



**Fiesta Bowl & Scottsdale Convention & Visitors Bureau
Contract Fulfillment
2014-15**

**VIZIO Fiesta Bowl
Wednesday, Dec. 31, 2014
Boise State University (38) vs. University of Arizona (30)
Attendance: 66,896
National TV Rating: 4.6 (7.4 million viewers)**

**TicketCity Cactus Bowl
Friday, Jan. 2, 2015
Oklahoma State (30) vs. University of Washington (22)
Attendance: 35,750
National TV Rating: 2.4 (4.0 million viewers)**

1.1 Both Fiesta Bowl teams stay in Scottsdale/PV resorts.

Both Fiesta Bowl teams stayed in Scottsdale/PV resorts.

- Fairmont Scottsdale Princess: Boise State University Team, 1,183 room nights
- The Scottsdale Plaza Resort: University of Arizona Team, 1,159 room nights

1.1 One Cactus Bowl team stays in a Scottsdale/PV resort (Dec. 2006-09).

Although this is no longer required per the contract, one Cactus Bowl team stayed in a Scottsdale/PV resort.

- Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch: University of Washington Team, 963 room nights

1.2 Both Fiesta Bowl teams practice at Scottsdale-area facilities.

Both Fiesta Bowl teams practiced at Scottsdale-area facilities.

- Pinnacle High School: Boise State University practiced Dec. 26-29
- Scottsdale Community College: University of Arizona practiced Dec. 26-29

1.2 One Cactus Bowl team practices at Scottsdale-area facility (Dec. 2006-09).

Although this is no longer required per the contract, one Cactus Bowl team practiced at a Scottsdale-area facility.

- Chaparral High School: University of Washington practiced Dec. 28-31

1.3 Fiesta Bowl responsible for securing and renting its Scottsdale practice facilities.

Fulfilled

1.4 Fiesta Bowl to cause 5 groups representing 2,000 room nights to lodge in Scottsdale/PV—with at least 3 of these groups affiliated with Fiesta—not Cactus Bowl.

The Fiesta Bowl caused 8 groups representing 4,768 room nights to lodge in Scottsdale/PV, with 7 of these groups affiliated with the Fiesta Bowl.

- Chaparral Suites Resort: Boise State University Band & Cheer, 379 room nights
- DoubleTree Resort by Hilton Paradise Valley-Scottsdale: Boise State University Alumni, 225 room nights
- Fairmont Scottsdale Princess: Boise State University Team, 1,183 room nights
- Hilton Scottsdale Resort & Villas: University of Arizona Band & Cheer, 321 room nights
- Hotel Valley Ho; University of Arizona Alumni, 168 room nights (*received attrition for room nights*)
- Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch: University of Washington Team, 963 room nights
- JW Marriott Camelback Inn: Fiesta Bowl & Cactus Bowl Media, 370 room nights
- The Scottsdale Plaza Resort: University of Arizona Team, 1,159 room nights

These numbers reflect groups generated by the Fiesta Bowl/Cactus Bowl. There were other tour groups, fans and visitors throughout Scottsdale that were not a direct referral from the Fiesta Bowl/Cactus Bowl.

Additional room nights also were generated at a Phoenix-based resort that is in the Scottsdale CVB membership: Royal Palms Resort & Spa (college football playoffs and conference VIPs, 67 room nights).

2.1 SCVB exclusive CVB and hotel reservation service for Fiesta Bowl game.

Fulfilled

2.2 Fiesta Bowl shall promote within its collateral, the SCVB's website for accommodations bookings.

Fulfilled

2.3 Fiesta Bowl to refer customers seeking accommodations to SCVB's website.

Fulfilled

2.4 Fiesta Bowl to provide link from home page of its website to SCVB's accommodations booking page.

In addition to providing a link from the home page of its website to the CVB's website, the Fiesta Bowl also provided the CVB with a 300x100 banner ad, a logo link from their partner recognition page, and promotional copy about the area.

VIZIO City of Scottsdale

Signature Scottsdale Experiences

In the heart of the Sonoran Desert, light pours from the everyday into ordinary. Scottsdale, Arizona, welcomes you with all the energy of a young city on the move and the charm and hospitality of days gone by. It's a magical blend of contemporary and traditional, urban and open, invigorating and sublime that will inspire you to vacation-induced bliss. Best of all, this Southwestern gem offers vacation experiences that run the gamut from high adventure to pure indulgence, which means your Scottsdale getaway can be as individual as you are.

