



presented by
Cadillac

CITY OF SCOTTSDALE EVENT DEVELOPMENT FUNDING PROGRAM PROPOSAL

Presented September 2015

EVENT DEVELOPMENT FUNDING PROGRAM PROPOSAL

Presented By: R Entertainment

I. Identify the name, date, location of your event, and host hotel if applicable along with the proposed sponsorship request.

- a.** AZCentral.com Food & Wine Experience
Saturday and Sunday, November 7 & 8, 2015
Scottsdale Fashion Square “Event Park”

II. Describe event, participants, attendees and how you will provide qualitative and quantitative information regarding event attendees and participants.

a. The master plan for the azcentral.com Food & Wine Experience (AZCFWE) is to create an evergreen property that will blossom into a Scottsdale signature event. The event brings together the perfect balance of consumer engagement, media development, entertainment excitement and major local and national brand activation that will eventually drive major hotel room nights. Elements of the Experience will include the food lover’s favorite -- the Grand Tasting Experience with more than 100 restaurants, wineries, breweries and spirits; plus expos featuring the latest kitchen tools & gadgets, new cooking technologies, a luxury & relaxation venue, and a fashionable millennial party called Aperitif. Seminars, master classes and exclusively intimate dining experiences are also a major part of this extravagant event.

b. Gannett is an equity partner in azcentral.com Food & Wine Experience. Always a sponsor of events in the past, this is the first time ever that Gannett has invested as a partner in an event. Gannett has a presence in over 80 markets nationally. Our Public Relations team will also be targeting organizations that are major Scottsdale tourism ‘feeder’ markets. See addendum B.

c. Both the participants (chefs and business owners) and the attendees are affluent individuals. They are influential decision makers, gate keepers, industry trendsetters, TV Network celebrities, and culinary superstars nationally and internationally.

d. Demographics of similar food and wine events report the attendees median age ranges of 36-50 with an average household income of 100k +.

e. One of AZCentral.com Food & Wine Experience’s goals is to capture the attention of the Millennial Generation. Millennials, more than any other generation, actively seek unique, new ways to come together to learn, try, taste, and embrace the latest in local, artisanal foods, craft beers, spirits and wines. With more than 50% of millennials now referring to themselves as “foodies”, they are engaged with the culinary culture while choosing to spend more time and money on event-based experiences. Millennials are prioritizing these types of events because they offer a chance to connect socially over food and drink, act as connoisseurs while trying a variety of items, and see behind the scenes of the products they eat and drink. Food and beverage events are the perfect opportunity to combine their love of live experiences with their passion for unique, quality food and drink.

e.i. The event will host the “Aperitif After Dark” Party where millennials can celebrate music, food, drink and interactive elements, delivering a multi-sensory experience. Additional experiences such as “Yoga & Mimosas”, “Yappie Hour”, etc. are aimed at the objective to create interactive culinary experiences beyond traditional tasting events.

f. R Entertainment owns its own ticketing site which the sales of the event will be driven through, and can provide quantitative data presenting all local, national and international visitors.

III. Include all levels of sponsorships in your proposal including the level you are requesting for the City of Scottsdale.

a. AZCFWE Sponsorship packages are customized to the needs of the individual partners. The City of Scottsdale will be a key sponsor included in all of the event media as THE destination as well as all of the elements of Scottsdale’s brand. We will promote the City of Scottsdale via print, online databases and at the event.

b. Our request for \$75,000 will be regained by the City of Scottsdale via the immense promotional concentration towards Scottsdale, its utilization of local business owners and local celebrity chefs, and the business brought in by attendees and celebrity appearances.

c. AZCentral.com Food & Wine Experience is presented by Cadillac and AJ’s Fine Foods will be hosting AJ’s Fine Foods Festive Entertaining Pavilion. Additional sponsors include Molina Jewelers, Alliance Bank, Sub Zero/Wolf, Alliance Beverage Distributing Company, and Hensley Beverage Company as official category sponsors.

IV. Describe how the event will contribute to the Scottsdale CVB branding efforts as well as provide exposure nationally, internationally and/or outside Maricopa County for Scottsdale’s attractiveness as a destination to our target upscale resort visitor.

a. The Gannett flagship newspaper, USA Today, will promote the event generating a “conservative” estimate of 3 million consumer impressions with a \$170,000 advertising campaign. Thirty-nine quarter page color ads will be distributed into 13 major markets. See addendum A.

b. Gannett/Republic Media has committed a minimum of \$624,000 in promotional media to support this event. See plan in addendum A. Gannett is an international media and marketing company, one of the largest, most geographically diverse media companies in the U.S. serving over 80 markets. Through its powerful network of broadcast, digital, mobile and print platforms, the company informs and engages 110 million people each month. Gannett reaches more than 65 million unique visitors online each month [or 29 percent of the U.S population]. An invested partner in this event, The Arizona Republic, owned by Gannett, is the largest newspaper in the greater Southwest region, reaching approximately 1.5 million readers each week. AZCentral.com is Arizona’s No. 1 website and attracts more than four times the traffic of its nearest competitor.

c. Our Public Relations team will also be targeting organizations that are major Scottsdale tourism ‘feeder’ markets. See addendum B.



d. The caliber of the event will be promoted via our active partnerships with top tier restaurants, James Beard Award-Winning Chefs, elite business owners, critically acclaimed cookbook authors, celebrities endorsing cookbooks and spirits products, as well as the ambiance of the event via location, décor, additional high-end sponsors, hotel accommodations and partnerships.

V. Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale as generate room nights as well as enhance the length of stay.

a. Gannett is distributing marketing content about the event through key markets with USA Today. The event will be working with Scottsdale CVB hotels for “stay and play” packages with event discount codes and incentivizing Scottsdale CVB properties to market their packages using social marketing content. The event will also promote the City of Scottsdale and partner hotels using click-throughs on the event website and Gannett’s website.

b. The event is working with B2B companies to purchase Cabana packages that include tickets to the VIP Grand Tasting event and Millennial party to entertain clients for the weekend. We will market Scottsdale to these clients, ticket buyers, and our national and international celebrities and chefs by suggestion attractions, hotels, dining and activities via personal offers and linking these experiences and Scottsdale’s CVB website on our event website.

c. Because AZCFWE models South Beach Food & Wine Festival (62,000 attendees) and Aspen Food & Wine Classic (minimum ticket \$1000), it will attract the upscale visitor who is familiar with these high-end events, and educate visitors about Scottsdale as a national culinary destination. Demographics of similar food and wine events report the attendees median age ranges of 36-50 with an average household income of 100k +.

VI. Outline how evidence of room nights in Scottsdale hotels as a result of the event will be provided.

a. R Entertainment owns its own ticketing site which the sales of the event will be driven through, and can provide quantitative data presenting all national and international visitors.

b. Our national and international Chefs will have arrangements made at Scottsdale hotels, and we will be working with Scottsdale hotels on room/ticket packages for all visitors. These packages will be offered on the event website and promoted through the event marketing plan. Hotel restaurants and chefs will be heavily involved in the event, therefore promoting the hotel and enticing room stays.

