the City Council on September 19, 2023

CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Regular Meeting of the City Council of Scottsdale, Arizona, held on the 22nd day of August 2023.

I further certify that the meeting was duly called and held, and that a quorum was present.

DATED this 19th day of September 2023.

A handwritten signature in blue ink that reads "Ben Lane". The signature is written in a cursive style with a horizontal line underneath it.

Ben Lane, City Clerk



NCAA Men's Final Four Tournament

City Council Meeting – August 22, 2023

1

Regional Event

Arizona Major Events Host Committee requesting \$432,000 in support of the regionally hosted 2024 NCAA Men's Final Four Tournament

Tournament to be played April 6 & 8, 2024 in Glendale at State Farm Stadium

On July 30, Tourism Development Commission recommended City Council allocate up to \$432,000 from the Tourism Development Fund's 5% destination marketing allocation retained by the city in support of the agreement



2

2017 Final Four Results

Successfully hosted the NCAA Men's Final Four Tournament in 2017

Funding was requested by Host Committee from many municipalities regionally

Scottsdale's 2017 Investment & Economic Impact to Region:

| | Investment | Realized Value | Economic Impact to the Region |
|----------------------------|------------|----------------|-------------------------------|
| 2017 NCAA Men's Final Four | \$150,000 | \$249,625* | \$324.5 million** |

**SOURCE: Host Committee Post Event Report provided to city on May 1, 2017.*

***SOURCE: Economic Impact study by Seidman Research Institute at Arizona State University's W.P. Carey School of Business.*

3

2017 Final Four Impacts

59,761 visitors came for Final Four and stayed an average 4.16 nights spending an average \$487.19 per day

Combined attendance of 153,000 was the second highest in NCAA history at that time

23 million viewers watched the Final Four broadcast



4

2017 Final Four Scottsdale Impacts

Scottsdale-area hotels saw significant year-over-year growth:

85 percent occupancy (+9.5 percent)

\$324.68 ADR (+43.6 percent)

\$275.99 RevPAR (+57.5 percent)

Scottsdale hosted nine corporate events most notably one of the top premium Final Four corporate events by Turner TV with 1,400 guests



5

Analysis

Host Committee operating budget includes \$4 million funding requests from Maricopa County cities qualifying for Prop 302 funds

Utilizes same formula as Arizona Office of Tourism for Prop 302 distributions, a participant's percentage of total gross room sales from the previous calendar year

Actual tourism related tax collections from March and April 2017 compared to year prior:

| City of Scottsdale | March/April 2016 Total Tax Collections | March/April 2017 Total Tax Collections | + / (-) Change | YOY Additional |
|--------------------|---|---|-------------------|-------------------|
| TPT & Use Taxes | 29,901,255 | 31,299,308 | 4.7% | 1,398,053 |
| Bed Tax | 4,836,320 | 5,328,914 | 10.2% | 492,594 |
| Total: | 34,737,575 | 36,628,222 | 5.4% | 1,890,647 |

SOURCE: City of Scottsdale City Treasurer's Division

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Deliverables to Scottsdale

Room Nights – 4,000 within Scottsdale official room block

Marketing Inclusion – Highlighted feature within the “travel information” portion of the website promoting hotels, restaurants, etc.

Community Engagement – May provide Fan Jam Truck, Mascots, Cheerleaders, etc. to select Scottsdale events. Coordinate with Scottsdale to communicate to all schools about unique “Read to the Final Four” program

Businesses – Invite qualified Scottsdale businesses to apply for the Business Connect program; opportunity to highlight Scottsdale businesses participating in the program

7

Deliverables to Scottsdale

Events & Planning – Included in Familiarization trip ahead of Final Four. Host Committee will work with Scottsdale to make connections with NCAA, media, partners, etc.

Venues – Host Committee will encourage use of Scottsdale venues and businesses as sites for Final Four related events and activities

Hospitality – Invitations and ticket opportunities related to the 2024 NCAA Men’s Final Four

Experience Scottsdale – Will closely partner with Scottsdale and Host Committee to leverage the 2024 NCAA Men’s Final Four through in-kind marketing and promotions

8

Analysis

Bed tax investment of \$432,000 coupled with sponsorship benefits, extensive television coverage and national media exposure should provide substantial value to the city investment sponsorship

Based on FY 2023/24 Tourism Development Fund sources and uses projections, funds are available for the total payment of \$432,000 from the 5% destination marketing allocation retained by the city



9

Action

Adopt Resolution No. 12901 authorizing Agreement No. 2023-126-COS with the Arizona Major Events Host Committee, a financial sponsorship agreement not to exceed \$432,000 to be made in two payments of \$216,000 each in FY 2023/24 from the Tourism Development Fund that is allocated toward destination marketing and retained by the city, to support the regional hosting of the NCAA Men's Final Four Tournament in April 2024.



10

Healthy Forest Initiative (HFI) Wildfire Fuels Mitigation Grant

Numerous successful projects inside and outside Preserve

- Half-time (6 month) Wildfire Fuels Mitigation Manager/expert- Dave Ramirez
- This work is intended to create or extend Fuel-breaks to slow down wildfire
- Second time applying for this grant from Dept of Forestry & Fire Mgmt. (DFFM)
- Last awarded \$350k in 2021, Approx. \$30k remaining from that grant
- HFI Grant requires a 30+% match in personnel time or budget dollars
- Very successful work completed, much more to complete with future funding
- Also applying for Maricopa County grant every year- \$20k, no matching funds
- Grant funds cannot be used for same acres, land-plots more than once
- This grant can remain open for up to 36 months until depleted
- We have applied for the maximum \$500k this year
- Expecting new HFI award letter late summer early fall

