



Tourism & Events Department
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Scottsdale, AZ 85251
480-312-7177
www.ScottsdaleAz.gov

To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: September 20, 2016

Subject: Azcentral Food & Wine Experience Event Sponsorship

The proposed 2016 Azcentral Food & Wine Experience event funding proposal is attached for the commissions review. R Entertainment is requesting \$75,000 is support of the event which is taking place at Salt River Fields at Talking Stick located in the Salt River Pima Maricopa Indian Community on November 4 and 6.

The 2016 Azcentral Food & Wine Experience is two day culinary experience featuring more than one hundred restaurants, wineries, and breweries. The event will also feature cooking expos, food seminars and late night offerings.

Analysis & Assessment

New Event Development funds are available for events that take place outside the corporate limits of the City of Scottsdale. Generally these funds have been provided to events that are considered mega events and provide a large regional benefit and direct dollar support.

City staff has evaluated the proposal to identify the potential benefits of the proposal to the City and the local tourism industry.

The benefits associated with the event include the opportunity to promote tourism in Scottsdale as a culinary destination through event marketing and promotion.

Gannett is a partner in the event and has a presence in over 80 markets nationally. The event is leveraging that partnership through marketing opportunities such as USA Today, Gannett's flagship newspaper. According to the producer, Gannett has committed a minimum of \$624,000 in promotional and media value to support the event.

In order to enhance the city's event sponsorship evaluation process, the city has retained a qualified marketing research consultant, Bruce Skinner and Associates, to measure, analyze, and report the media impact and benefits associated with a proposed event sponsorship. The report is attached.

Funding Availability & Potential Options

There are currently funds available in the FY2016/17 Tourism Development Fund for new event development. Pending TDC discussion, the following are options for consideration:

- 1) Recommend new event development funding for all or part of the requested amount of \$75,000.
- 2) Direct staff to further evaluate the event's potential, event development partnership opportunities and the resulting return on investment.
- 3) Take no action or additional event evaluation.

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.



presented by
Cadillac

CITY OF SCOTTSDALE EVENT DEVELOPMENT FUNDING PROGRAM PROPOSAL

September 12, 2016 – Presented By: Chelsea Fox with 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
Friday, Saturday and Sunday, November 4-6, 2016
Salt River Fields at Talking Stick

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 (AZFWE) 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 opening night reception party First Course. To further target millennials, fashionable Dia de los Muertos and Industry Night after parties will commence. Seminars, master classes and exclusively intimate dining experiences are also a major part of this extravagant event. In 2016, local 501-C3 The Joy Bus will be directly benefitting monetarily and promotionally from the event. Desert Stages Theatre and TGen will also be beneficiaries.

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 “Dia de los Muertos” Party where millennials can celebrate music, food, drink and interactive elements, delivering a multi-sensory experience. The event is also thanking those who work in the “industry” with an Industry Night after party on the last day of the event. Additional experiences such as “Scotch, Steaks & Stogies”, “Not Your Average BBQ & Brews”, 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. AZFWE 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 VIP Pavilion. Additional sponsors include Sub Zero/Wolf, Southern Glazers Wine & Spirits, 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. In 2015, the marketing engine of Republic Media, USA Today, R Entertainment, FleurComGroup and CBS Radio comprised a strong arsenal to reach well beyond Arizona, creating 156 million consumer impressions through advertising, promotional & news coverage. See the breakdown in Addendum B.

b. 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.

c. 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.

d. Our Public Relations team will also be targeting organizations that are major Scottsdale tourism 'feeder' markets. See Addendum B.

e. 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. In its first year, AZFWE coordinated a ticket offer for hotels apart of the Scottsdale CVB. The offer included 2 general admission tickets for every room booked the weekend of the event. Fourteen hotels participated in the ticket offer and five posted about the event to their website/social media.

c. The event is working with B2B companies to purchase Cabana packages that include tickets to the VIP Grand Tasting event 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.

d. 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



presented by *Cadillac*



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. AZFWE is working with Talking Stick to produce a traditional, high end, Native American dinner to bring in Western culture.

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. a. In 2015, the marketing engine of Republic Media, USA Today, R Entertainment, FleurComGroup and CBS Radio comprised a strong arsenal to reach well beyond Arizona, creating 156 million consumer impressions through advertising, promotional & news coverage. See the breakdown in Addendum B.

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.
- e. e. Marketing efforts launched in March 2016. Please see examples of ads, articles and press releases on page. See below.

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

- a. azcentral.com Food & Wine Experience has a direct positive impact on economic development and tourism for the City of Scottsdale. The event spread is the seasonality of tourism into Scottsdale, increasing the awareness of Scottsdale as a travel/tourism/culinary destination. Over a two day period, over 500 patrons attended the event in 2015. Of the attendees, there were ticket buyers from 20 different states and 29 different Arizona cities! (for more detailed information, please see page 18-19 in the azcentral.com Food & Wine Experience Post Event Report submitted to the City of Scottsdale in 2015)
- b. AZFWE highlights Scottsdale as a sophisticated City, bringing awareness to affluent patrons nationally. It creates an increase in a permanent level of local interest in participation of the activities associated with the event, strengthening regional values and traditions and the preservation of heritage. Visitors and locals discover new restaurants, spirits, beers and wines that are sold at Scottsdale restaurants and retail outlets. It succeeded in 2015 in becoming a demand generator for businesses, restaurants, retail stores, and future businesses.
- c. In addition, there is also “organizational spending” as all chefs and restauranteurs, along with the promotional companies and vendors will be staying in Scottsdale hotels and purchasing additional inventory from retail vendors.



presented by *Cadillac*





GET YOUR TICKETS TODAY AT ☺ www.azcentralfoodandwine.com

40 CHEFS 70 RESTAURANTS 200 WINES, BEERS & SPIRITS + FOOD SUPERSTARS

CHEF DEMOS | INTIMATE EXPERIENCES | COOKING TIPS

In its second year, the highly-anticipated culinary showcase expands to award-winning Salt River Fields. Celebrate with the hearts and palates of chefs, vintners, distillers, restaurateurs and enthusiasts.



Photo by Ken Goodwin

Mario Batali Celebrity chef, Author, Restaurateur, and co-host of ABC TV's The Chew



Mark Tarbell
Tarbell's, The Tavern,
The Wine Store



Charlene Badman
F&B



Matt Carter
House Brasserie, Zinc
Bistro and the Mission



Jacques Qualin
J&G Steakhouse

Bernie Kantak | Stephen Jones | Justin Beckett | Cullen Campbell | Anthony Demuro | Isaac Carter
Dustin Christofolo | Jennifer Russo | Charles Wiley | Chrysa Robertson | Mel Mecinas
Gregory Wiener | George Frasher | Keenan Bosworth | Tracy Dempsey | Robert McGrath

INTIMATE EXPERIENCES

Add an Experience that allows you to get up close and engage with celebrity and local chefs.