VII. Events eligible for consideration should fit one or more of these drivers in order to be considered: Art and Culture, Culinary, Golf, Sports and Recreation, and Western.

a. AZCentral.com Food & Wine Experience encompasses the paramount reflection of Culinary and Art and Culture in Scottsdale. Scottsdale’s culinary talent will be on display nationally. The event has already secured three local James Beard Award-Winning Chefs as well as 30 additional top respected chefs in the Valley, most of them who practice their craft in Scottsdale. Through Network TV Star Chefs, national and international chefs, cookbook authors and celebrity endorsed spirits and food lines, Scottsdale will be the center of the spotlight as a national culinary destination. The event will additionally be working with local artists and musicians to provide an unprecedented atmosphere highlighting the culture that is Scottsdale.



presented by *Cadillac*



VIII. A detailed, itemized list of what sponsorship benefits the City of Scottsdale will be receiving as part of the sponsorship package. Please include impression values, quantity, distribution methods.

a. Promotional Media

a.i. The City of Scottsdale will be a key sponsor included in all of the event media as THE destination as well as all of the elements of Scottsdale's brand.

a.ii. USA Today has pledged over \$170,000 in advertising in 13 major markets.

a.iii. Gannett/Republic Media has pledged over \$624,000 dollars in promotional media

a.iv. Public Relations campaign with a target of over 50 million consumer impressions. See plan in addendum B.

b. Hospitality:

b.i. On Site Event Signage

b.ii. City of Scottsdale/Scottsdale CVB Listed in Program

b.iii. Scottsdale CVB Concierge/Promotional Booth

c. Display exposure on Food & Wine Experience website - click through buttons to CVB website Social Media

c.i. Scottsdale CVB to receive two social media assets for promotional contesting and internal use

IX. Approved funds are based on a dollar-for-dollar match. For example, if an event is approved to receive \$30,000, the total cost of pre-event marketing expenditures required is \$60,000. Of which pre-event public relations value can be considered up to 50%.

a. Gannett is the events monetary partner in this event, a first ever occurrence as Gannett has only sponsored events in the past.

b. USA Today has pledged \$170,000 dollars in an advertising campaign.

c. Gannett/Republic Media has committed a minimum of \$624,000 in promotional media to support this event. See plan in addendum A.

d. The PR value will be at least 50 million impressions. See plan in addendum B.

d.i. A recent R Entertainment/FleurCom Group project may serve as a representative example of the scope of news media outreach to be applied to azcentral.com Food & Wine Experience. More than 540 million consumer impressions worldwide were generated for Super Bowl XLIX Big Game Big Give. These 540 million impressions exceeded \$20 million.

X. Provide economic study or economic impact results of the event and the estimated impact on Scottsdale.

a. Our goal is to create a world class signature event for the City of Scottsdale. As a first year event, there is yet to be a specific economic impact study. However, The South Beach Food and Wine Festival attracted over 60,000 guests in 2015. Charleston Food and Wine Festival reported a \$9.8 million economic impact with 21,000 visitors in 2014.



WORLD CLASS CULINARY SUPERSTARS



Graham Elliot
Host of Food Network's Craziest Restaurants in America, and co-host and judge on Fox Network's



Jenn Bare
Founder of GetCrocked.com, the #1 resource for slow cooking
Over 1.5 million followers



Angie & Ruth McCartney
Sir Paul's stepmom and sister. Enjoy afternoon tea, wine tasting and a dinner experience like no

JAMES BEARD AWARD WINNING ARIZONA CHEFS



Christopher Gross
Christopher's Restaurant & Crush Lounge



Robert McGrath
Host of "Check, Please! Arizona



Nobuo Fukuda
Nobuo Teeter House



award winning chefs

LOCAL CULINARY TALENT



Silvana Salcido Esparza
Bario Cafe



Beau MacMillan
*Sanctuary Resort
Elements*



Gio Osso
Virtu



Robin Miller
Food Network

Mel Mecinas/ *Four Seasons Resort Scottsdale at Troon*; Aaron Pool/ *Gadzooks Enchiladas & Soup*; Kevin Binkley/ *Binkley's Café*; Chris Schlattman/ *The Upton*; Josh Hebert/ *POSH Improvisational Cuisine*; Dustin Christofolo/ *Quiessence at The Farm*; Lisa Dahl/ *Mariposa Latin Inspired Grill*; Anthony DeMuro/ *Different Pointe of View at Pointe Hilton Tapatio Cliffs Resort*; Danielle Leoni/ *The Breadfruit & Rum Bar*; BJ Hernandez/ *Havana Café*; Chris Collins/ *Grassroots Kitchen and Tap*; Aaron May/ *The Yacht Club*; Cullen Campbell/ *Crudo*; Jacques Qualin/ *J & G Steakhouse at The Phoenician*; George Frasher/ *Frasher's Smokehouse*; Jason Peterson/ *Switch Restaurant & Bar*; Justin Beckett/ *Beckett's Table*; Charles Wiley/ *ZuZu Hotel Valley Ho*; Tracy Dempsey/ *Dempsey Originals*; Scott Holmes/ *Little Miss BBQ*; Robert Madrid/ *Deseo at the Westin*; Rich Hinojosa/ *The Wigwam*



award winning chefs



Presented by Cadillac

November 7-8, 2015 | Scottsdale Fashion Square

Discover the perfect balance of culinary entertainment that is uniquely Arizona. Start by sampling from a grand variety of restaurants, wineries, breweries and distilleries. Then sit down to dinner with celebrities glean techniques from food industry leaders, enjoy a delicious Sunday Brunch and keep the fun flowing at the after-party.

azcentralfoodandwineexperience.com

CULINARY TALENT INCLUDING:

LOCAL JAMES BEARD AWARD WINNING CHEFS



Christopher Gross
Christopher's Restaurant & Crush Lounge



Nobuo Fukuda
Nobuo at Teeter House



Robert McGrath
Host of "Check, Please! Arizona"

Aaron May
The Yacht Club

Chris Collins
Grassroots, Twisted Grove

Dustin Christofolo
Quiessence

Justin Becke
Beckett's Table, Southern Rail

Rich Hinojosa
The Wigwam

Aaron Pool
Gadzooks Enchiladas & Soup

Chris Schlattma
The Upton

George Frasher
Frasher's Smokehouse

Kevin Binkley
Binkley's Restaurant, Cafe Bink, Bink's Midtown, Bink's Scottsdale

Robin Miller
The Food Network

Anthony DeMuro
Different Pointe of View

Charles Wiley
ZuZu at Hotel Valley Ho

Gio Osso
Virtù

Lisa Dahl
Mariposa Sedona

Scott Holme
Little Miss BBQ

Beau McMillan
Sanctuary Resort - Elements

Cullen Campbell
Crudo

Jacques Qualin
J & G Steakhouse

Mel Mecinas
Four Seasons Scottsdale

Silvana Salcido Esparza
Barrio Café, Barrio Urbano

BJ Hernandez
Havana Cafe

Danielle Leoni
The Breadfruit & Rum Bar

Jason Peterson
Switch Restaurant & Wine Bar

Tracy Dempsey
Tracy Dempsey Originals

Josh Hebert
Posh

- WORLD-CLASS EXPERIENCES -

GRAHAM ELLIOT

Rub elbows with the culinary wizard and current host of Food Network's "Craziest Restaurants in America" and judge on Fox Network's hit cooking competitions "MasterChef" and "MasterChef Jr."



- Saturday, Nov. 7 (Cost \$175)**
- 1 Ticket to private Graham Elliott seminar
 - 1 VIP Ticket to Saturday Grand Tasting
 - 1 Graham Elliott Cook Boo



ANGIE & RUTH MCCARTNEY

Enjoy dinner, tea and wine tasting with Sir Paul's step-mom and sister. Hear Fab Four stories while you sip Mrs. McCartney's Organic Teas & Wines, which benefit the Lind McCartney Breast Cancer Research Fund.

- Saturday, Nov. 7 and Sunday, Nov. 8 (Cost \$75)**
- 1 Ticket to Tea & Wine Sampling with Angie & Ruth McCartney
 - 1 Sampler Kit of Mrs. McCartney's Teas

- EXPOS & SPECIAL EVENTS -

GRAND TASTING

Taste unlimited samples from over 100 local and global restaurants, wineries, and breweries. Guests will be entertained throughout the afternoon with interactive displays and exclusive live chef demonstrations, art, music and more!

VIP

A limited number of guests have full access to an exclusive place to hang out and enjoy special chef demonstrations, premium wine, beer and spirits, and private, limited lounge seating.

APERITIF AFTER DARK PARTY

Dance the night away with DJs, chef demonstrations, food, drinks and more.