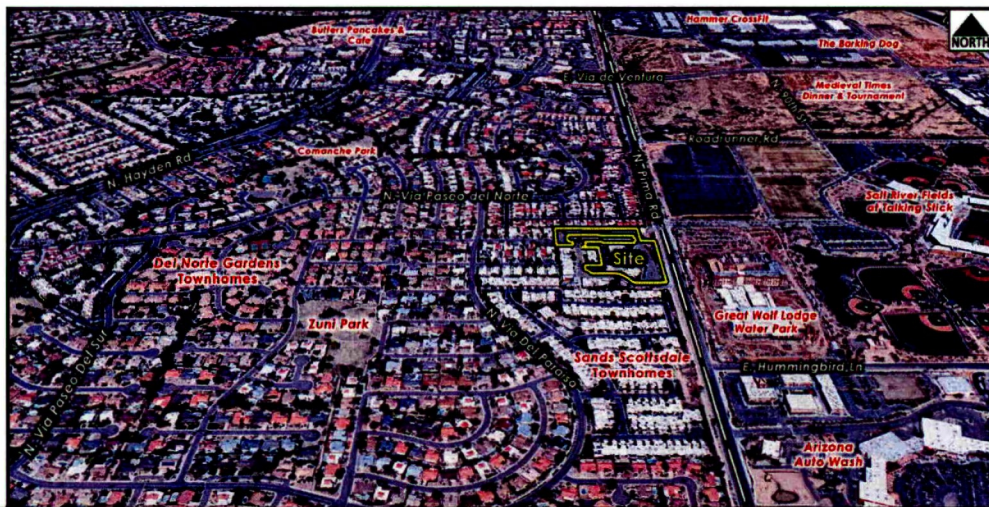
The George Hotel

16-UP-2007#2

City Council
8/22/2023

Coordinator: Katie Posler

1



Context Aerial

16-UP-2007#2

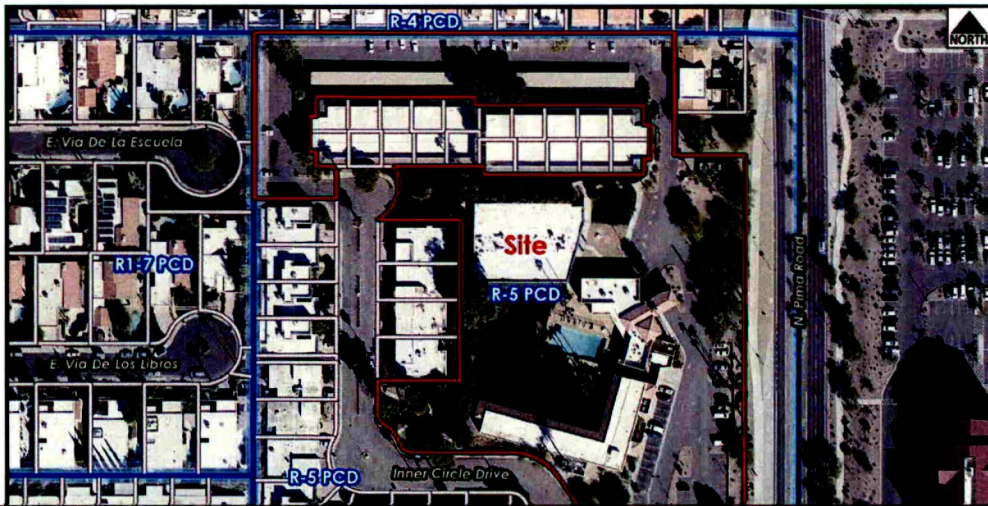
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Detail Aerial

16-UP-2007#2

3



Existing Zoning

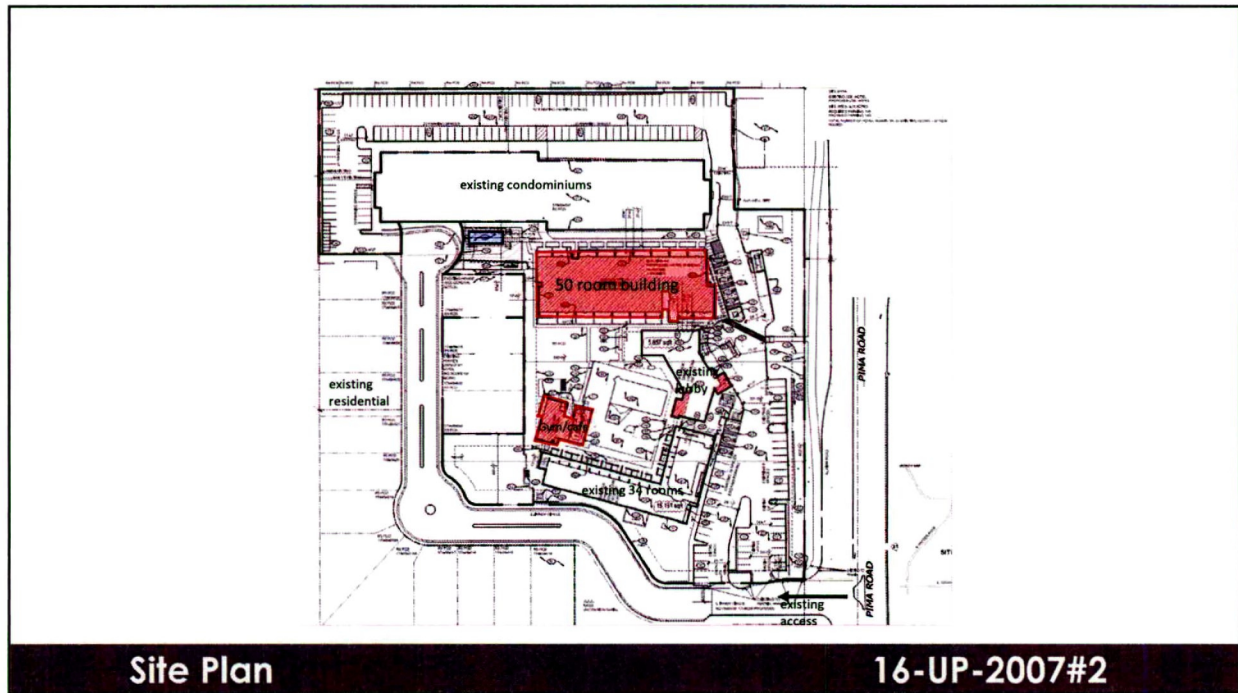
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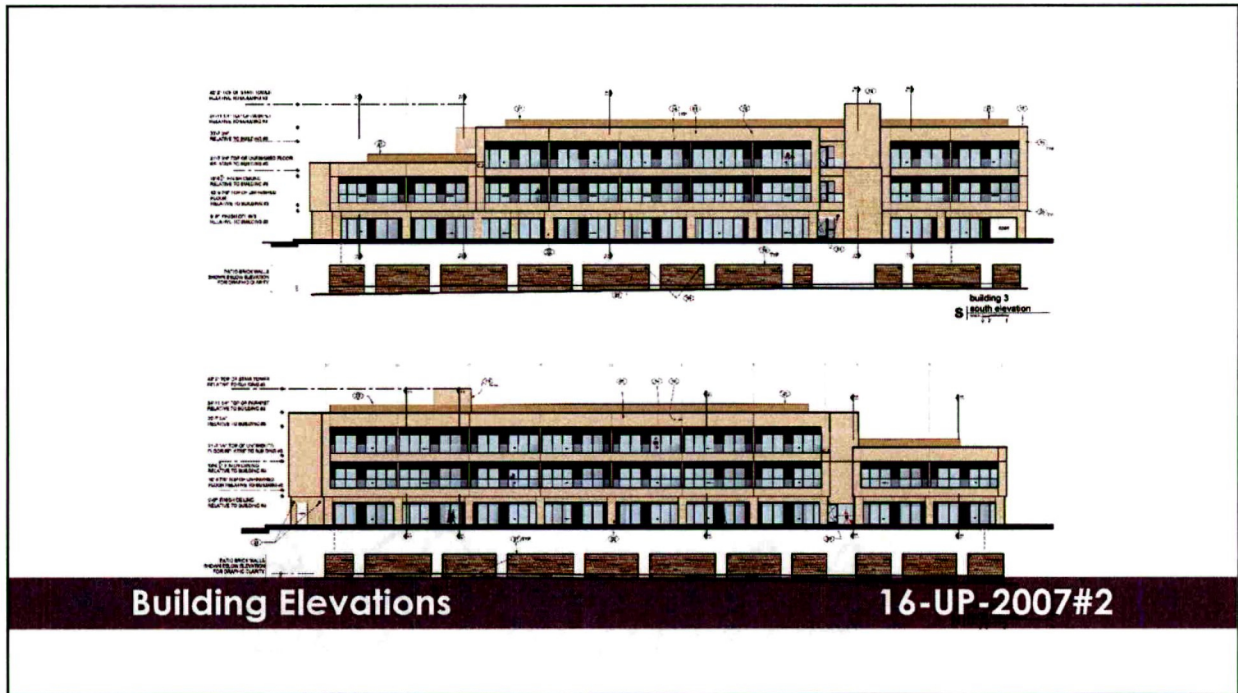
Request:

Adopt Resolution No. 12877 for an amendment to an existing Conditional Use Permit (16-UP-2007) for site plan amendments for a travel accommodation to allow for a new three-story hotel building, one-story gym/café, site improvements, and renovations and expansions to existing hotel buildings on a +/- 4.74-acre site with Multiple-family Residential Planned Community District (R-5 PCD) zoning, located at 7330 N. Pima Road.

5



6



9

Conditional Use Permits, which may be revocable, conditional, or valid for a specified time period, may be granted only when expressly permitted after the Planning Commission has made a recommendation and City Council has found as follows:

A. That the granting of such Conditional Use Permit will not be materially detrimental to the public health, safety or welfare. In reaching this conclusion, the Planning Commission and the City Council's consideration shall include, but not be limited to, the following factors:

1. Damage or nuisance arising from noise, smoke, odor, dust, vibration, or illumination.
 - **The hotel enforces quiet hours, has strong existing perimeter vegetation and screen walls, and all new lighting will be full cut off and directed downward per code.**
 - **No impacts from noise, odor, dust, vibration, or illumination are anticipated.**
2. Impact on surrounding areas resulting from an unusual volume or character of traffic.
 - **The property is currently operating as a hotel and access is provided by North Pima Road, which will remain unchanged.**
 - **The hotel renovations are not anticipated to generate unusual volume of traffic that would negatively impact the existing traffic conditions.**

CUP Criteria **16-UP-2007#2**

10

- A. The characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding areas.
- The existing hotel is surrounded by residential subdivisions to the north, west, and south, and a similar tourism use to the east (Great Wolf Lodge).