Lunch With Mario Batali
Join Mario Batali for an exclusive lunch inspired by his new cookbook – guests receive a copy with lunch purchase. Limited availability.
\$99 PRE-SALE

Scott, Steaks & Stogies
James Porter, Christopher Gross & friends deliver the happiest of happy hours, leading with a high-country experience from Porter's TERRA farm + manor.
\$39 PRE-SALE

Not Your Average BBQ & Brews
Scott Holmes, Stephen Jones & Bernie Kantak elevate the classic American barbecue. Think wagu beef vs classic pulled pork! Select beer pairings included.
\$49 PRE-SALE

Eat, Drink, Give.
Sisterhood of the Stove presents a 13 female-chef lineup, featuring gourmet bites & cocktails benefiting The Joy Bus.
\$99 PRE-SALE

East Meets West
Nobuo Fukuda & friends beckon guests to savor cuisine of the East with a West Coast flair.
\$39 PRE-SALE

The Grand Finale
Go Ossu & friends present a superlative multi-course meal with fabulous pairings, capping off 3 days of rare food and beverages.
\$99 PRE-SALE

GRAND TASTING

\$85 (one day) \$150 (Sat & Sun)

- Unlimited sampling of 70 restaurants over two days
- 200 wines, beers & spirits
- Celebrity chef demonstrations, seminars and panels

INSIDER SPECIAL

Subscribers save \$10 & get Mario Batali's new book. Go to insider.azcentral.com to redeem.

VIP GRAND TASTING

\$120 (one day) \$220 (Sat & Sun)

- Unlimited sampling of 70 restaurants
- 200 fine wines, rare craft beers, distinctive spirits
- Celebrity chef seminars and panels
- 1-hour early access
- Preferred parking
- AJ's Fine Foods VIP Lounge
- Private demonstrations
- Private tastings
- Preferred seating at Grand Tasting stage
- VIP facilities [restrooms]
- First Course opening night reception

MARIO BATALI GRAND TASTING \$200 (Sat Only)

- VIP Grand Tasting
- Early entry to mingle with Mario Batali
- Hors d'oeuvres and drinks in the VIP Lounge
- Mario's new cookbook

FIRST COURSE

\$35 PRE-SALE (Friday 5:30 - 8pm)

- Opening night party to benefit The Joy Bus
- Open-air lounge setting
- Exclusive tastings
- Specialty cocktails & wine
- Music

GET YOUR TICKETS TODAY AT ☺ www.azcentralfoodandwine.com

70 RESTAURANTS INCLUDING

Artizen at the Camby Hotel | Beckett's Table | Bitter & Twisted Cocktail Parlour | Bootleggers Modern American Smokehouse | Bourbon & Bones Chophouse Bar | Cartel Coffee Lab | Citizen Public House | Crab & Mermaid Fish Shop | Cress on Oak Creek at L'Auberge de Sedona | Crudo | Different Pointe of View-Pointe Hilton Tapatio Cliffs | Frasher's Smokehouse | Gadzooks Enchiladas & Soup | J&G Steakhouse | L'Auberge de Sedona | Little Miss BBQ | MATCH Cuisine & Cocktails at FOUNDRY Phoenix Hotel | Mamma Toledo's The Pie Hole | Nico Heirloom Kitchen | Nothing Bundt Cakes | Okra Cookhouse & Cocktails | Otro Cafe | Pig & Pickle | Proof | Quiescence at The Farm at South Mountain | Red Thai Southeast Asian Kitchen | Shabu Fondue | Southern Rail | Sweet Republic | Switch Restaurant & Wine Bar | Talavera | Tarbell's | The Dhaba | The Gladly | The House Brasserie | The Larder + The Delta | The MARKET Restaurant+Bar | The Mission | The Second Story Liquor Bar | The Vig | The Wild Thaiger | Top of the Rock | Virtu Honest Craft | ZuZu at Hotel Valley Ho





NOVEMBER 4-6, 2016
SALT RIVER FIELDS
 AT TALKING STICK • SCOTTSDALE

GET YOUR TICKETS TODAY AT azcentralfoodandwine.com

65 CHEFS 70 RESTAURANTS

200 WINES, BEERS & SPIRITS

+ FOOD SUPERSTARS

CHEF DEMOS | INTIMATE EXPERIENCES | COOKING TIPS



SAT., NOV. 5

Mario Batali Chef, Author, Restaurateur & Co-host of ABC TV's "The Chew"



SUN., NOV. 6

Scott Conant Chef, Restaurateur, Author & Judge on Food Network's "Chopped"



Kevin Fink
Owner & Executive Chef,
Emmer & Rye



Alex Stratta
Executive Chef & James
Beard Award winner



Bruce Kalman
Executive Chef &
'Chopped' champion

Jacques Quain | Robert McGrath | Scott Holmes | Charleen Badman | Tonya Saidi
 Tammie Coe | Christopher Gross | Keenan Bosworth | Bob Tam
 For a complete list of participating chefs, visit azcentralfoodandwine.com

GRAND TASTING

\$80 (Sat or Sun)

\$150 (Sat & Sun)

LIMITED TIME OFFER

- Includes Mario Batali's new cookbook (while supplies last)
- Unlimited sampling of 70 restaurants over two days
- 200 wines, beers & spirits
- Celebrity chef demonstrations, seminars & panels

INSIDER SPECIAL

Subscribers save \$10 & get Mario Batali's new book. Go to azcentral.com/insider to redeem. While supplies last.

VIP GRAND TASTING*

\$120 (Sat or Sun)

\$220 (Sat & Sun)



Presented by AJ's Fine Foods

- Unlimited sampling of 70 restaurants over two days
- 200 wines, beers & spirits
- Celebrity chef seminars and panels
- Special libations
- 1-hour early access
- Preferred parking
- AJ's Fine Foods VIP Lounge
- Preferred seating at Grand Tasting stage
- VIP restrooms

*Includes Mario Batali's new cookbook (while supplies last)

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70 RESTAURANTS INCLUDING

Artisan at the Canby Hotel | Beckett's Table | Bitter & Twisted Cocktail ParLOUR | Blue Hound Kitchen & Cocktails | Bloodeggers Modern American Smokehouse | Bourbon & Bones Chophouse Bar | Cartel Coffee Lab | Citizen Public House | Cresson Oak Creek at L'Auberge de Sedona | Crudo | Different Points of View-Pointe Hilton Tapatio Cliffs | Frasier's Smokehouse | Gadrooks Embrilladas & Soup | J&G Steakhouse L'Auberge de Sedona | Little Miss BBQ | Mamma Toledo's The Pie Hole | Nico Heirloom Kitchen



TOURISM SPOTLIGHT

A Community Report from the Scottsdale Convention & Visitors Bureau



GO WEST, YOUNG TRAVEL WRITERS Scottsdale welcomes 60 journalists for Travel Classics West

For years, the Scottsdale Convention & Visitors Bureau has welcomed top magazine and newspaper editors and prolific freelance writers to the destination biennially for Travel Classics West. And the conference returns to Scottsdale for the 10th time this November.