LUXURY

This is where fashion meets food. Chefs will demonstrate their most fashionable creations while attendees discover and explore the latest in luxury goods.

Look for more excitement to be shared in the coming months.

AJ'S FINE FOODS FESTIVE ENTERTAINING

Featuring a bounty of fine foods, demonstrations, and gourmet sampling.



KITCHEN GADGET EXPO

Learn about the latest and greatest kitchen gadgets that can turn the novice chef into an entertainment guru.

TECHNOLOGY EXPO

Get a hands-on opportunity to discover kitchen SMART technology, from appliances to cooking demonstrations and the latest innovations.

FARMER'S MARKET

Enjoy the freshest veggies and locally grown produce around.

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Rye is rising: It's a new whiskey trend

MICHELLE LOCKE
ASSOCIATED PRESS

Fans of brown spirits are taking a rye approach to imbibing.

Hot on the heels of the bourbon boom, more ryes are appearing on shelves as consumers explore whiskey's spicier, fruitier side.

"People are rediscovering rye whiskey and its unique flavor," says Dan Tullio, master ambassador for Canadian whiskey for Beam Suntory, which just launched its Alberta Rye Dark Batch Whisky.

Dark Batch actually capitalizes on two trends: At the same time American drinkers are developing a taste for rye, they also have become increasingly interested in Canadian whisky (which Canadians — like Scots — spell without the "e"). Alberta Rye Dark Batch, made at Alberta Distillers, the largest producer of 100 percent rye whisky in North America, is a blend of 91 percent rye, 8 percent bourbon and 1 percent sherry for smoothness.

A little bit lighter and spicier tasting than bourbon, rye whiskey is made, obviously, from rye, a grass related to wheat. Where bourbon has to be made from at least 51 percent corn, rye must be at least 51 percent rye. Both rye and bourbon must be aged in charred new American oak barrels, and a rye that's been aged at least two years can be labeled as "straight rye" whiskey. Rye whiskey typically also contains some corn and malted barley.

And consumers are drinking it up. Rye sales were up 40 percent by volume, to 520,000 cases, in 2014, according to the U.S. Distilled Spirits Council.

The taste for rye has tracked the growth in the bourbon market, particularly as consumers gravitate toward bourbons with a higher rye content, such as Four Roses and Bulleit (both brands also offer true rye whiskeys). In fact, the growing interest in rye has triggered a flood of new bottles coming to market, including the cultishly popular Jefferson's Rye and Angel's Envy, as well as more common Jim Beam Green Label and Knob Creek.

At BevMo!, a California-based chain specializing in wine and spirits, ryes clearly are on an upswing, says Ted Carmon, BevMo! category manager for spirits.

"Bourbon is doing extremely well, but rye is just a new vein for the whiskey drinker."

He traces the trend to the interest in recreating pre-Prohibition era cocktails,



The taste for rye has triggered a flood of new bottles coming onto the market.

many of which are rye-based.

"Quite honestly, the quality of rye has improved a lot over the years, so it's a lot of fun for the mixology world to play with quality whiskey," he says.

And who's drinking all this rye (and all those cocktails)? A lot of the demand is coming from brown-spirits loving Millennials, who've come to rye by way of their interest in classic cocktails, says Brian Bowden, vice president of spirits, beer tobacco and beverages for BevMo!

"With the growing interest in high-quality spirits and a surge in contemporary cocktail culture, bartenders and curious drinkers alike are now looking for those bigger, fuller flavors in rye whiskey," says Adam Harris, Knob Creek bourbon ambassador.

The rules for rye are different in Canada than in the U.S. In Canada, a whiskey can be labeled rye even if the percentage of rye in the blend is small.

"Rye stands out," says Mark Bylok, author of the recently released "The Whisky Cabinet." "People started tasting rye and enjoying it, they wanted that character and spiciness."

But ryes today "are just in their infancy," he points out.

The next big thing is going to be long-aged ryes.

"You're going to see the 15- to 25-year-old ryes coming out and they're going to be absolutely fantastic."

D-backs VALUE PACK

\$19

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APRIL 24-26

FRI 24	6:40PM FIREWORKS NIGHT <i>presented by Gila River Casinos</i>	
SAT 25	5:10PM GOLDY CAP <i>courtesy of Sanderson Ford 20,000</i>	
SUN 26	1:10PM LOS D-BACKS FIESTA DE LA FAMILIA STREET FESTIVAL <i>Multicultural event outside Chase Field from 11:00AM-1:00PM presented by Fry's Food Stores</i> dbacks.com/fiesta	

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food & wine experience

November 7-8, 2015 | Scottsdale Fashion Square

EXPERIENCE YOUR OWN CULINARY JOURNEY

Join the best of Arizona culinary talent including:

JOIN THE BEST OF ARIZONA CULINARY TALENT INCLUDING:

- Cullen Campbell of Crudo
- Gio Osso of Virtu
- Nobuo Fukuda of Nobuo at Teter House
- Christopher Gross of Christopher's Crush and Lounge
- Silvana Salcido of Barrio Café
- Mel Mecinas of Four Seasons at Troon
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- Josh Hebert of Posh Improv
- Aaron May of The Yacht Club
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- Robert McGrath, Host of "Check, Please! Arizona"
- Lisa Dahl of Mariposa Sedona
- Robin Miller, Food Network
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- Danielle Leoni of Breadfruit Jamaican Grill and Rum Bar
- r\ ozaUQUPl sl oQxQUQCs pQz
- Beau MacMillan of The Sanctuary - Elements
- Chris Collins of Grassroots and Twisted Grove
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Addendum A



November 7-8, 2015

Overview:

Republic Media has partnered with R Entertainment to launch a new experiential Food and Dining Event in November 2015. This premium destination event includes a Grand Tasting with at least 35 local restaurants plus opportunities to purchase a la carte master classes, themed dinners, etc. Republic Media and R Entertainment see this as an opportunity to create a signature event to align with the azcentral brand, showcase personalities, leverage circulation sales and retention as well as drive incremental revenue. A cross-departmental team including marketing, advertising and the newsroom within Republic Media has been established to own and promote the event.

Republic Media will promote within owned products as well as work with R Entertainment to develop strategic partnerships to drive ticket sales. This includes R Entertainment databases, Macerich, Scottsdale CVB and hotels, media partners such as Cox, Bonneville, CBS and more.

Goals:

- Drive incremental advertising revenue for Republic Media through media packages
- Increase The Arizona Republic circulation subscription sales by promoting discounted access to the event
- Utilize for Insider loyalty program by providing exclusive experiences for subscribers
- Leverage newsroom personalities and engagement
- Increase awareness and revenue opportunities for partners and sponsors

Target Audience:

Boomers, Gen X – Main Event
Nightlife Event-Millennial/Gen X
Seasonal visitors and outside visitors from neighboring regions.

Marketing Strategy/Message:

Experience your own culinary journey at the azcentral.com Food & Wine Experience presented by Cadillac! With sampling from more than 100 restaurants and renowned local, national and international food chefs/celebrities, master classes and more – you'll experience the best in culinary entertainment that is uniquely Arizona.