CUP Criteria

16-UP-2007#2

11

Key Items:

- Conditional Use Permit Criteria
- Previous Use Permit Case (16-UP-2007) – 100 rooms
- Current proposal - 84 rooms
- New hotel building steps from two-stories to three-stories, away from the residential buildings to the west
- Perimeter landscaping provided
- Increased landscaping on the North Pima Road frontage
- Public Comment
- Approval will allow for a new hotel building, renovations to existing buildings, increased amenities for guests, & landscape/pedestrian improvements
- Planning Commission heard this case on July 12, 2023 and recommended approval with a 4-2 vote

12

The George Hotel

16-UP-2007#2

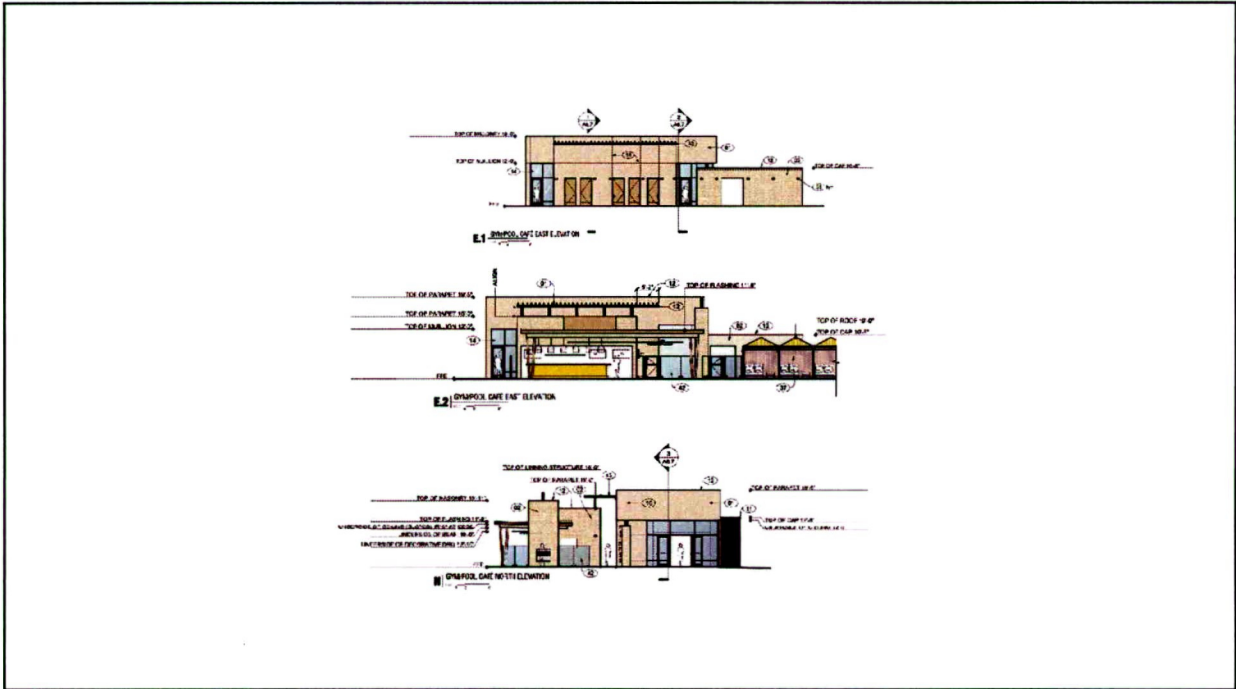
**City Council
8/22/2023**

Coordinator: Katie Posler

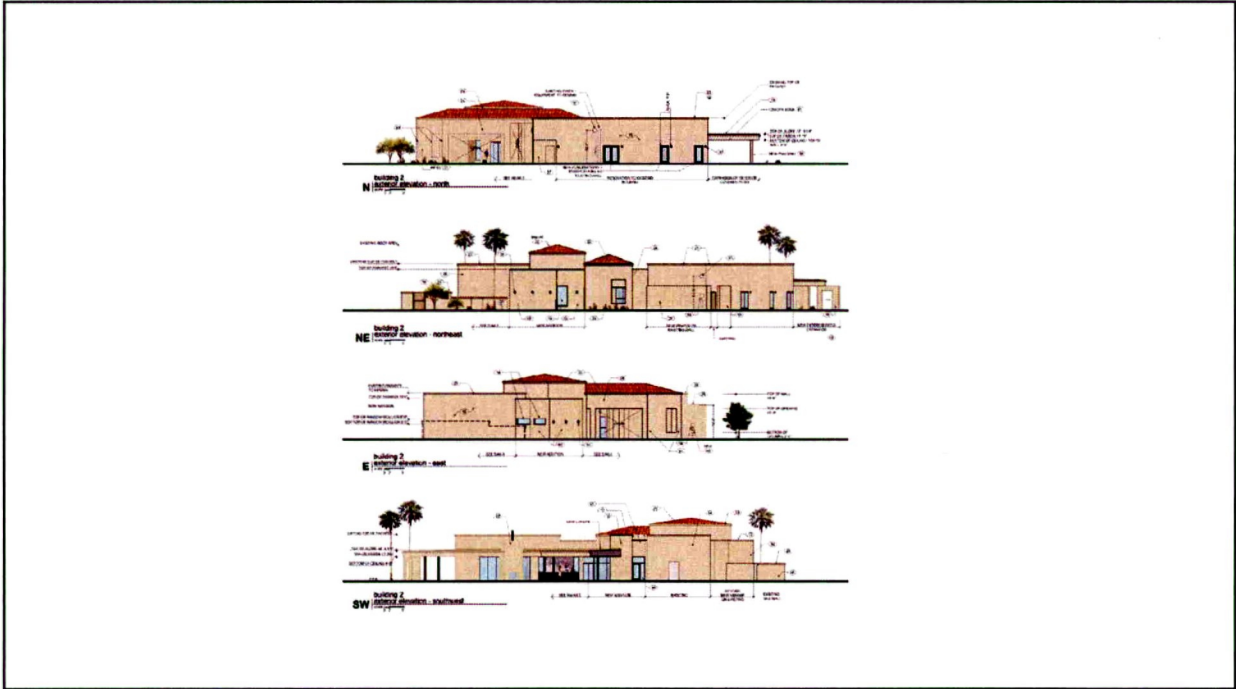
13

- Existing Use: 12-room hotel, 34-room hotel
- Proposed Use: Existing 34-room hotel, New 50-room hotel (84 rooms total)
- Buildings/Description: New 40,910 square foot hotel
New 1,544 square foot gym/cafe
Expanded 5,857 square foot lobby
Existing 15,181 square foot hotel
- Parcel Size: 4.74 acres / 206,493 sf (net)
- Allowable Density: 33 guest units/acre
- Proposed Density: 17.7 guest units/acre
(22 guest units/acre when accounting for the 40 condominium units)
- Building Height Allowed: 36 feet, exclusive of rooftop appurtenances
- Building Height Proposed: 35 feet, exclusive of rooftop appurtenances
- Parking Required: 181 (for hotel and existing condominiums)
- Parking Provided: 183 (for hotel and existing condominiums)
- Open Space Required: 51,623 square feet
- Open Space Provided: 77,000 square feet