Each year, the bureau also hosts more than 200 travel writers to explore the destination during individual and group press trips. Visiting media stay at Scottsdale's world-class hotels and resorts, savor our local cuisine, and experience the wonders of our Sonoran Desert playground.

By hosting journalists in the destination, the bureau shares Scottsdale's stories and garners authentic, first-hand media coverage for the destination. That coverage is then viewed by millions of readers across the globe – readers who may otherwise have never heard about or considered our destination.

By hosting Travel Classics West, specifically, the bureau is able to bring the highest concentration of premier journalists to Scottsdale all at the same time.

Travel Classics, which is considered one of the world's most exclusive conferences for professional travel writers, is hosted throughout the world – from Switzerland to New Zealand to Canada. But Scottsdale is the one place to which the conference has consistently returned. And that's all because of the Scottsdale Convention & Visitors

Bureau's longstanding relationship with the masterminds behind the conference, which began in 2004.

While the writers and editors – who represent *Robb Report*, *Sunset*, *Condé Nast Traveler* and more – spend much of the three-day conference in meeting rooms, their evenings are dedicated to experiencing the vibrancy of the Scottsdale area. Some explore even more of Scottsdale's offerings by extending their visit additional nights.

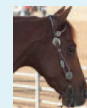
This year's conference is hosted at the Omni Scottsdale Resort & Spa at Montelucia, and the 60 journalists will venture out to explore Desert Botanical Garden (above), Cowboy Ciao, Counter Intuitive and Kazimierz World Wine Bar during evening receptions.

Because of Travel Classics West, Scottsdale has been spotlighted in publications such as *AFAR*, *American Way*, *The Miami Herald*, *Huffington Post* and *Robb Report* – and that coverage resulted from the 2014 conference alone. Only time will tell what articles will be written about Scottsdale following this year's conference.

IN FISCAL YEAR 2015, THE BUREAU:

Hosted 232 travel writers and assisted with 1,204 articles, which were seen by 3.8 billion readers

Fall Events



ARIZONA FALL CHAMPIONSHIP

Oct. 6 – 9

azfallchampionship.com

The Arizona Quarter Horse Association hosts the Arizona Fall Championship at WestWorld of Scottsdale. Some of the country's finest equine athletes compete during this free event.



SCOTTSDALE INTERNATIONAL FILM FESTIVAL

Oct. 6 – 10

scottsdalefilmfestival.com

Scottsdale International Film Festival is a five-day event that celebrates and screens films that foster a meaningful understanding of the world's cultures, lifestyles, religions and ethnicities.



ARIZONA TACO FESTIVAL

Oct. 15 – 16

atacofestival.com

More than 50 teams serve up a variety of tacos during the two-day Arizona Taco Festival at Salt River Fields at Talking Stick. The event also features live music, Lucha Libre wrestling and more.



AZCENTRAL COM FOOD & WINE EXPERIENCE

Nov. 4 – 6

azcentralfoodandwine.com

In its second year, the event showcases a culinary experience that is uniquely Arizona, celebrating local chefs, vintners, distillers and restaurateurs, and all of their creations.



BENTLEY SCOTTSDALE POLO CHAMPIONSHIPS

Nov. 5

thepoloparty.com

The event not only brings polo's top contenders together during two matches, it also provides a sneak preview of the Barrett-Jackson Collector Car Auction and Scottsdale Arabian Horse Show.



The Scottsdale Convention & Visitors Bureau can provide you with information on local events, new restaurants and attractions, discounts and more. Visit us online or stop by our visitor center at Scottsdale Fashion Square. ExperienceScottsdale.com • 480-421-1004



For a complete list of events, visit EventsInScottsdale.com.



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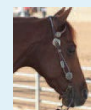
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For a complete list of events, visit EventsInScottsdale.com.

Market Summary

FOR TRADING ON TUESDAY, AUGUST 30, 2016

ARIZONA'S BUSINESS

Stock footnotes: n = new issue within the past 52 weeks, s = stock split or stock dividend amounting to 25 percent or more in the past 52 weeks.

Table with columns for 'TOP EMPLOYERS' and 'ARIZONA-BASED COMPANIES'. Each column lists company names and their stock prices (High, Low, Last, Chg) along with 52-week high and low prices.

NYSE NASDAQ

Table showing NYSE and NASDAQ market performance with columns for 'Index', 'Previous', and 'Yesterday'.

Dow Jones industrials



Nasdaq composite



S&P 500 index



INTERNATIONAL MARKETS

Table listing international market indices such as London, Hong Kong, Tokyo, and Toronto.

MAJOR INDEXES

Table showing major index performance including Dow Jones, S&P 500, and others.

WIDELY HELD STOCKS (TOP 25)

Table listing the top 25 widely held stocks with columns for 'Stock', 'High', 'Low', 'Last', 'Chg', and '52-wk High/Low'.

COMMODITIES

Table listing commodity prices for various metals and energy products.

MUTUAL FUNDS

Table listing the top 30 largest funds by size, including Vanguard and Fidelity funds.

MUTUAL FUNDS

Table listing the top 30 largest funds by size, including American Funds and others.

MUTUAL FUNDS

Table listing the top 30 largest funds by size, including American Funds and others.

MUTUAL FUNDS

Table listing the top 30 largest funds by size, including American Funds and others.

Conant

Continued from Page 20A

that took even Fabbrì by surprise. "Him moving out here, that was a shock. One day he's, 'I'm looking for a house, and I'm like, are you kidding me?' Two days later, he bought it. Done," Fabbrì recalls.

"When I make a decision, I move very quickly," Conant adds, with a smile. "I called my wife one day, I was in Vegas, and I was like, 'You know what? Let's just make a move. Let's do it. Let's see what happens.'"

Conant has relocated his family to Scottsdale and made the Valley his home. In November, he'll make a big public appearance as guest chef at azcentral.com Food & Wine Experience.