PHASE I – Launch March 4, 2015 –

Public Relations:

- Press release sent to partner database lists and Republic PR list – launch March
- Karen Fernau article announcing event – launch March

Print:

- *The Arizona Republic*
 - (1) full page ad announcing event in Food and Dining – March: \$32,250
 - (1) half page ad featuring chefs – April: \$15,750

Email marketing

- Email marketing – circ subs/non subs and azc lists announcing the event – week of 3/15 - \$22,750
- Email marketing – circ subs/non subs with chef lineup-April - \$22,750

Social Media

- azcentral.com and Things to Do Facebook announcement – March
- azcentral Food & Wine Experience facebook – utilize icons in all print ads to promote likes. Continual posts on exclusive events, celebrity announcements, etc. - ongoing

Online

- Splash page created and hosted on azcentral.com for early ticket sales and more information
- Event website developed by Republic Media
- Fixed placement promotion on Dining.azcentral.com – launch March
- Fixed placement promotion on thingstodo.azcentral.com – launch March
- Insider site – post on the Events and Deals pages of the Insider site

Internal Communications

- Republic Media newsletter – send communications to employees to engage with the product – ongoing

Business – to – Business branding & Toolkit

- Specialty Stickers – create specialty decals with logo for partners to place as signage in windows, etc.
- Event Summary and proposed verbiage for partners to promote
- Check stuffers
- Email marketing design template
- Social media messages and content
- Flyers

Partner Communication: Potential list of partners below to promote via internal channels

- Media Partnerships

- Cox – exploring partnership with event exposure for Cox in exchange for Food Network stars at event and sports on targeted networks Food, Travel, HGTV
- CBS Radio- pursuing partnership in exchange for event exposure with the three stations with targeted demos
 - KOOL FM – Boomer target
 - KMLE – Women
 - LIVE – Gen X/Gen Y
- Fox (Channel 10) – will receive exposure due to Graham Elliot lineup
- Scottsdale CVB/Hotels – R Entertainment to develop targeted packages based on hotel demo. Packages to be developed week of 8/31.
 - Trendy(Valley Ho/W) – Packaged with GA/Millennial Night
 - More upscale – packaged with VIP, Grand Tasting
 - CVB is including event on newsletter week of 8/31
- Macerich
 - Event promotion emailed to database – mid-September, mid-October, 1st week in November
 - Event promotional postcard at Concierge Desk
 - Meeting week of 8/31
- R Entertainment
 - Emailed to databases mid-September, mid-October, 1st week in November

PHASE 11: June & July (Kicks off Sunday, June 14)

- The Arizona Republic – (2) Pages per month; 4 ads, 50% color= \$137,700
- Community Newspapers – FP page ad per week in EV zones (Scottsdale, Chandler, Gilbert, Mesa, Awahatukee/Tempe, NorthEast Phoenix Republic) - \$28,242
- Pus hdown plus- 1X per month =\$20,000
- Email marketing – 1X per month, 2 total = \$45,500
- Social: 1X per month = \$2,000
 - **Phase II Promotional value: \$233,442**

PHASE III – August – November – heavy promotions will pickup for ticket sales in August. Promotions for specific events within azcentral.com Wine & Food Experience to take place August – November as well. (Specific, exclusive events TBD – see below for potential list)

Print:

- *The Arizona Republic* –1 page of space in August; 2 in September; 2.5 October; 1 page in November, total 6.5 pages, 50% color - \$226,260
- *The Arizona Republic Community editions* – Full page East Valley zones; 14X = \$43,932
- Ad in The Arizona Republic Winter Visitor Guide mailed to 40,000 Winter Visitor homes and an additional 20,000 distributed to RV resorts, retirement communities, etc.
- A1 promo spot on front page – October and November
- Food and Dining section- ongoing
- Travel section – October and November

USA Today:

- 3, 1/4 color ads in target markets (587,735 distribution)
- 3M impressions
 - Chicago
 - Cincinnati
 - Dallas
 - Houston
 - Detroit
 - Kansas City
 - Los Angeles
 - Minneapolis
 - New York
 - Phoenix
 - Pittsburgh/Cleveland
 - San Francisco
 - Seattle
 - **Value: \$168K**

Reno and Palm Springs:

- 2, 3x10 ads for 8 weeks, per market: \$54,720
- 500,000 ROS impression, per market:\$9,000
 - **Total value:\$63,720**

Online:

- azcentral.com high impact ad unit on home page – minimum of 5X per month – \$50,000
- azcentral ROS display- 250,000 impressions per month – launch mid-August - \$8,000
- Insider Extras – featured celebrity information and exclusive event information - \$3750
- Email marketing – circ subs/non subs and azc lists – minimum 7X - \$159,250
- azcentral.com newsletters – things to do and events - \$3000
- Insider Newsletter (150K+) – 5 months - \$9,600

Social Media

- azcentral.com Facebook and twitter pages – minimum 1X per month –\$3,000
- Social media team to post on top events to be promoted – ongoing
- Republic experts – tweet, facebook and blog – ongoing
- azcentral Food & Wine Experience facebook – utilize icons in all print ads to promote likes. Continual posts on exclusive events, celebrity announcements, etc. – ongoing

Content Plan

Sept. 2: Beatles dinner + tea with the McCartneys

Sept. 9: Storytellers advancer – vignettes of the storytellers

Sept. 16: Graham Elliot Q&A *or* Staff picks on what we're most looking forward to at the festival.
November may seem a long way away, but these things are what are getting us excited for the fall fete.

Sept. 23: Crock pot entertaining F&D feature w/ Jenn Barre

Sept. 30: Top 5 sous chefs in the waiting (these chefs will be at the festival)

Oct. 7: Fall cocktail recipes from 3-5 of Alliance's mixologists who'll be at the festival

Oct. 14: A rundown of all the things you get with a \$20 general admission ticket (a look inside the pavilions + demos)

Oct. 21: Orchard dinners: some of the biggest chefs in the state will host intimate dinners under the stars

Oct. 28: Grand tasting guide: who'll be there, what to expect, how to pace yourself/maximize belly space

Nov. 1: Comprehensive guide to run in Sunday's A&E section

Nov. 4: Final preview of the festival, geared toward events that have not yet sold out.

USAT Editorial

- Experience Food and Wine has a great series on dishes unique to an area, e.g. <http://experience.usatoday.com/food-and-wine/story/best-of-food-and-wine/2015/07/20/made--minneapolis-st-paul-minnesota/30138555/>. Commission and run "Tastes found only in the Valley of the Sun," at exactly the time of the festival.
- Utilize the EFW Twitter feed to @USATODAYeats, which promotes all food-related content throughout the Gannett network. USAT will follow and retweet coverage and content from AZ Republic before and during the festival.

PHASE III PROMOTIONAL VALUE: \$506,792

Public Relations:

- Press release sent to local media and top blogger sites – launch August

Internal Communications

- Republic Media newsletter – send communications to employees – ongoing – August – November
- Call Center Fact sheet - include event information to subscribers for call center to discuss – September

Republic Media Minimum Promotional Value (does not include other partners): \$740,234

Addendum B

FleurComGroup is the public relations firm working in conjunction with R Entertainment and Republic Media on the market outreach for **AZCentral Food & Wine Experience**.



The public relations plan comprises the following elements, which includes a representative project in scope and consumer impressions generated.

Media Relations

Strategic media outlets nationwide will be targeted with information for this first-ever Scottsdale signature culinary event which comprises a national scope – by virtue of its content and marketing.



Target Markets

FCG is fortunate to work with Republic Media to target Gannett news organizations as well news organizations in major Scottsdale tourism ‘feeder’ markets.