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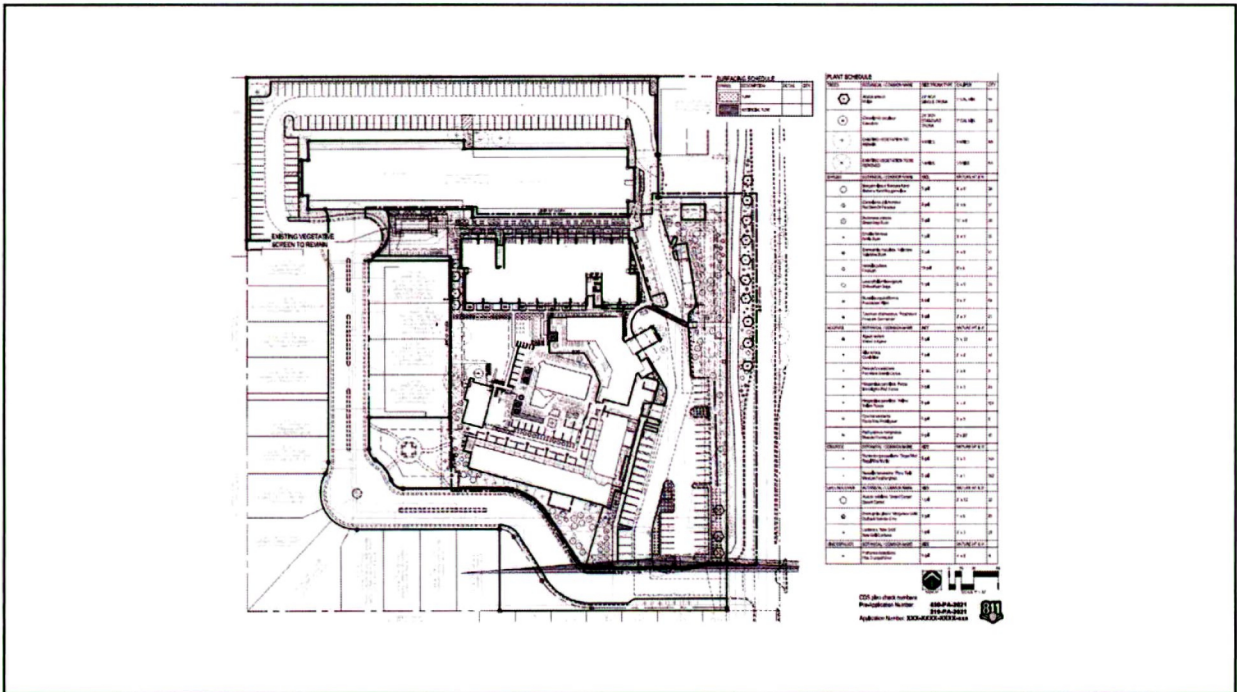
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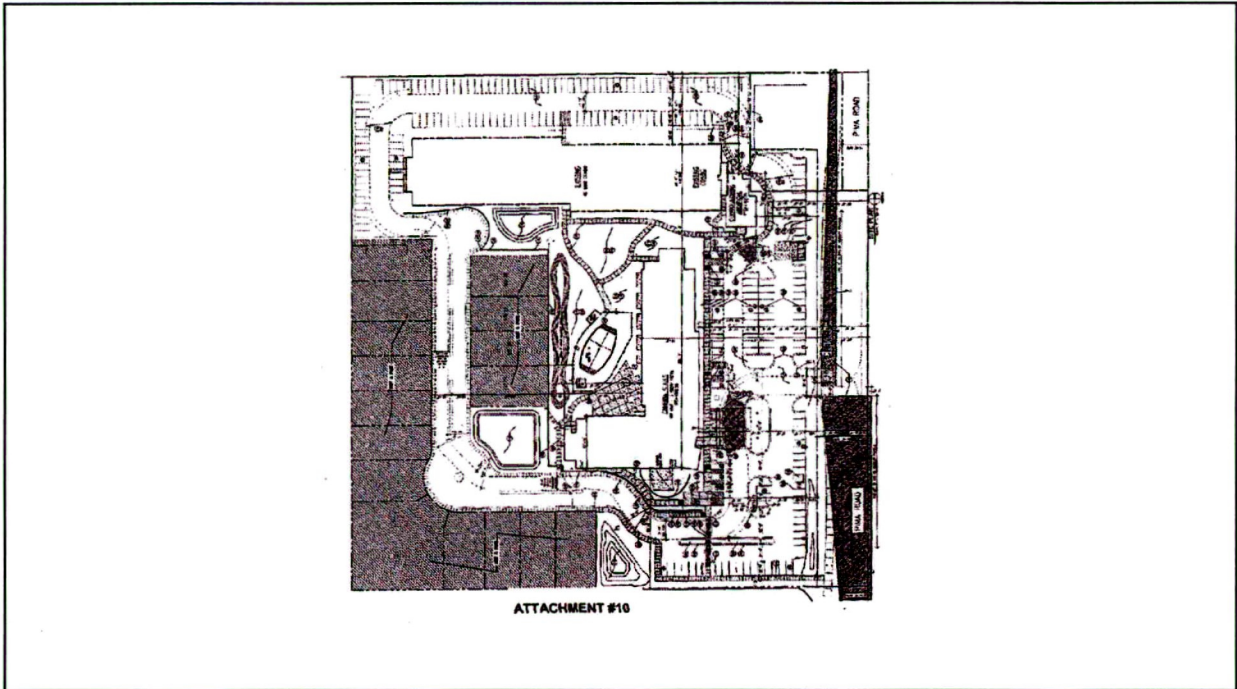
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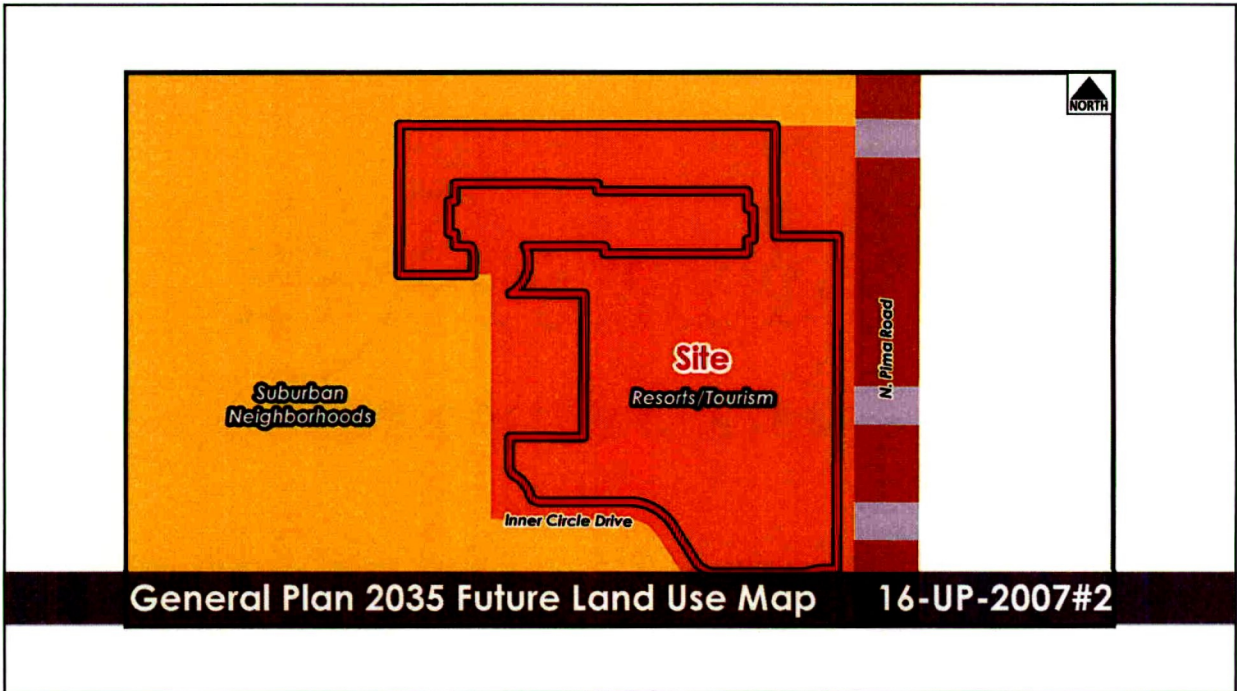
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Item 16 Applicant



[hotel brand concept]

GEORGE

scott + the salt river

In mid February of 1888, Winfield Scott was invited to the Salt River Valley in Arizona. Some residents of Phoenix had heard of Scott's reputation as a promoter and wanted him to help promote Phoenix and the surrounding area. Scott was impressed with the valley and on July 2, 1888 made a down payment of 50 cents an acre for a section of land. His brother, **George** Washington Scott, came at Winfield Scott's request to clear the land. He was Scottsdale's first citizen in residence. He planted 80 acres of barley, 20 acres of vineyards and a 7-acre orchard. The brothers were known as farmers who cultivated citrus trees, figs, potatoes, peanuts and almonds.