A graduate of the Culinary Institute of America, Conant worked his way through a series of respected New York Italian kitchens before making his first big mark as the executive chef of L'Impero, which earned three stars from The New York Times and was named best new restaurant by the James Beard Foundation in 2003.

2009. And though his TV and restaurant commitments frequently will bring him back to New York, he's energized by the chance to create a different kind of Italian restaurant in Phoenix.

Conant and Fabbrì have no intention of airlifting another Scarpetta and dropping it in the desert. Rather, they prefer Mora to be unique — both for Phoenix and of Phoenix.

"The idea that resonated with me is this idea of Mora as a modern ostria," Conant explains. "If you've ever been to Italy and you go to an ostria, it's a place where people feel like it's an extension of their living room. You go there, you hang out, you have friends and you can just partake in the conviviality of the environment."

Mora is under construction, but Fabbrì and Conant are targeting a December launch. When it opens, the 6,000-square-foot restaurant built by Phoenix-based LDC Design Build will hold 180 diners across an open, modern space that mixes traditional seating, community tables, an enormous bar, private dining area and covered patio.

The project took over the site of a razed building previously owned by Planned Parenthood. The menu is under development, but Conant wants it to capture the casual, friendly vibe of the space they're creating.

"I don't think the focus is on luxury ingredients here," he says. "I think it's on the simplicity, the freshness, the quality. Also, it's America. We're not going in to recreate the authenticity of Italy, but rather tap into the soul of Italy."

As he describes the feeling he hopes he and Fabbrì can capture at Mora, Conant keeps returning to one simple, central principle that informs all of his efforts.

"It's really about making people happy." Details: Mora Italian, 5651 N. Seventh St., Phoenix, moraitalian.com.

Tech jobs

Continued from Page 20A

presence here. We are committed to becoming an even more active participant in the economic strength of the region by creating hundreds of new jobs, and I am honored to be part of our company's deeper commitment to Arizona."

According to the Arizona Commerce Authority, which took part in Tuesday's ceremony welcome to the company to the area, Phoenix and Tempe have attracted more than 2,000 new technology jobs in the past year, including

ZipRecruiter, Rextech, Entertainment Partners and others.

Also celebrating the new center were Gov. Doug Ducey, U.S. Rep. Kyrsten Sinema, Commerce Authority President/CEO Sandra Watson, Tempe Mayor Mark Mitchell and Phoenix City Mayor Kate Gallego, whose district borders Tempe.

"Tempe is a top destination for companies looking for the skilled technology workforce and the lifestyle that our city offers," Mitchell said. "Nearly 15,000 people in Tempe work in the technology industry. We thank Willis Towers Watson for their investment in our community."

Job openings for the company in Tempe and elsewhere can be found at careers.willistowerswatson.com.

DILBERT comic strip featuring Dilbert, Dogbert, and Phyllis. The comic includes dialogue about work and a puzzle reference.

ENJOY PUZZLES? For about \$1 per week you can add our new puzzle book to your subscription. GET YOURS TODAY, ACT NOW! 602-444-1000 puzzle.azcentral.com

HAHA! ACROSS 1. That moment when the word you've been stuck on finally pops in your head.

Food & Dining

REACH US | DEBORA BRITZ, DEBORA.BRITZ@ARIZONAREPUBLIC.COM

Jobs
Employment
ads. 8D

NO sweat

Quick, easy meals to make without turning on the oven

ROBIN MILLER SPECIAL FOR THE REPUBLIC

Even though the late-summer days are getting shorter, there's still plenty of heat to fill the waking hours. And when the mercury soars, the thought of igniting a kitchen flame can be downright daunting.

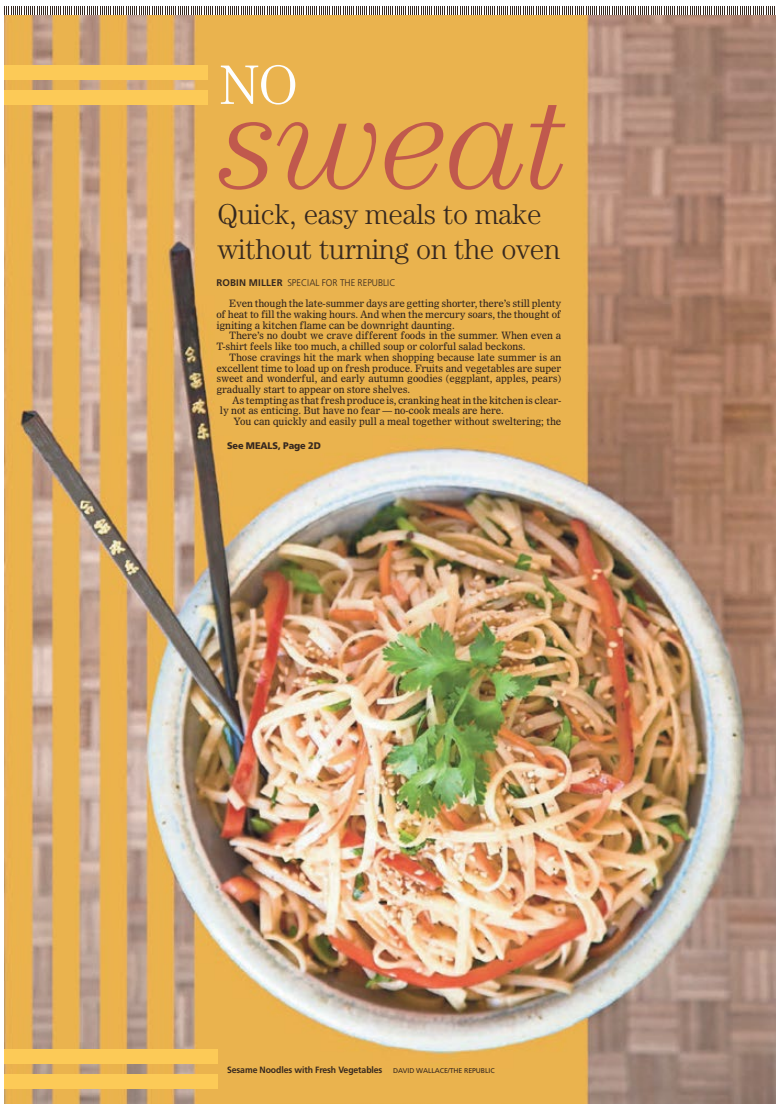
There's no doubt we crave different foods in the summer. When even a T-shirt feels like too much, a chilled soup or colorful salad beckons.