News Markets by Geography [tourism]

Chicago	Milwaukee
Los Angeles	San Diego
Minneapolis	Dallas
Denver	New York
Seattle	Detroit
Kansas City	San Francisco

News Markets by Gannett ownership

USA Today	Pensacola News Journal
The Montgomery Advertiser	Pacific Daily News, Hagatna
The Arizona Republic, Phoenix	The Indianapolis Star
Tucson Citizen	Journal and Courier, Lafayette
The Baxter Bulletin	The Star Press, Muncie
The Desert Sun, Palm Springs	Palladium-Item, Richmond
The Salinas Californian	The Des Moines Register
Tulare Advance-Register	Iowa City Press-Citizen
Visalia Times-Delta	The Courier-Journal, Louisville
Fort Collins Coloradoan	The Town Talk, Alexandria
The News Journal, Wilmington	The Daily Advertiser, Lafayette
Florida Today, Brevard County	The News-Star, Monroe
Fort Myers News-Press	Daily World, Opelousas
Pensacola News Journal	The Times, Shreveport
Tallahassee Democrat	The Daily Times, Salisbury
FSView & Florida Flambeau	Battle Creek Enquirer
Central Florida Future	Detroit Free Press
Seminole Chronicle	Lansing State Journal

Times Herald, Port Huron	Lancaster Eagle-Gazette
St. Cloud Times	Mansfield News Journal, Mansfield
Hattiesburg American	The Marion Star
The Clarion-Ledger	The Advocate (Newark), Newark
Springfield News-Leader, Springfield	News Herald, Port Clinton
Great Falls Tribune	Times Recorder, Zanesville
Reno Gazette-Journal	Statesman Journal, Salem
Asbury Park Press	The Greenville News
Courier-News, Bridgewater	Argus Leader, Sioux Falls
The Courier-Post, Cherry Hill	The Leaf-Chronicle, Clarksville
Home News Tribune, East Brunswick	The Jackson Sun
Daily Record, Morristown	The Daily News Journal, Murfreesboro
The Daily Journal, Vineland	The Tennessean, Nashville
Ocean County Observer, Toms River	The Spectrum, St. George
Press & Sun-Bulletin, Binghamton	The Burlington Free Press
Star-Gazette, Elmira	The News Leader, Staunton
The Ithaca Journal	Door County Advocate
Poughkeepsie Journal	The Post-Crescent, Appleton
Democrat and Chronicle, Rochester (original flagship newspaper)	The Reporter, Fond du Lac
The Journal News, Westchester County	Green Bay Press-Gazette
Asheville Citizen-Times	Herald Times Reporter, Manitowoc
Newspaper Network of Central Ohio	Marshfield News-Herald
Telegraph-Forum, Bucyrus	Oshkosh Northwestern, Oshkosh
Chillicothe Gazette	Stevens Point Journal
The Cincinnati Enquirer	The Sheboygan Press
Coshocton Tribune	Wausau Daily Herald
The News-Messenger, Fremont	Wisconsin Rapids Daily Tribune, Wisconsin Rapids

Similar Project - Case Study Results

A recent R Entertainment/FCG project perhaps serves as a representative example of the scope of news media outreach to be applied to ***AZCentral Food & Wine Experience***.

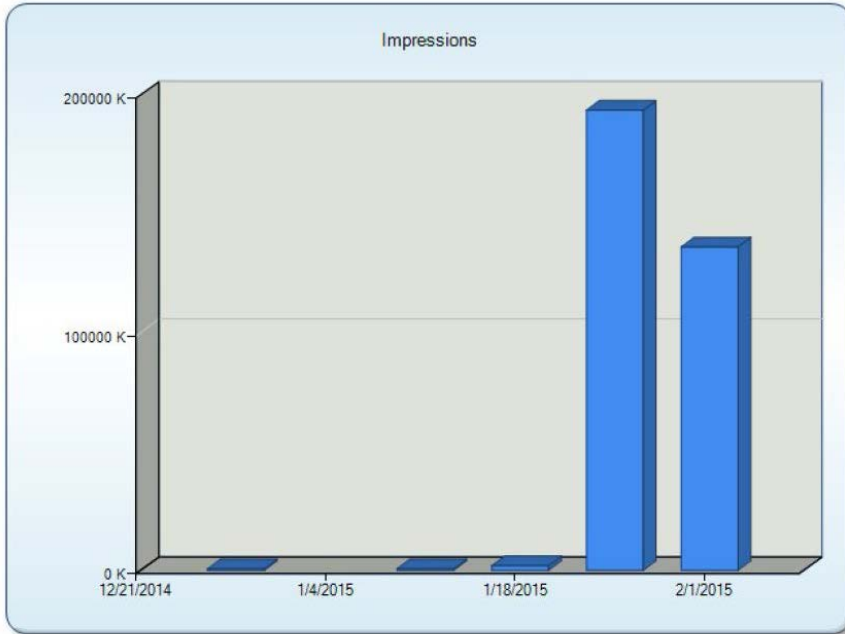
Super Bowl XLIX Big Game Big Give in Scottsdale was a private charity fundraising event to benefit the Mark Wahlberg Youth Foundation, The Boys & Girls Clubs of Metropolitan Phoenix and The Giving Back Fund.

More than 540 million consumer impressions worldwide were generated for this event specifically, which occurred in Scottsdale. This far surpassed any previous efforts put forth for this annual Super Bowl charity event.

More than 877 news reports appeared on news websites, on a myriad of blogs and on TV and radio. When converted into advertising dollar costs, those 540 million consumer impressions exceeded \$20 million.

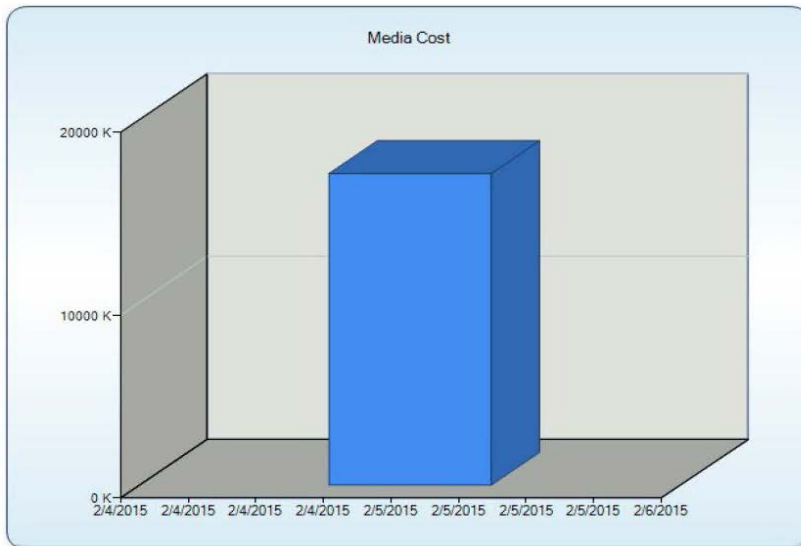
The following graphs are visual depictions of results.

CONSUMER IMPRESSIONS: Online News Articles & Blogs



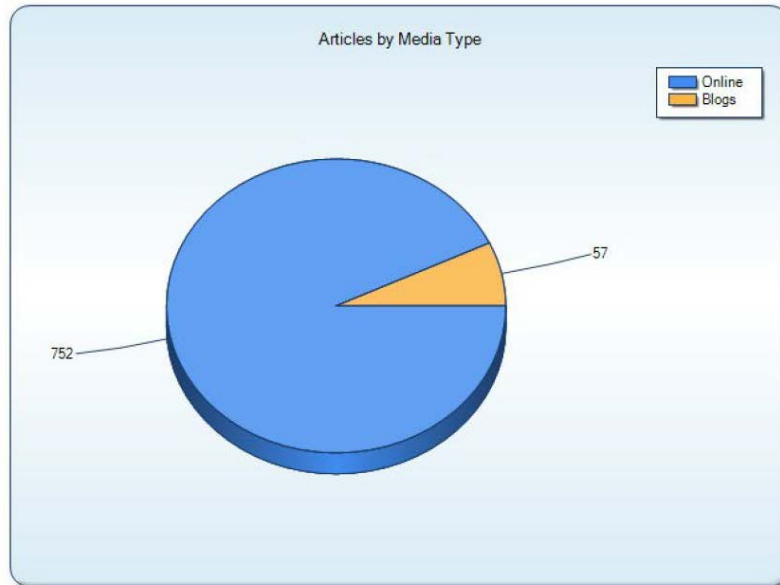
Impressions	
Total Articles	809
Total Impressions	331,531,488