As the first person to **grow peanuts, citrus trees, and grapes** in the Salt River Valley, Winfield Scott advocated the area's potential as a health resort.

Winfield and wife Helen were very interested in the arts and attracted like minded cultured people to Scottsdale.

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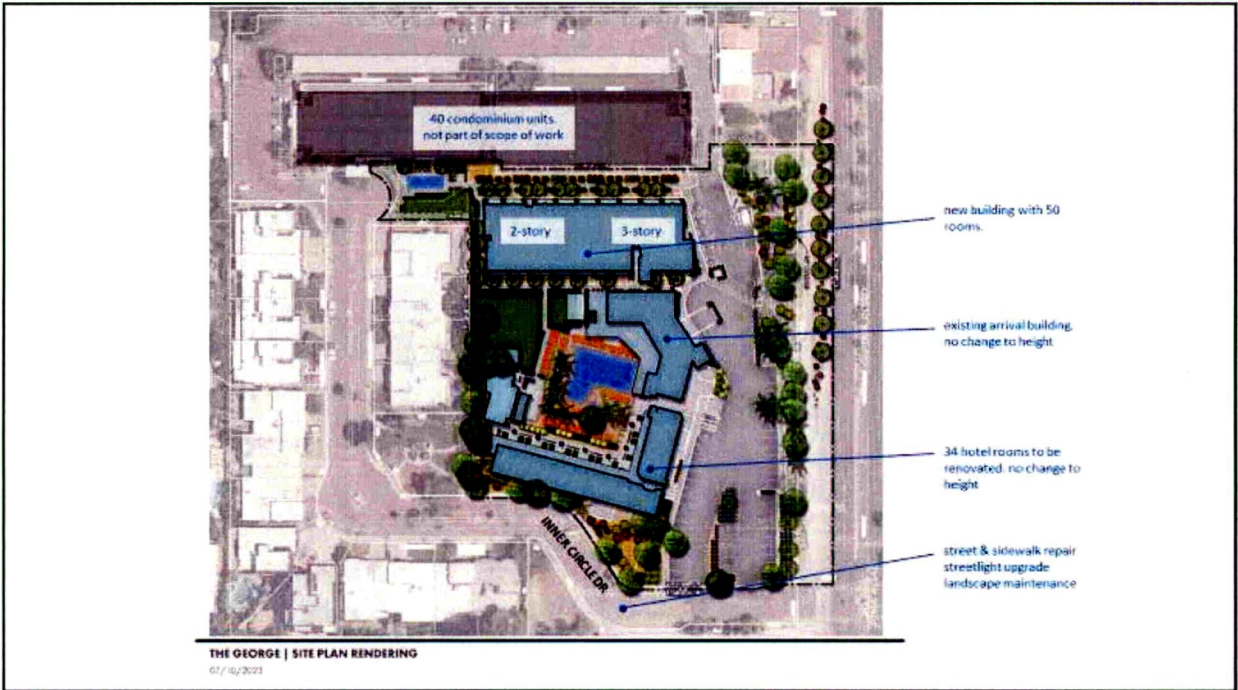