Those cravings hit the mark when shopping because late summer is an excellent time to load up on fresh produce. Fruits and vegetables are super sweet and wonderful, and early autumn goodies (eggplant, apples, pears) gradually start to appear on store shelves.

As tempting as that fresh produce is, cranking heat in the kitchen is clearly not as enticing. But have no fear — no-cook meals are here.

You can quickly and easily pull a meal together without sweating; the

See MEALS, Page 2D



Sesame Noodles with Fresh Vegetables DAVID WALLACETHE REPUBLIC

From Angels to Zippys, find Valley's best wings

DOMINIC ARMATO
THE REPUBLIC | AZCENTRAL.COM

The scent of good hot wings sticks with you.

Literally. Under your fingernails. For days, it seems.

Or maybe that only happens when you spend a week sampling nearly 150 wing styles at dozens of restaurants around town, searching for the best and most interesting.

The same applies for both good and bad wings, so if you're going to make that kind of commitment to a bar snack, best to ensure your fingertips are going to evoke pleasant memories for the rest of the week.

With football season upon us, the time was ripe to take stock of the Valley's chicken wing offerings. Here are my 14 favorites, covering a broad range of flavors and styles, from A to Zippys.

Angels Trumpet Ale House

A downtown Phoenix beer hall that



DOMINIC ARMATOTHE REPUBLIC
Angels Trumpet will toss them in sauce if you prefer, but the ale house's wings are better naked, perfectly seasoned with a deep amber lacquer.

specializes in quirky foods like crispy Spam sliders and elevated TV dinners, Angels Trumpet also slings some pretty tasty wings. Though you can request their Angels Wings tossed in sauce, don't. They're perfectly seasoned, fried to a light crisp with a deep amber color and lacquered sheen — and better en-

See WINGS, Page 7D

One of America's best new chefs returns home

JENNIFER MCLELLAN
THE REPUBLIC | AZCENTRAL.COM

Kevin Fink is the biggest chef you don't know.

Don't feel too badly. He is a rising star. And you can catch him at the azcentral.com Food & Wine Experience in November.

Fink grew up eating handmade tortillas in Tucson and graduated from Northern Arizona University with a degree in hotel and restaurant management.

For the past 15 years, he has been an extra in some of the world's most critically acclaimed kitchens, including Noma in Copenhagen, The French Laundry in Yountville, Calif., and Trattoria 13 Gobbi in Florence, Italy. In late 2015, he took center stage and opened his own restaurant, Emmor & Kye, in Austin. He was quickly named one of the country's best new chefs by *Food & Wine* magazine. Then, *Bon Appetit* nominated his eatery — where you order from a week-



azcentral.com
Food & Wine Experience

When: Friday-Sunday, Nov. 4-6

Where: Salt River Fields at Talking Stick.

Tickets: azcentral.com/foodandwine.com

ly menu or select from nightly small plates passed around the dining room on carts — for the magazine's America's Best New Restaurants 2016 list.

Now, Fink is returning to Arizona to be

See CHEF, Page 6D

Mario Batali, 4 more reasons we can't wait for the 2016 azcentral.com Food & Wine Experience

 [Jennifer McClellan, The Republic | azcentral.com](#) 12:34 p.m. MST May 19, 2016

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The azcentral.com Food & Wine Experience is returning on Nov. 5-6, and there are some tasty new treats awaiting. David Kadlubowski/The Republic



The azcentral.com Food & Wine Experience will

MORE STORIES



Roberts: Daughter of man killed in distracted driving case 'just wants justice'
Sept. 12, 2016, 6:31 a.m.



Montini: Anti-marijuana campaign takes \$500K from the maker of deadly narcotic
Sept. 12, 2016, 8:56 a.m.



Valdez: Hillary Clinton may have just lost the election
Sept. 12, 2016, 11:11 a.m.



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FOR IMMEDIATE RELEASE

Conant & Batali Host Unparalleled Weekend of Fine Food & Drink

**Scott Conant of Food Network's *Chopped* Joins
 Lineup at azcentral Food & Wine Experience**

Get Ready for an Extraordinary Foodie Party Sun., Nov. 6

Featuring Chef Mario Batali, Michelin-starred & James Beard award winner Alex Stratta

Arizonan and Food & Wine Magazine's "Best New Chefs 2016" Kevin Fink

James Beard award winners Gross, Bianco, Fukuda, McGrath & Rising Arizona Culinary Leaders

Scottsdale, Ariz. (Aug. 31, 2016) – Chef, restaurateur and author Scott Conant of Food Network TV's popular *Chopped* brings a warm and lively celebration of food to azcentral Food & Wine Experience (azcentralfoodandwine.com) Sun., Nov. 6, with an hour-long cooking demonstration on the main stage in the Grand Tasting for all patrons to enjoy, creating a veritable foodie party.

SOIREE WITH SCOTT LIMITED TICKETS. In addition, the acclaimed Food Network star with restaurants in New York, Las Vegas and Miami will be featured in a *Soiree with Scott*, a **VIP Grand Tasting** ticket package for \$180 that includes:

- a meet & mingle with Conant in *AJ's Fine Foods VIP Lounge*;
- early 12 noon early entry to more than 35 restaurants featured on Sunday alone in the Grand Tasting;
- all-day access and special libations in *AJ's Fine Food VIP Lounge*; and
- preferred parking.

Conant fans best act quickly on this limited availability VIP Grand Tasting ticket. A similar package with Mario Batali for Sat., Nov. 5, sold out in a week!

Conant is a popular 'judge' on Food Network's highly-rated *Chopped*, and also is a three-time acclaimed cookbook author and restaurateur known for his unwavering culinary passion for creating singular dining experiences with soulful food in a convivial atmosphere. His career spans nearly 30 years, including multiple restaurants, an enthusiastic following of fans and an ever-expanding brand. Indeed, he has established himself as one of the country's top chefs, restaurateurs and a loyal following of all ages.

What's extra enjoyable Sun. Nov. 6 at azcentral Food & Wine Experience is Conant's hour-long cooking presentation on the Monark SubZero/Wolf stage for all patrons, surely creating a fabulous foodie party atmosphere.

CONANT BOOK SIGNING. In addition, Conant will sign books in the event footprint's Luxury Pavilion.

-M O R E-

Scott Conant of Food Network TV *Chopped Fame* Joins AZFWE Lineup on Sunday /2

In addition to the newly opened *Impero Caffè* at NoMad's Inside New York hotel, Conant also is the chef and owner of *Scarpetta* in Miami and Las Vegas, wine bar *D.O.C.G Enoteca*, and private event space, *SC Culinary Suite* in New York, boasting a sleek kitchen and space for intimate dinners and cocktail parties. Conant has appeared on the *Today Show*, *The Chew*, CBS' *The Talk*, *Live with Kelly & Michael* and Good Morning America, and is a regular judge on *Chopped*, consistently one of Food Network's highest rated programs. He also has published three cookbooks: *New Italian Cooking*, *Bold Italian* and *The Scarpetta Cookbook*.