Signature Desert Activities

With more than 300 days of sunshine each year, any day is a great day to explore Scottsdale's rugged side. Whether you prefer do-it-yourself adventures or guided excursions, the options for exploring Scottsdale's Sonoran Desert are as varied as the landscape itself and include activities like hiking, river rafting, rock climbing, hot air ballooning, and off-road

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play over to the Arizona Cowboy College. Here, you'll spend a day on the trail, learning the art of horsemanship and cattle ranching.

to world-class institutions like the Heard Museum, Scottsdale Museum of Contemporary Art, and the Heard Museum. Scottsdale celebrates the visual and performing arts in all its forms. Local favorites include the Adobe Clay Pottery Studio and the Glass Door Spa at The Boulders Resort.

We are ready to indulge you with a host of innovative treatments, massages, and spa services. Local favorites include the Adobe Clay Pottery Studio at the Glass Door Spa at The Boulders Resort.

In a bevy of upscale boutiques, open-air shopping centers and in the Scottsdale Fashion Square, the Southwest's largest shopping mall, Neiman Marcus, Jimmy Choo and 7 for All Mankind.

Scottsdale's more than 200 area courses. Trails range from traditional to the most noteworthy courses like Troon North, TPC

2.5 Fiesta Bowl shall promote accommodations-booking page to incoming groups.

Fulfilled

2.6 Fiesta Bowl allows SCVB to appoint representative to be part of committee related to game accommodations for incoming universities.

SCVB worked with Fiesta Bowl to send a lead to Scottsdale/PV hotels in order to negotiate new contracts for 2014-15. Contract negotiations with hotels are handled directly between the hotels and the Fiesta Bowl.

2.7 Fiesta Bowl to allow SCVB to take part in promotional trips to markets of participating teams.

The CVB did not participate in these trips this year. Instead, we worked directly with Fiesta Bowl staff to identify and place groups in Scottsdale/PV properties. The CVB also participated in team meetings that took place at the Fiesta Bowl office.

2.8 Fiesta Bowl to provide minimum of 5 public address announcements during each Fiesta Bowl game.

The Fiesta Bowl provided the CVB with five public address announcements during the Fiesta Bowl game. In addition, the CVB's logo was shown on the stadium video boards during these public address announcements.

2.9 Fiesta Bowl to provide SCVB two 30-second video board spots during each Fiesta Bowl game.

The Fiesta Bowl provided the CVB with two 30-second video board spots during the Fiesta Bowl game.

2.10 Fiesta Bowl to provide SCVB with a full-page ad in Fiesta Bowl and Buffalo Wild Wings Bowl game programs and Fiesta Bowl Entertainment Guide.

Both the Fiesta Bowl and Cactus Bowl game programs included a full-page ad from the CVB, as well as both City of Scottsdale and Scottsdale CVB logos on the sponsor recognition pages. A total of 8,000 Fiesta Bowl programs were distributed to all suites and sold at merchandise stands, while 6,000 Cactus Bowl programs were distributed.

The CVB's full-page ad and logo were included in the Fiesta Bowl Entertainment Guide. A total of 15,000 copies were distributed to parade spectators, alumni groups of participating teams, hotel partners, shopping centers, local restaurants and other businesses along the parade route.



2.11 Fiesta Bowl to list City of Scottsdale and SCVB as sponsors in Fiesta Bowl game program and other areas where sponsors listed.

Fulfilled

3.1 Fiesta Bowl to provide one stadium suite for each Fiesta Bowl game.

The CVB's convention sales team used the stadium suite during a meeting planner familiarization tour. The suite helped us attract top planners who otherwise wouldn't have been here.

3.2 Fiesta Bowl to provide 30 tickets to Fiesta Bowl game in best available "non suite" category of seating.

The CVB used these tickets for various contests as well as for local meetings clients.

3.3 Fiesta Bowl to provide 50 tickets to Fiesta Bowl's Fan Fest (formerly College Football's Biggest Party) for Fiesta Bowl game.

At the CVB's request, the Fiesta Bowl agreed to swap these tickets out for additional Stadium Club pregame party passes that are more valuable to the CVB in hosting clients.

3.4 Fiesta Bowl to provide 8 tickets to its pregame party for Fiesta Bowl game.

The CVB used these tickets for a contest and the convention sales team's meeting planner familiarization tour.