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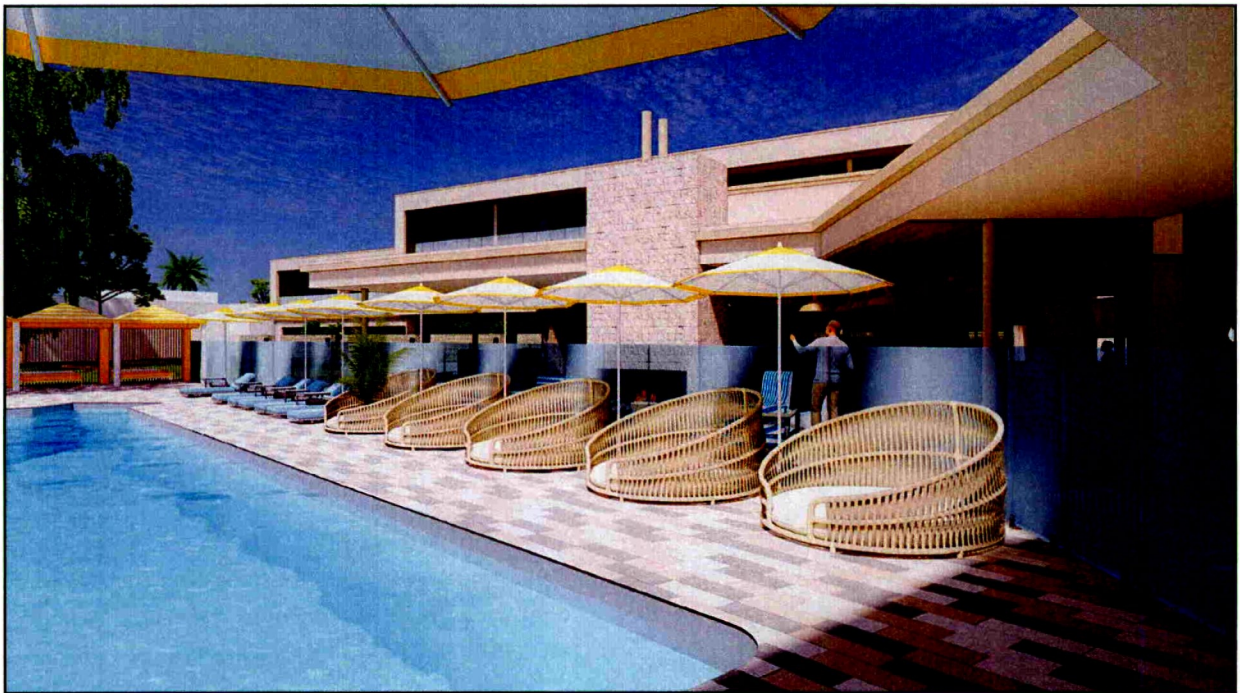
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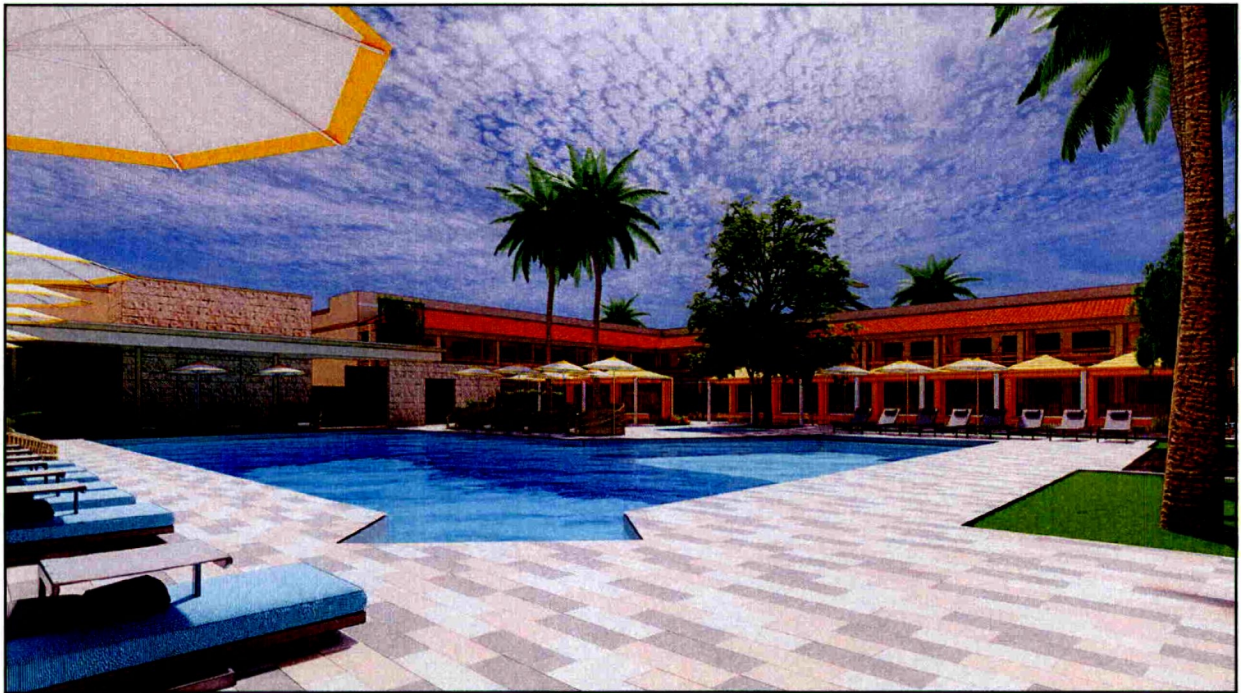
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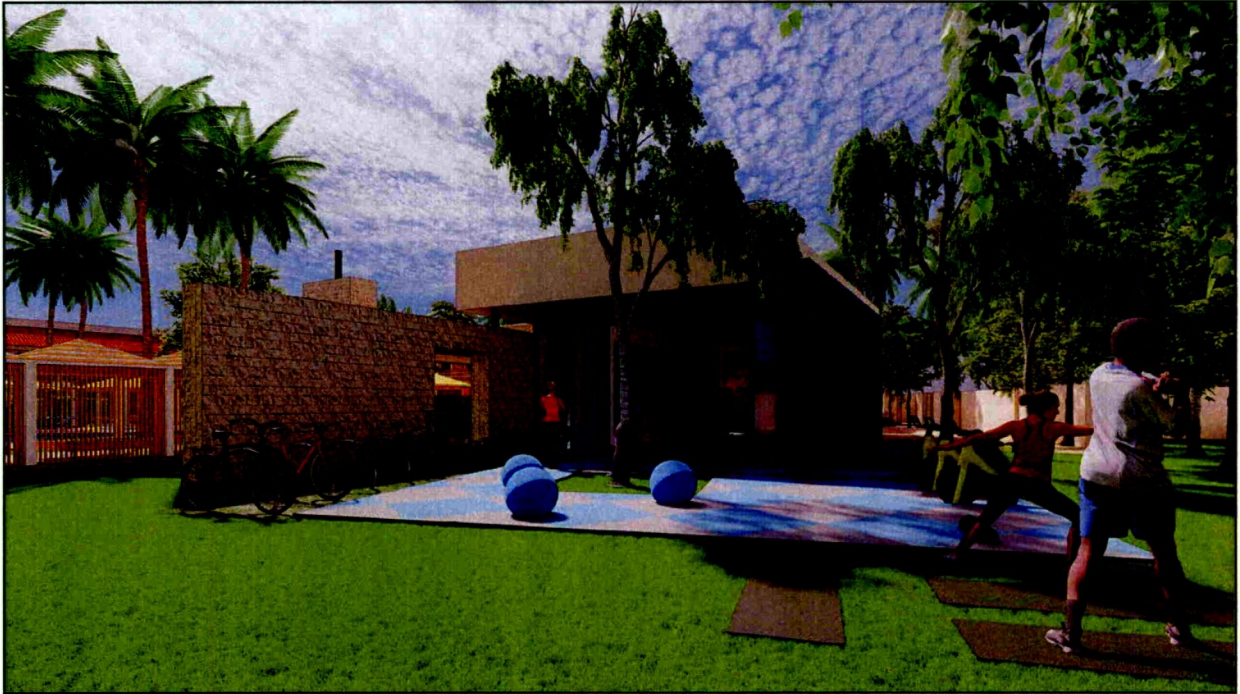