ADVERTISING CONVERSION VALUE: Online News Articles & Blogs



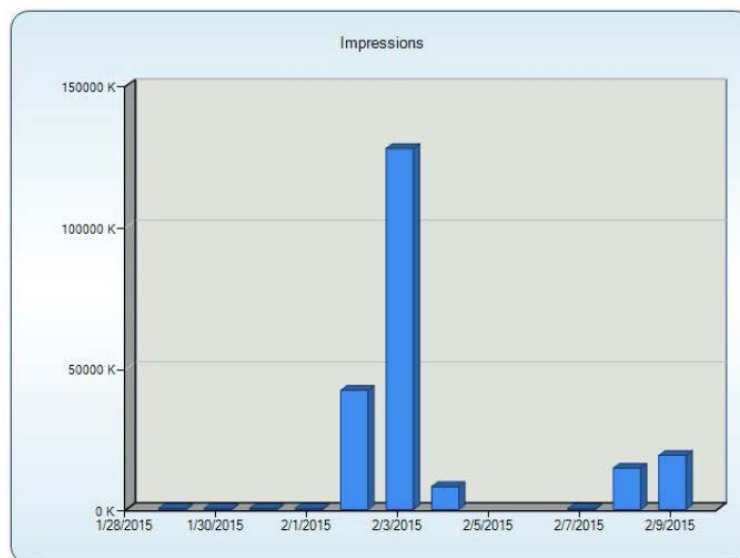
Media Cost	
Total Articles	809
Total Impressions	331,531,488
Total Media Cost	\$17,039,520

NUMBER/QUANTITY: Online News Articles & Blog Posts



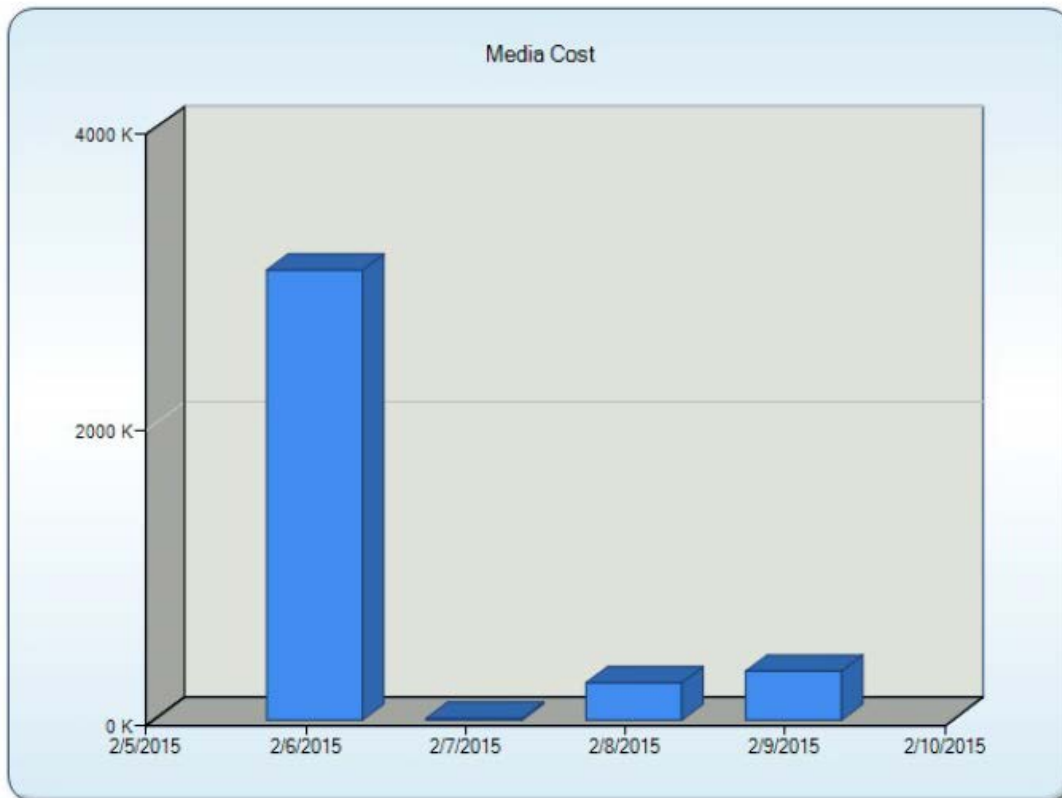
Articles By Media Type	
Blogs	Online
57	752

CONSUMER IMPRESSIONS: Electronic News Media



Impressions	
Total Articles	68
Total Impressions	212,145,829

Advertising Conversion Values: Electronic News Media



Media Cost	
Total Articles	68
Total Impressions	212,145,829
Total Media Cost	\$3,629,272

Press Kit Assets & More

- All news releases will contain the dateline '*Scottsdale*'
- FCG works frequently with Scottsdale and Arizona chefs and will incorporate them and their business locations in news releases and social media.*
- Chef bios will showcase their present location as well as prior experience in this market and others.
- Location Fact Sheets will speak to the amenities of the event as well as its location, including at Scottsdale Fashion Square
- Scottsdale Fashion Square out-of-state outreach will be capitalized by working hand in hand with out of state marketing efforts.

About FleurComGroup. FleurComGroup is a marketing communications company delivering a content-driven brand of media relations, social media activity and project management to enrich a variety of client partners in the worlds of concert and theatrical entertainment, high-profile special events, culinary arts, education, consumer products and more. FCG's team hails from the news industry, Rogers & Cowan and Edelman Public Relations, and puts nearly three decades of experience to work for the likes of Salt River Fields entertainment events; R Entertainment concert and event dates nationwide; global educator Meritas' Rancho Solano Preparatory School community outreach programs; Arizona's busiest nonprofit playhouse Desert Stages Theatre; Eight's (PBS) *Check, Please! Arizona* Culinary Festival; the Department of Tourism's *Arizona Centennial* campaign, and more. In the competitive media marketplace, FCG excels at reviewing project goals and crafting the vibrant messages that resonate with traditional news media and the social media machine as well. FCG relishes the demands of this dynamic process and is diligent about producing results that enable client partners to *fleurish*. @FleurComGroupPR www.Facebook.com/FleurComGroup

*See separate sections on social media strategy of hashtags, tags, art, video and cross promotion with all event participating entities, including those entities from out of state..



SATURDAY, NOVEMBER 7 - SUNDAY, NOVEMBER 8 2015

SCOTTSDALE FASHION SQUARE

One of the most anticipated culinary events in Metro Phoenix- join Republic Media and R-Entertainment at the unique Scottsdale Fashion Square Event Park! Set under the breath-taking views of Camelback mountain in Scottsdale. With more than 100 displays by restaurants, wineries, breweries, and spirits, the azcentral.com Food & Wine Experience will establish Arizona as a leading culinary destination!

TARGET AUDIENCE

- General Events: Boomers, Gen X, Seasonal visitors, out of market visitors
- VIP Pavilion/ Millennial House: Millennials, Gen X





EVENT: expo: SATURDAY- SUNDAY | 11AM-4PM
Kitchen Gadget, Technology, Luxury, Farmers Market

Engage in the latest trends in kitchen, technology and luxury brands. Shop local fresh produce, Arizona specialty foods and more. These fabulous expos will give guests the hands on opportunity to discover the latest and greatest innovations.

- Exclusive seminars and displays on new and unusual kitchen tools, how to use them, and the latest in technology and luxury items.
- Guests attending the Grand Tasting Event will be guided through the Expo before entering into the Grand Tasting, as well as those who have purchased a la carte intimate dinners and seminars.



EVENT: master classes

SATURDAY & SUNDAY | 11AM - 8PM

The audience has the opportunity to interact and engage with local talent and celebrity chefs and sommeliers as they learn tips and techniques from how to create restaurant quality dishes to pairing the perfect wines with your favorite plates.



EVENT: Intimate Dinners

SATURDAY | 5PM - 8PM

An opportunity to privately dine and interact with celebrity chefs as they develop carefully crafted menus to savor as guests sip on perfectly paired wines, beers, or spirits.

- Farm to Table / Orchard Dinners
- Eat & Greet w/ celebrity chef
- Native American Inspired Dinner
- BBQ & Blues w/ celebrity chef
- Vegan Dinner
-and more!