3.5 Fiesta Bowl to provide 8 parking passes for Fiesta Bowl game.

The CVB used these tickets for the convention sales team's meeting planner familiarization tour.

3.6 Fiesta Bowl to provide 8 games tickets to Cactus Bowl.

The CVB used these tickets for various contests.

3.7 Fiesta Bowl to provide 2 parking passes to Cactus Bowl.

The CVB used these tickets for various contests.

3.8 Fiesta Bowl to provide 4 tickets to Fiesta Bowl Ball.

The Fiesta Bowl Ball is no longer an event hosted by the Fiesta Bowl. In place of these tickets, the CVB receives 4 Club Tickets, which were used for a contest.

3.9 SCVB agrees not to resell any of the tickets it receives from Fiesta Bowl.

Fulfilled

4.1 City provides Scottsdale police escorts to & from daily practices & to & from Fiesta Bowl & Cactus Bowl games to all teams that stay in Scottsdale/PV properties. The escorts are provided at no charge to Fiesta Bowl or the applicable teams.

Fulfilled

4.2 City provides Scottsdale police department representative to aid Fiesta Bowl and Cactus Bowl teams staying in Scottsdale with matters of public safety and security.

Fulfilled

4.3 SCVB shall aid Fiesta Bowl, upon request, with locating practice facilities within Scottsdale for use by Fiesta Bowl and Cactus Bowl teams.

The Fiesta Bowl kept the same practice facilities it has used for years and did not request CVB assistance.

4.4 SCVB shall aid Fiesta Bowl annually, upon request, with securing room blocks and rates at Scottsdale and Paradise Valley resorts at rates set by BCS for Fiesta Bowl and Cactus Bowl games.

The CVB worked with Fiesta Bowl to send a lead to Scottsdale/PV hotels in order to negotiate new contracts for 2014-15. Contract negotiations with hotels are handled directly between the hotels and the Fiesta Bowl.

4.5 SCVB shall secure for Fiesta Bowl's use a block of 250 room nights at Scottsdale/PV resorts at substantially-discounted rate.

Fiesta Bowl did not use this benefit in 2014-15.

4.6 SCVB shall feature Fiesta Bowl within SCVB's destination marketing materials.

Following is a recap of how the CVB promoted the 2014-15 Fiesta Bowl games.

VIZIO Fiesta Bowl

Online

- Fiesta Bowl dedicated event splash page (6,024 page views)
- Fiesta Bowl Preview online article (52 page views)
- Included on holiday campaign page, ScottsdaleHolidayExperience.com (8,607 page views)
- Posted to carousels on CVB website driver pages: Home, Arts, Attractions, Desert Exploration, Shopping, Spas, Resorts, Dining, Plan Your Trip, Things to Do (103,285 total page views)
- Social media:
 - 9 Twitter posts (31,900 followers)
 - 8 Facebook posts (68,400 followers)
- Pay-per-click Google advertising (140,953 impressions)

Email

- Included in November leisure email (88,990 sends)
- Included in November sales email (6,974 sends)
- Included in November tourism email (4,673 sends)

Print

- Featured event listing in the 2014 Scottsdale Visitors Guide calendar section, page 32 and included in the calendar of events, page 33 (176,000 printed copies)
- Included in November/December printed calendar of events (6,000 printed copies)
- Included in January/February printed calendar of events (10,000 printed copies)
- Included in Sports Events Magazine December advertorial (16,614 impressions)

Sales

- Fiesta Bowl FAM: Five event planners and their guests were in attendance

Public Relations

- Featured in SCVB press releases:
 - Rush to Scottsdale for the 44th Annual VIZIO Fiesta Bowl (Boise State) (distributed to 51 media contacts)
 - Rush to Scottsdale for the 44th Annual VIZIO Fiesta Bowl (Arizona) (distributed to 104 media contacts)
 - Scottsdale Signature Events (distributed as needed)

Additional Promotion

- Included in the Scottsdale Signature Events: November and December 2014 video posted to the CVB website, CVB YouTube channel and shown on Channel City Cable 11 (627 views on YouTube)
- Scottsdale CVB Fiesta Bowl contests
 - Online contest: 15,223 page views to landing page; 5,594 entries
 - Twitter and Facebook ticket giveaway: 316 page views to Bowl Game Ticket Giveaway promotional post; 72 entries
 - Scottsdale Fashion Square ticket giveaway: 30 entries