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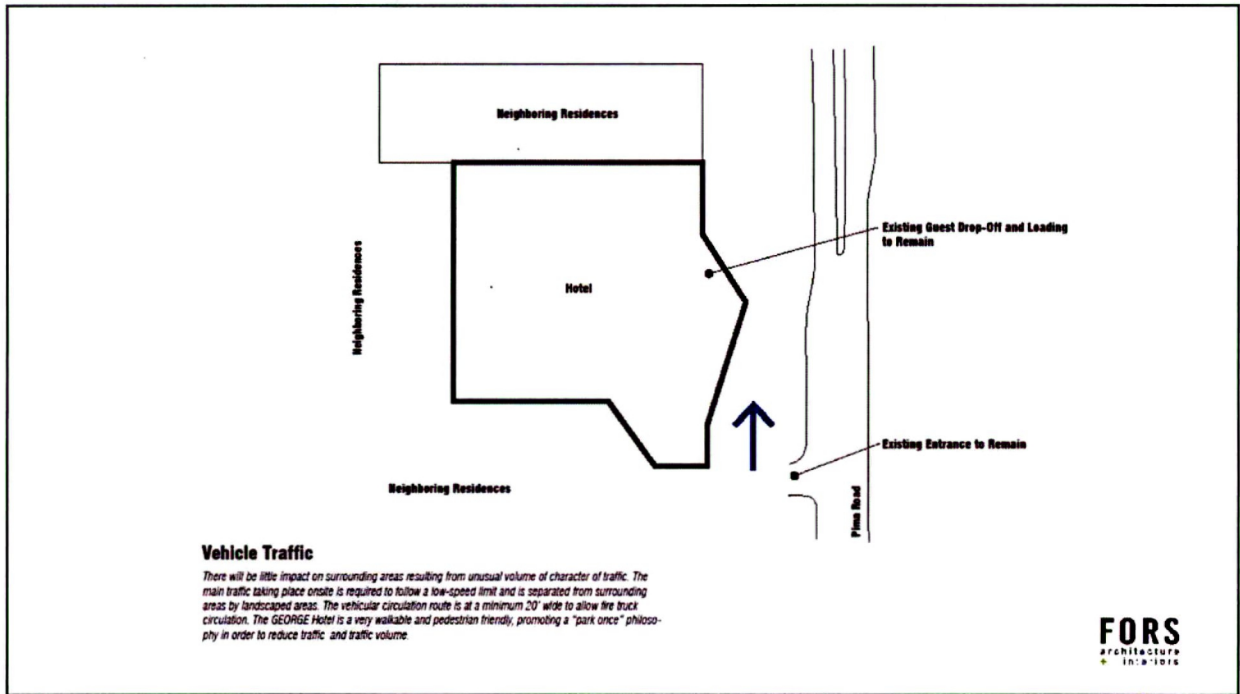
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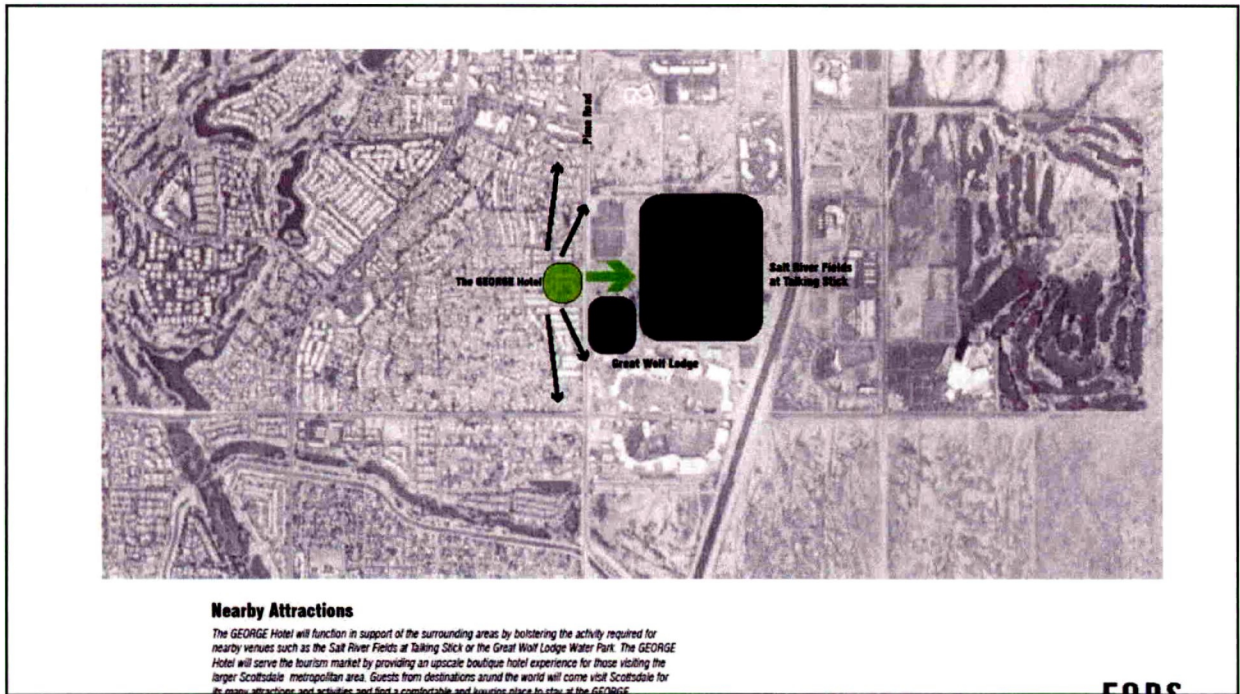
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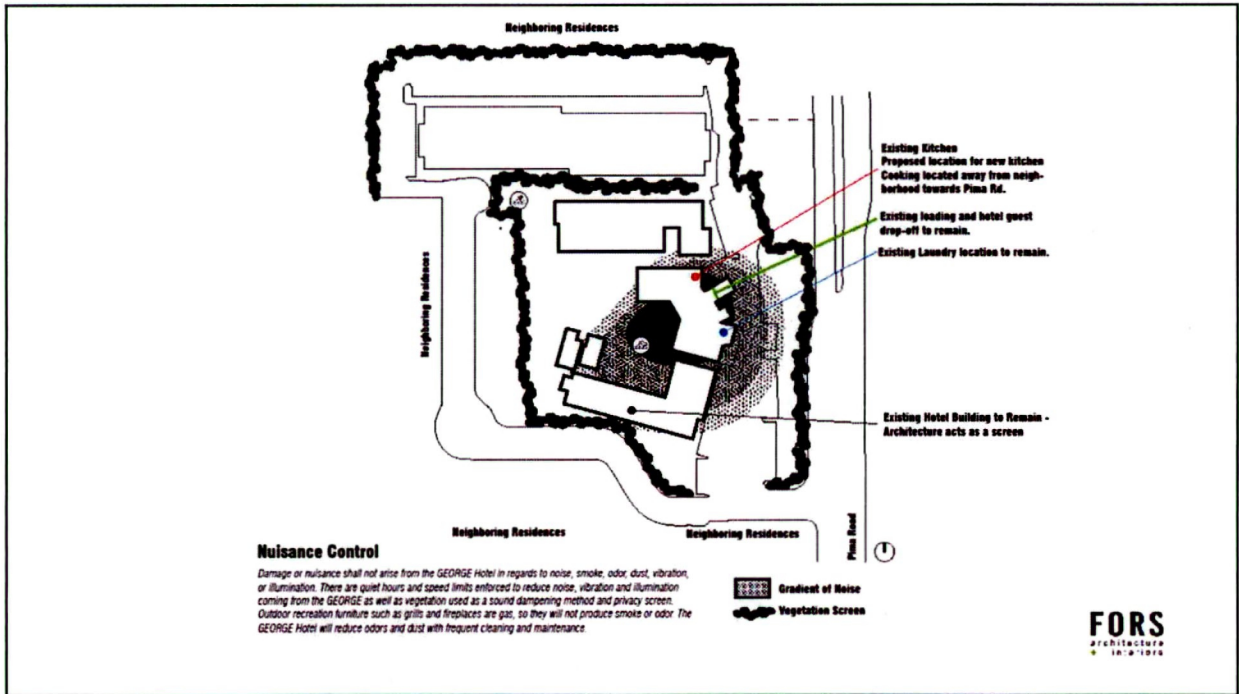
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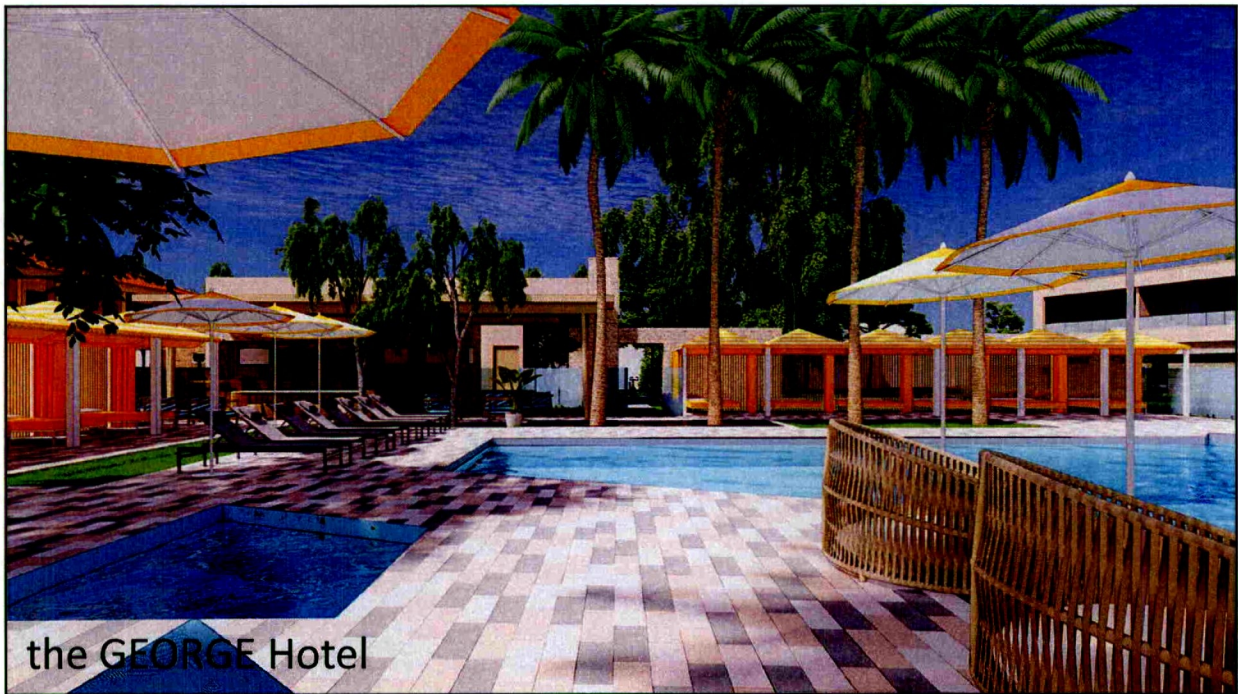