EVENT: VIP Pavilion/Millennial House

VIP PAVILION BY DAY

A limited number of guests will have the opportunity to receive, win, or purchase VIP tickets which will give access to the VIP Pavilion during the Grand Tasting hours. The VIP Pavilion will host special Chef Demonstrations, exclusive wine, beer, and spirits to sample, and private limited lounge seating.

MILLENNIAL HOUSE BY NIGHT

Event goers will be drawn into this fun filled evening to dance the night away with DJs, the Chefs, and more opportunities to enjoy food, drink, and interactive elements, providing a multi-sensory experience.

award winning chefs

WORLD CLASS CULINARY SUPERSTARS



Graham Elliot
Host of Food Network's Craziest Restaurants in America, and co-host and Judge on Fox Network's MasterChef



Jenn Bare
Founder of GetCrocked.com, the #1 resource for slow cooking Over 1.5 million followers



Angie & Ruth McCartney
Sir Paul's step-mom and sister. Enjoy afternoon tea, wine tasting and a dinner experience like no other.

JAMES BEARD AWARD WINNING ARIZONA CHEFS



Christopher Gross
Christopher's Restaurant & Crush Lounge



Robert McGrath
Host of "Check, Please! Arizona



Nobuo Fukuda
Nobuo Teeter House



LOCAL CULINARY TALENT



Silvana Salcido Esparza
Bario Cafe



Beau MacMillan
Sanctuary Resort Elements



Gio Osso
Virtu



Robin Miller
Food Network

Mel Mecinas/ Four Seasons Resort Scottsdale at Troon; **Aaron Pool**/ Gadzooks Enchiladas & Soup; **Kevin Binkley**/ Binkley's Cafe; **Chris Schlattman**/ The Upton; **Josh Hebert**/ POSH Improvisational Cuisine; **Dustin Christoforo**/ Qulescence at The Farm; **Lisa Dahl**/ Mariposa Latin Inspired Grill; **Anthony DeMuro**/ Different Pointe of View at Pointe Hilton Tapatio Cliffs Resort; **Danielle Leon**/ The Breadfruit & Rum Bar; **BJ Hernandez**/ Havana Cafe; **Chris Collins**/ Grassroots Kitchen and Tap; **Aaron May**/ The Yacht Club; **Cullen Campbell**/ Crudo; **Jacques Quatin**/ J & G Steakhouse at The Phoenixian; **George Frasher**/ Frasher's Smokehouse; **Jason Peterson**/ Switch Restaurant & Bar; **Justin Beckett**/ Beckett's Table; **Charles Wiley**/ ZuZu Hotel Valley Ho; **Tracy Dempsey**/ Dempsey Originals; **Scott Holmes**/ Little Miss BBQ; **Robert Madrid**/ Deseo at the Westin; **Rich Hinojosa**/ The Wigwam



award winning chefs



azcentral.com
food & wine experience
marketing



TARGET AUDIENCE

- Boomers, Gen X - Main Event
- Nightlife Event-Millennial/Gen X
- Seasonal visitors and outside visitors from neighboring regions.

MARKETING STRATEGY

- Experience your own culinary journey at the azcentral.com Food & Wine Experience presented by Cadillac! With sampling from more than 100 restaurants and renowned local, national and international food chefs/celebrities, master classes and more - you'll experience the best in culinary entertainment that is uniquely Arizona.

PHASE 1: Launch March 4, 2015

- PUBLIC RELATIONS**
- Press release sent to partner database lists and Republic PR list - launch March
 - Karen Fernau article announcing event - launch March
- PRINT**
- *The Arizona Republic*
 - (1) full page ad announcing event in Food and Dining - March: \$32,250
 - (1) half page ad featuring chefs - April: \$15,750
- EMAIL MARKETING**
- Email marketing - circ subs/non subs and azc lists announcing the event - week of 3/15 - \$22,750
 - Email marketing - circ subs/non subs with chef lineup-April - \$22,750
- SOCIAL MEDIA**
- azcentral.com and Things to Do Facebook announcement - March
 - azcentral Food & Wine Experience facebook - utilize icons in all print ads to promote likes. Continual posts on exclusive events, celebrity announcements, etc. - ongoing
- ONLINE**
- Splash page created and hosted on azcentral.com
 - Fixed placement promotion on Dining.azcentral.com
 - Fixed placement promotion on thingstodo.azcentral.com
 - azcentral.com homepage high impact unit - minimum of 1 per month
- INTERNAL COMMUNICATIONS**
- Republic Media newsletter - send communications to employees to engage with the product - ongoing
- BUSINESS-TO-BUSINESS BRANDING & TOOLKIT**
- Specialty Stickers - create specialty decals with logo for partners to place as signage in windows, etc.
 - Event Summary and proposed verbiage for partners to promote
 - Check stuffers
 - Email marketing design template
 - Social media messages and content
 - Flyers

PHASE 1: continued...

- PARTNER COMMUNICATION**
- Potential list of partners below to promote via internal channel.
 - Media partnerships
 - Cox - exploring partnership with event exposure for Cox in exchange for Food Network stars at event and sports on targeted networks Food, Travel, HGTV
 - CBS Radio- pursuing partnership in exchange for event exposure with the three stations with targeted demos
 - KOOL FM - Boomer target
 - KJLW - Women
 - LIVE - Gen X/Gen Y
 - Fox (Channel 10) - will receive exposure due to Graham Elliot lineup
 - Scottsdale CVB/ Hotels - R Entertainment to develop targeted packages based on hotel demo. Packages to be developed week of 8/31.
 - Trendy Valley Ho/W) - Packaged with GA/Millennial Night
 - More upscale - packaged with VIP Grand Tasting
 - CVB is including event on newsletter week of 8/31
 - Macerich
 - Event promotion emailed to database - mid-September, mid-October, 1st week in November
 - Event promotional postcard at Concierge Desk
 - Meeting week of 8/31
 - R Entertainment
 - Emailed to databases mid-September, mid-October, 1st week in November

PHASE 2: June & July (Kicks off Sunday, June 14)

- The Arizona Republic - (2) Pages per month; 4 ads, 50% color- \$137,700
- Community Newspapers - FP page ad per week in EV zones (Scottsdale, Chandler, Gilbert, Mesa, Avondale/ Tempe, NorthEast Phoenix Republic) - \$28,242
- Pub. hdw plus- 1X per month = \$20,000
- Email marketing - 1X per month, 2 total = \$45,500
- Social: 1X per month = \$2,000

Phase II Promotional value: \$233,442

PHASE 3: August - November - heavy promotions will pickup for ticket sales in August. Promotions for specific events within azcentral.com Wine & Food Experience to take place August - November as well. (specific, exclusive events TBD - see below for potential list)

- PRINT**
- *The Arizona Republic* - 1 page of space in August; 2 in September; 2.5 October; 1 page in November, total 6.5 pages, 50% color - \$26,260
 - *The Arizona Republic Community editions* - Full page East Valley zones; 14X = \$43,932
 - Ad in *The Arizona Republic Winter Visitor Guide* mailed to 40,000 Winter Visitor homes and an additional 20,000 distributed to RV resorts, retirement communities, etc.
 - AT promo spot on front page - October and November
 - Food and Dining section - ongoing
 - Travel section - October and November

PHASE 3: continued...

- ONLINE**
- azcentral.com high impact ad unit on home page - minimum of 5X per month - \$50,000
 - azcentral ROS display- 250,000 impressions per month - launch mid-August - \$8,000
 - Insider Extras - featured celebrity information and exclusive event information - \$3750
 - Email marketing - circ subs/non subs and azc lists - minimum 7X - \$159,250
 - azcentral.com newsletters - things to do and events - \$3000
 - Insider Newsletter (150K+) - 5 months - \$9,600
- SOCIAL MEDIA**
- azcentral.com Facebook and twitter pages - minimum 1X per month - \$3,000
 - Social media team to post on top events to be promoted - ongoing
 - Republic experts - tweet, facebook and blog - ongoing
 - azcentral Food & Wine Experience facebook - utilize icons in all print ads to promote likes. Continual posts on exclusive events, celebrity announcements, etc. - ongoing

Republic Media Minimum Promotional Value (does not include other partners): \$740,234

PHASE 3: continued...