TicketCity Cactus Bowl

Online

- Cactus Bowl dedicated event splash page (601 page views)
- Cactus Bowl Preview online article (22 page views)
- Included on holiday campaign page, ScottsdaleHolidayExperience.com (8,607 page views)

Print

- Featured Event listing in the 2014 Scottsdale Visitors Guide calendar section, page 32 and included in the calendar of events, page 33 (176,000 printed copies)
- Included in November/December printed calendar of events (6,000 printed copies)
- Included in January/February printed calendar of events (10,000 printed copies)
- Included in the Scottsdale Republic December insert (94,120 impressions)
- Included in Sports Events Magazine December advertorial (16,614 impressions)

Public Relations

- Featured in SCVB press releases:
 - Rush to Scottsdale for the 26th Annual TicketCity Cactus Bowl (Washington) (distributed to 206 media contacts)
 - Rush to Scottsdale for the 26th Annual TicketCity Cactus Bowl (Oklahoma State) (distributed to 108 media contacts)
 - Scottsdale Signature Events (distributed as needed)

Additional Promotion

- Included in the Scottsdale Signature Events: January 2015 video posted to the CVB website, CVB YouTube channel and shown on Channel City Cable 11 (90 views on YouTube)
- Scottsdale CVB contests:
 - Twitter and Facebook ticket giveaway: 316 page views to Bowl Game Ticket Giveaway promotional post; 72 entries

- Cactus Bowl locals ticket giveaway: 192 people reached through Facebook promotional post; 94,120 impressions through December Scottsdale Republic insert; 20 entries

4.7 SCVB/City payment to Fiesta Bowl

SCVB/City paid Fiesta Bowl \$287,400 for 2014-15 benefits as stipulated in the 20-year agreement.



2015 Bowl Game Hotel Performance Recap

The following recap outlines hotel occupancy, average daily rate (ADR) and revenue per available room (RevPAR) for both the Fiesta Bowl and Cactus Bowl. Game timeframes include the three nights prior to the game, game night and the night after the game.

FIESTA BOWL

Wednesday, Dec. 31, 2014

Boise State vs. University of Arizona

This year's Fiesta Bowl matchup of Boise State vs. University of Arizona was not expected to bring a lot of room nights because of the local Wildcat fan base. However, compared to last year's matchup of Baylor vs. Central Florida, which brought two teams experiencing the Fiesta Bowl for the first time, this year's game generated more room nights and a higher average daily rate. Occupancy increased 9.3%, ADR was up 10.3%, and RevPAR increased nearly 20% over last year. Boise State fans have traveled well in the past, and fans from Tucson were encouraged to enjoy a long holiday weekend and stay in Scottsdale for the new year.

Scottsdale/Paradise Valley – Dec. 28, 2014-Jan. 1, 2015 vs. Dec. 29, 2013-Jan. 2, 2014

	Occupancy	ADR	RevPAR
2014/15	66.8%	\$184.16	\$123.29
2013/14	61.1%	\$166.89	\$103.08
Change – 2014/15	9.3%	10.3%	19.6%

CACTUS BOWL

Friday, Jan. 2, 2015

Oklahoma State vs. University of Washington

Occupancy for this year's Oklahoma State vs. Washington match-up was disappointing (down 9% from last year's game between Kansas State and Michigan) since both schools have large alumni bases that are known to travel well. Plus, fans in these cities are usually looking to escape their cold winter weather for a warm-weather getaway. For example, Oklahoma City's weather averaged 38 degrees the week of the game, and Seattle's weather was around 48 degrees compared to an average of 55 degrees in Scottsdale. Despite the decrease in occupancy, Scottsdale/Paradise Valley hotels experienced a double-digit increase in ADR (+16.9%), which brought year-over-year RevPAR growth of 7.2%.

Scottsdale/Paradise Valley – Dec. 30, 2014-Jan. 3, 2015 vs. Dec. 25-29, 2013

	Occupancy	ADR	RevPAR
2014/15	58.9%	\$176.69	\$105.65
2013/14	65.0%	\$151.20	\$98.60
Change – 2014/15	-9.4%	16.9%	7.2%

Source: Smith Travel Research, Inc. Republication or other re-use of this data without the express written permission of STR is strictly prohibited.