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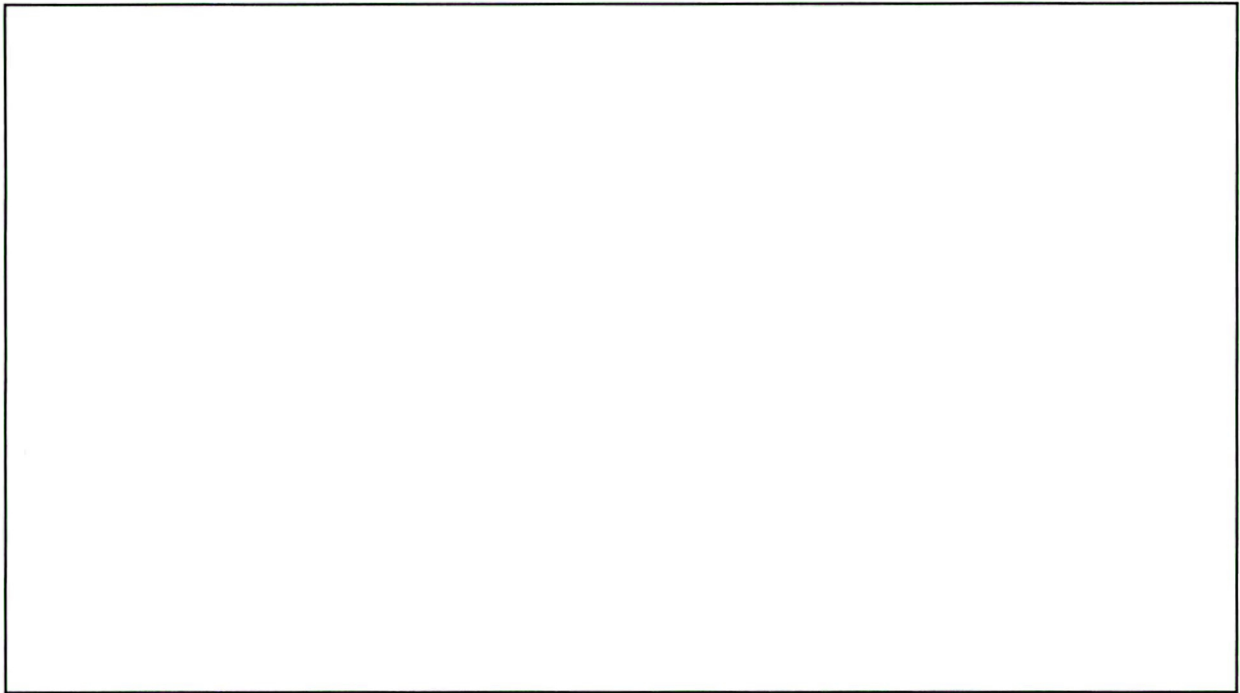
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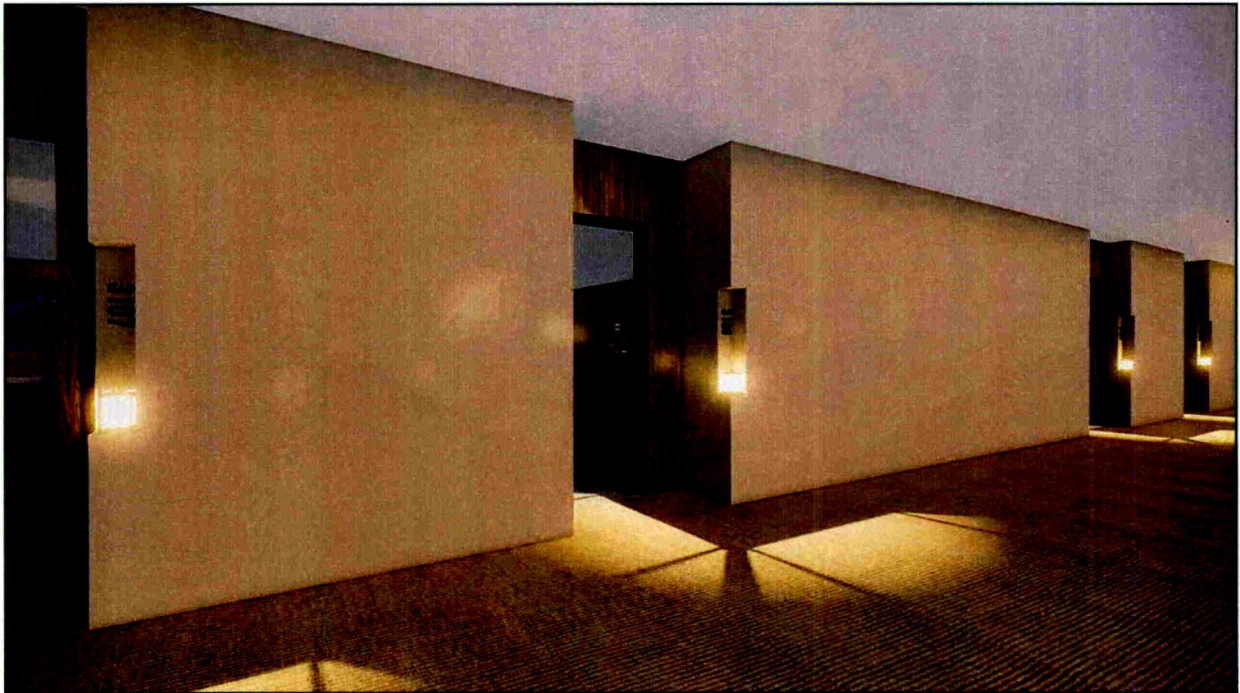
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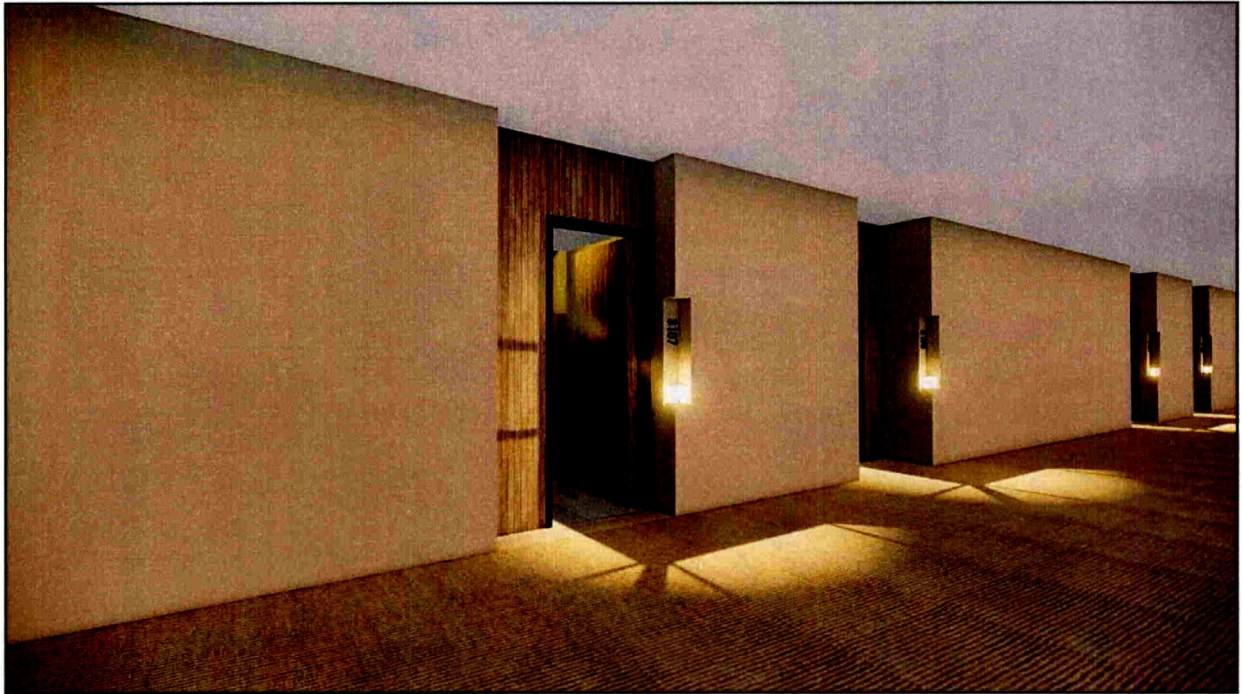
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