- USA TODAY**
- 3, 1/4 color ads in target markets (\$87,735 distribution)
 - 3M impressions
 - Chicago
 - Cincinnati
 - Dallas
 - Houston
 - Detroit
 - Kansas City
 - Los Angeles
 - Minneapolis
 - New York
 - Phoenix
 - Pittsburgh/Cleveland
 - San Francisco
 - Seattle
 - Value: \$168K

- RENO AND PALM SPRINGS**
- 2, 3x10 ads for 8 weeks, per market: \$54,720
 - 500,000 ROS impression, per market: \$9,000
 - Total value: \$63,720

- USAT EDITORIAL**
- Experience Food and Wine has a great series on dishes unique to an area, e.g. <http://experience.usatoday.com/food-and-wine/story/best-of-food-and-wine/2015/07/20/made-minneapolis-st-paul-minnesota/2013855/>. Commission and run "Tastes found only in the Valley of the Sun," at exactly the time of the festival.
 - Utilize the EPW Twitter feed to @USATODAYeats, which promotes all food-related content throughout the Gannett network. USAT will follow and retweet coverage and content from AZ Republic before and during the festival.

USA TODAY PROMOTIONAL VALUE: \$231,720

PUBLIC RELATIONS



FleurComGroup is the public relations firm working in conjunction with R Entertainment and Republic Media on the market outreach for *AZCentral Food & Wine Experience*.


The public relations plan comprises the following elements, which includes a representative project in scope and consumer impressions generated.

MEDIA RELATIONS

Strategic media outlets nationwide will be targeted with information for this first-ever Scottsdale signature culinary event which comprises a national scope - by virtue of its content and marketing.


TARGET MARKETS

FCG is fortunate to work with Republic Media to target Gannett news organizations as well news organizations in major Scottsdale tourism "feeder" markets.



Utilizing the multi-media reach of USA Today, The Arizona Republic, azcentral and the public relations marketing strength of R-Entertainment the azcentral.com Food & Wine Experience is destined to be a natural success!

OVER \$800,000 PROMOTIONAL MEDIA VALUE






Azcentral.com Food & Wine Experience Review of the Economic and Media Impact

Event Concept

Event producers, R Entertainment, are planning to create a major new culinary event and bring it to Scottsdale this coming November 7 and 8. This upscale food and wine festival will be held at the Scottsdale Fashion Square "Event Park" and plans call for it to be an annual fall event. More than 100 restaurants, wineries and breweries will participate, along nationally-renown chefs and food network celebrities. A Cooking Expo featuring kitchen tools and equipment, food seminars and cooking technologies will also be a part of the event, along with live entertainment and various "late night" offerings.

An equity and promotional partner in this culinary event is Gannett Media and thus azcentral.com serving as the title sponsor. Gannett, and their local media properties, *The Arizona Republic* and azcentral.com will provide significant advertising and editorial support throughout the Valley and *USA Today* (another Gannett property) will also provide national advertising support. Cadillac is the presenting sponsor and other local sponsors are Alliance Bank, Hensley & Company, Molina Jewelers and Sub Zero/Wolf.

Pertinent Questions

1. R Entertainment does not provide an estimate of expected or hoped-for attendance but they should be asked to provide a realistic range.
2. Of those who do attend the event, how many are projected to be visitors from *outside* of the Scottsdale/Valley area?
3. Which feeder cities does R Entertainment say are most likely to provide the core visitors/attendees?
4. What will Macerich's contribution to the event; cash and/or in-kind? Are they marketing the event through their out-of-Arizona retail facilities?
5. As "Stay n' Play" packages are mentioned in their proposal, what do these look like and which Scottsdale hotels will be included?
6. Will the City's or CVB's logo appear in the local and national print ads and will the TDC have the opportunity to preview and approve the creative materials before they run? (the ads that were submitted with the funding request only called out SFQ)
7. Is there a philanthropic component to the event with a local charity receiving monies?
8. Of the various media outlets that FleurComGroup pitches to write stories, can they coordinate efforts with the Scottsdale CVB public relations staff so as to benefit from their media relationships, resulting in maximum exposure for the city?
9. How would the City of Scottsdale's funding specifically be utilized?
10. Finally, will E Entertainment commit to making this a multi-year event?

General Assumptions

- This event will appeal primarily to a wide ranging audience, albeit skewing more upscale.
- The event is also targeting Millennials, and this audience segment may or may not be able to afford Scottsdale's "shoulder season" room rates.
- From what has been shared in the event proposal, most all of the national marketing for Scottsdale will come primarily from newspaper advertising.
- Local advertising will be a combination of newspaper, radio and possibly television (if COX signs on as a partner). Because most of the marketing efforts are in-state, which will not necessarily attract visitors.
- Given azcentral.com's prominent involvement in the event, there will also be significant online promotion and database marketing
- The event dates fall within "shoulder season" when an array of rooms and reasonable pricing are available to visitors
- Not all event-goers will stay in Scottsdale hotels as some will opt for Phoenix lodging or stay with friends.

Economic Impact

While there are other, non-quantitative criteria for determining the benefits of supporting the Food & Wine Experience, immediate and long-term economic impact is certainly one important factor. Of course this is precisely why the Tourism Development Council funds special events in their city – to stimulate tourism and ultimately, the local economy.

The event promoters have called out the Charleston Food and Wine Festival with their 21,000 visitors with an economic impact of \$9.8 million, though it should be noted that that event has been held for several years. Certainly it takes time to build a following and create repeat visitors. On the other hand, Charleston is no Scottsdale and the Food & Wine Experience should draw from Las Vegas, Los Angeles, Denver and Dallas. There will also be the "organizational spending" as all of the chefs and their crews, along with the promotional companies and vendors will be staying in Scottsdale hotels.

While it is not possible to know what the "daily spend" of these visitors will be, it is fair to assume that it will be higher than normal, given the affluent demographics witnessed from other, more established food festivals.

Food & Wine Analysis

Page Three

Media Impact

It is important to point out that above and beyond the immediate economic impact of having the Food & Wine Experience in Scottsdale, there is also tremendous benefit accrued from any food networks that may cover the event live or on a taped-delayed basis. This exposure brings repeated, positive mentions and images of Scottsdale and is invaluable. Said differently, it is an enticing “postcard” from the Scottsdale CVB to cold-weather cities throughout the country.

Summary

As with most first-time special events, it is difficult to predict what their exact economic and media impact will be over time. However, this event has every appearance of being successful, given people’s interest in exploring new food and drink options. One only need look at the growing number of food/cooking shows that are on television today. Last year’s “Taste of the NFL,” with its 3,500 attendees for just one evening, is further evidence of people’s fascination with culinary events that feature both food experts and celebrities.

The promoters of the Food & Wine Experience, R Entertainment, are clearly very experienced in producing major, special events and their multi-faceted marketing plan is most impressive. As should be the case, it consists of both cash expenditures (\$170,000 with *USA Today*) and trade allowances (\$624,000 Republic Media and azcentral.com) and the combination should bring very good visibility to the event. That said, a good portion of the advertising campaign is focused here in the Valley and that won’t do as much for visitation.

All in all, there are multiple benefits in having the Food & Wine Experience staged in Scottsdale during early November. It is a upscale event that has every appearance of being sustainable year after year, and while it only meets two of the city’s “tourism drivers” (culinary and art/culture), those have proven to be two very important categories for visitation to Scottsdale

Finally, the event promoters are easily meeting the two-for-one marketing match requirement, should their full request for funding of this new event be granted.

Therefore, it is recommended that the City of Scottsdale’s Tourism Development Council proceed with its support of the Food & Wine Experience.

Respectfully submitted: The Artigue Agency LLC