MORE SPECIAL GUESTS. Chef **Mario Batali**, appears at the event Sat. Nov., 5. Batali is co-host of **ABC-TV's *The Chew***, author of 10 cookbooks and oversees 26 restaurants across the US and Singapore. In addition, throughout the two-day event, the lineup features Chef Kevin Fink of Emmer & Rye, one of Food & Wine Magazine's "Best New Chefs 2016," Michelin-starred and James Beard award-winner Chef Alex Stratta, Chef Bruce Kalman, one of few chefs to beat Bobby Flay in competition, and many more Arizona culinary leaders.

TICKETS & INFORMATION. Tickets are available at azcentralfoodandwine.com. Subscribers to azcentral.com and *The Arizona Republic* can access a special ticket by visiting azcentral.com/insider.

SPONSORS 2016. azcentral Food and Wine Experience presented by Cadillac is sponsored by AJ's Fine Foods, Monark Premium Appliances, SubZero/Wolf, City of Scottsdale, Hensley Beverage Company, Salt River Fields and Scottsdale Convention & Visitors Bureau.

About azcentral Food & Wine Experience. azcentral.com Food & Wine Experience produced by R Entertainment celebrates its second year in 2016. Featuring a Friday opening night "First Course;" a two-day "Grand Tasting" of 35 restaurants each day; and a two-day schedule of coveted dining "Experiences" in a private Orchard setting. The event is an exceptional showcase of culinary entertainment with leading chefs of the Southwest, visiting celebrity chefs; festive food, wine, craft beer and spirits sampling; and industry-leading seminars and panel presentations. Tickets and information at azcentralfoodandwineexperience.com

About azcentral.com. azcentral.com and *The Arizona Republic* are Arizona's top news and information sources, reaching more than 1.5 million readers each week. Only the state's largest news gathering organization offers compelling, award-winning content across multiple platforms including the #1 newspaper and website, apps, events and more. azcentral.com and *The Arizona Republic* are part of the USA TODAY NETWORK, the largest local-to-national media network in the U.S. with 107 local markets.

About R Entertainment. R Entertainment is a national concert and event business development company, which produces and markets more than 200 dates a year. Private corporate events such as the American Express *Chairman's Event* and the *Harvey Mackay 80th Birthday Event*, charity events such as the Boys & Girls Clubs of Metropolitan Phoenix's *Dish It Out*, other culinary spectacles such as the Arizona PBS *Check, Please! Arizona* Festival, and renowned music series *The Good Life Festival* by Shea Homes are part of the company portfolio. R Entertainment also books concert entertainment nationwide. For latest event and concert dates, visit R-Entertainment.com

About Salt River Fields at Talking Stick. Salt River Fields is a central landmark within the Talking Stick Destination. Completing its sixth MLB Spring Training season in 2016, the world-class, LEED Certified Gold venue serves as Spring Training home of the Arizona Diamondbacks and the Colorado Rockies, and was named #1 Spring Training Destination by Sports On Earth featured on MLB.com. The facility is surrounded by some of the world's most beautiful mountain panoramas, and is a popular year-round destination for major community events. Salt River Fields is an enterprise of the Salt River Pima-Maricopa Indian Community and has earned multiple awards including *Ballpark Digest Ballpark of the Year*, *Trip Advisor Certificate of Excellence* and multiple *Best Spring Training Field* by Arizona Foothills Magazine. Visit www.SaltRiverFields.com

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Presented by

*Cadillac***AZCENTRAL FOOD & WINE 2016 MARKETING PLAN***Event is Nov 4, 5, 6***OVERVIEW & MARKETING STRATEGY**

The highly anticipated culinary showcase is back for its second year, expanding to award-winning Salt River Fields after a successful turnout of 5,000 people last year. This year's event will feature a Friday evening charity benefit, First Course. Strategic partnerships with food & beverage outlets secured through ad buys or trade agreements will also be leveraged to promote the event and drive ticket sales.

GOALS

- Increase YOY ticket sales
- Increase YOY sponsorship sales
- Increase YOY total revenue (ticket sales and sponsorships)
- Increase brand and event partner awareness
- Increase subscription sales by promoting discounted access to the event
- Grow engagement activity among subscribers through exclusive experiences/offers part of the Insider loyalty program
- Leverage newsroom personalities to further engage audience

TARGET AUDIENCE

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

MARKETING TACTICS**Phase I (May 22 – July 23)**

Landing page promotional timeframe, encourage people to be the first to purchase tickets to take advantage of headliner experiences. Also focus on \$10 off promotion for Insiders.

Editorial/Content Plan

- Kickoff story on Tuesday, May 17, online and in Food & Dining on May 18
- The digital AZCFWE newsletter on May 19

In-Product Promotion

Print:

Channel	Ad Unit	Frequency/Details	Dates	Value
TAR Newspaper	Full Page ROP (6 x 21.5)	9 weeks; based on 1.5 pages of space per month. Run Wednesday/Sunday	5/22, 6/1, 7/6	\$96,750
TAR Newspaper	Half Page ROP (6 x 10.5)		5/29, 7/17	\$31,500
TAR Newspaper	Quarter Page ROP (3 x 10.5)		6/5, 6/15	\$15,750
TAR/Community Republics	Half page (2 x 10)	9 weeks; Run 1-2x per month on Saturdays in All Zones (Based on rate of \$179.30)	5/28, 6/4, 6/18, 7/9, 7/23	\$10,758
TAR/Kraft Jacket	Full Page (6 x 21.5)	Run as filler	TBD – based on opportunity	N/A
Sunday Select	Half page (6 x 10.5)	9 weeks; Run 1x per week every Sunday. Need ad proof 13 days in advance of first run date	5/22, 5/29, 6/5, 6/12, 6/19, 6/26, 7/3, 7/10, 7/17	N/A
Event poster	11 x 17	Promote at relevant events (contracted through Circ on-site or trade agreements w/ entertainment partners)	TBD – based on opportunity	N/A
			Total	\$154,758

Digital:

Channel	Ad Unit	Frequency/Details	Dates	Value
AZC Email	N/A	1x per month. Send to CIRC non-subs and subs (300K)	5/23, 6/11, 7/19	58,500
Event partner/affiliate emails	N/A	TBD – based on opportunity	5/22 – 7/23	N/A
High impact ad unit	PDP	Run as filler on Homepage and Things to Do section on azcentral.com	5/22 – 7/23	\$30,000
AZC Newsletters	300 x 250	Placement in Breaking News, Morning News Now, Things to Do this Weekend, and Community newsletters	5/22 – 7/23	\$5,000
Insider page promotion	600 x 400 horizontal	Promotion of Food & Wine event and special \$10 off discount for Insiders only	5/23 kickoff; keep on page throughout Phase 1 and Phase II promotion	\$1,000
Insider Offer newsletter	600 x 400 horizontal	1x per month. Sent to 130,000 subscribers. Promo asset due 15 days prior to blast	6/8, 7/13	\$2,000
			Total	\$96,500

Social (Hosted):

Channel	Ad Unit	Frequency/Details	Dates	Value
Facebook & Twitter	N/A	2x per month; promote Food & Wine stories on each platform	June, July	\$8,000
Instagram	N/A	Create photo gallery for restaurants, chefs, etc.	5/22 – ongoing	N/A
			Total	\$8,000

Phase I Total Promotional Value: \$260,000

Phase II (August 7 – November 6)

Website is live; heavy promotions will pick up for ticket sales in August. Promotions for specific events within azcentral.com Wine & Food Experience to take place August – November as well.

Editorial/Content Plan

Start 10 weeks of advancers on Wednesday, Aug. 31, through Wednesday, Nov. 2, similar to what ran last year. That’s 10 stories in Food & Dining, but in the last couple of weeks leading up to the festival, the plan will be to have additional stories for Sunday’s A&E.

Among the planned advancers:

- Q&A with Mario Batali (and how to meet him at the festival).
- New this year: Friday evening benefit, First Course, to benefit local charity Joy Bus.
- What to expect at the grand tasting, including the new participating restaurants, such as Beckett’s Table and Okra.
- The special pairing dinners (such as Scotch, Steaks & Stogies; and Not Your Average BBQ & Brews), featuring some of the Valley’s most prominent chefs.
- One of the stories will reveal the name of the Top Home Chef winner, who, for the first time, will do a cooking demo at the festival.

Comprehensive Plan & Schedule:

	9/14
Meet the Beard winners (McClellan) Sunday is a day to feast with Arizona’s James Beard Award winning chefs in one place.	
	9/21
Q&A with Scott Conant (Armato)	
	9/28
Q&A with Mario Batali (McClellan) The celeb chef who’ll be the headliner for Saturday at this year’s Food & Wine Experience	
	10/5

Joy Bus, which delivers meals to homebound cancer patients, is the official charity of this year's Food & Wine Experience. We introduce you to them, and share some recipes. (McClellan)	
	10/12
Insider tips from Grand Tasting chefs and dining critic, and new Valley restaurants joining this year's Grand Tasting (Armato)	
	10/19
All about cocktails, mixologists – and hopefully we'll have something to say about Arizona wine too (Hwang)	
	10/26
In announcing the winner of Top Home Chef, who will be doing a live demo at AZCFWE, we also list all additional live demos festival goers can expect (McClellan)	
	11/2
Even with sold-out events, there are many ways to enjoy the festival (McClellan)	

Strategic Partnerships

- USA Today
 - 3, 1/4 color ads in target markets (587,735 distribution) - Minimum
 - 3M impressions (Minimum)
 - Chicago
 - Cincinnati
 - Dallas
 - Houston
 - Detroit
 - Kansas City
 - Los Angeles
 - Minneapolis
 - New York
 - Phoenix
 - Pittsburgh/Cleveland
 - San Francisco
 - Seattle
 - **Value: \$168K**
- Venture and Palm Springs (out of market outreach)
 - 2, 3x10 ads for 8 weeks, per market: \$54,720
 - 500,000 ROS impression, per market: \$9,000
 - **Value: TBD (last years was \$63,720)**

- Media Partnerships
 - Bonneville Radio - partnership in exchange for event exposure
- 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
- R Entertainment
 - Emailed to databases mid-September, mid-October, 1st week in November

In-Product Promotion

Print:

Channel	Ad Unit	Frequency/Details	Dates	Value
TAR Newspaper	Full Page ROP (6 x 21.5)	14 weeks; based on 1 page of space per week. Run: - Sunday (Main News) - Wednesday (Food) - Thursday (Things to Do)	8/10, 8/17, 9/11, 9/18, 10/2, 10/9, 10/26, 10/30, 11/5, 11/6	\$322,500
TAR Newspaper	Half Page ROP (6 x 10.5)		8/21, 8/24, 9/25, 9/28, 10/5, 10/6, 11/2, 11/3,	\$126,000
TAR Newspaper	Quarter Page ROP (3 x 10.5)		8/28, 8/31, 9/1, 9/4, 10/16, 10/19, 10/20, 10/23	\$63,000
TAR/Community Republics	Half page (2 x 10)	14 weeks; Run 2x per week on Wednesdays/Saturdays in All Zones (based on rate of \$111.10). Start on 8/10	8/10, 8/13, 8/17, 8/20, 8/24, 8/27, 8/31, 9/3, 9/7, 9/10, 9/14, 9/17, 9/21, 9/24, 9/28, 10/1, 10/5, 10/8, 10/12, 10/15, 10/19, 10/22, 10/26, 10/29, 11/2, 11/5	\$37,551.80
TAR/Kraft Jacket	Full Page (6 x 21.5)	Run as filler	TBD – based on opportunity	N/A
Sunday Select	Half page (6 x 10.5)	8 weeks; Run 1x per week every Sunday. Need ad proof 13 days in advance of first run date	9/4, 9/11, 9/18, 9/25, 10/2, 10/9, 10/16, 10/23, 10/30	N/A
Event poster	11 x 17	Promote at relevant events (contracted through Circ on-site or trade agreements w/ entertainment partners)	TBD – based on opportunity	N/A

Winter Visitors Guide	Full page (7.25 x 9.875)	Promote event in Winter Visitors Guide, which will be mailed out on 9/2. Need ad proof XX days in advance of run date	9/2	N/A
			Total	\$549,051.80

Digital:

Channel	Ad Unit	Frequency/Details	Dates	Value
AZC Email	N/A	2x per month. Send to CIRC non-subs and subs (300K) *Need to adjust messaging in final two emails	8/7, 8/17, 9/11, 9/25, 10/9, 10/22, 11/4, 11/5	\$156,000
Desktop and mobile banner ads	728 x 90, 320 x 50	500K impressions per month (i.e. 250K impressions per ad unit). Schedule as priority.	8/7 – 11/6	\$12,000
Event partner/affiliate emails	N/A	In partnership w/ R Entertainment. Distribute to partner databases.	8/7 – 11/6	N/A
High impact ad unit	PDP	Run as filler on Homepage and Things to Do section on azcentral.com. Run at least 5x total	8/7 – 11/6	\$50,000
AZC Newsletters	300 x 250	Placement in Breaking News, Morning News Now, Things to Do this Weekend, and Community newsletters	8/7 – 11/6	\$5,000
Insider page promotion (Extras)	600 x 400 horizontal	Promotion of Food & Wine event and special \$10 off discount for Insiders only	5/23 kickoff; keep on page throughout Phase II promotion	3,750
Insider Offer newsletter	600 x 400 horizontal	1x per month. Sent to 150,000 subscribers the second Wednesday of every month. Promo asset due 15 days prior to blast.	8/10, 9/14, 10/12	\$7,200
			Total	\$233,950

Social (Hosted):

Channel	Ad Unit	Frequency/Details	Dates	Value
Facebook/Twitter/Instagram	N/A	2x per month; promote Food & Wine stories on each platform	August, September, October, November (days countdown)	\$24,000
Instagram	N/A	Create photo gallery for restaurants, chefs, etc.	Start 8/7 and populate leading up to event	N/A

Social (Paid):

Channel	Ad Unit	Frequency/Details	Dates	Value
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Facebook	1200 x 900	Two (2) boosted post campaigns; \$1000 each post. Also post to Instagram. Budget TBD	October, November	TBD
			Total	\$24,000

Phase II Total Promotional Value: \$807,000

Total Promotional Value: \$1,067,000

Post-Event:

- Survey – distribute on Monday, Nov 7 via ProTix tickets database
 - Plan out survey questions in October

Marketing Communications Plan 2016



Marketing • Communications • Solutions

FleurComGroup works 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 are targeted with information for this first-ever Scottsdale signature culinary event that has a national scope by virtue of its content, its tourism attraction and marketing.

SCVB Travel Writers Tours

In conjunction with Scottsdale Convention and Visitors Bureau, FCG will host Saturday, Nov. 5, of this three-day event a collection of travel writers invited by the SCVB to meet and see up close the many local award-winning chefs, restaurant installations, vintners, distillers, cooking demonstrations on Monark Premium SubZero/Wolf Stages, the AJ's Fine Foods VIP Lounge for VIP Grand Tasting patrons and even the hospitality of reserved cabanas where guests can enjoy during this global culinary event.



Blogger Event & Tour

Once again due to popular demand, FCG in 2016 hosts a group of food and lifestyle bloggers in a custom schedule of 'insider glimpses' and programming of AZFWE strategically designed to generate high volume social media activity #AZFWE!

Social Media & E-Marketing Campaigns

All social media platforms are deployed with multilayered content about chefs, restaurants, dining experiences on site, expert demonstrations and chef's panels, beverage programs, visiting guest chefs from New York and Los Angeles and more. Similar messages are distributed via email 'blasts' to targeted databases of fans, ticketholders and others.

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	Battle Creek Enquirer	Coshocton Tribune
The Montgomery Advertiser	Detroit Free Press	The News-Messenger, Fremont
The Arizona Republic, Phoenix	Lansing State Journal	Lancaster Eagle-Gazette
Tucson Citizen	Times Herald, Port Huron	Mansfield News Journal, Mansfield
The Baxter Bulletin	St. Cloud Times	The Marion Star
The Desert Sun, Palm Springs	Hattiesburg American	The Advocate (Newark), Newark
The Salinas Californian	The Clarion-Ledger	News Herald, Port Clinton
Tulare Advance-Register	Springfield News-Leader,	Times Recorder, Zanesville
Visalia Times-Delta	Springfield	Statesman Journal, Salem
Fort Collins Coloradoan	Great Falls Tribune	The Greenville News
The News Journal, Wilmington	Reno Gazette-Journal	Argus Leader, Sioux Falls
Florida Today, Brevard County	Asbury Park Press	The Leaf-Chronicle, Clarksville
Fort Myers News-Press	Courier-News, Bridgewater	The Jackson Sun
Pensacola News Journal	The Courier-Post, Cherry Hill	The Daily News Journal,
Tallahassee Democrat	Home News Tribune, East	Murfreesboro
FSView & Florida Flambeau	Brunswick	The Tennessean, Nashville
Central Florida Future	Daily Record, Morristown	The Spectrum, St. George
Seminole Chronicle	The Daily Journal, Vineland	The Burlington Free Press
Pensacola News Journal	Ocean County Observer, Toms River	The News Leader, Staunton
Pacific Daily News, Hagatna	Press & Sun-Bulletin, Binghamton	Door County Advocate
The Indianapolis Star	Star-Gazette, Elmira	The Post-Crescent, Appleton
Journal and Courier, Lafayette	The Ithaca Journal	The Reporter, Fond du Lac
The Star Press, Muncie	Poughkeepsie Journal	Green Bay Press-Gazette
Palladium-Item, Richmond	Democrat and Chronicle, Rochester	Herald Times Reporter, Manitowoc
The Des Moines Register	(original flagship newspaper)	Marshfield News-Herald
Iowa City Press-Citizen	The Journal News, Westchester	Oshkosh Northwestern, Oshkosh
The Courier-Journal, Louisville	County	Stevens Point Journal
The Town Talk, Alexandria	Asheville Citizen-Times	The Sheboygan Press
The Daily Advertiser, Lafayette	Newspaper Network of Central	Wausau Daily Herald
The News-Star, Monroe	Ohio	Wisconsin Rapids Daily Tribune,
Daily World, Opelousas	Telegraph-Forum, Bucyrus	Wisconsin Rapids
The Times, Shreveport	Chillicothe Gazette	
The Daily Times, Salisbury	The Cincinnati Enquirer	

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

Results: 2015 azcentral Food & Wine Public Relations

Attendance & Numbers:

- More than 5,000 in attendance
- 340 guests enjoyed private ticketed orchard dinners/experiences
- More than 1,000 hard plates used during orchard dinners
- More than 130,000 bite sized samples served
- 70,000 sampling plates
- 6,000 wine glasses
- 200 wine and craft beer and spirits varieties served
- 70 restaurants
- 40 chef demonstrations
- 20 AZFWE chef coats
- 10 AZFWE Aprons
- 120 volunteers

Results...by the Numbers

In addition, a summary of direct marketing communications results is perhaps best indicated by visibility numbers at a glance:

- **156 million consumer impressions generated through advertising, promotional & news coverage¹.**
- **\$2.6 million in advertising value**
 - The Arizona Republic: more than \$1.3 million
 - West Group: more than \$82,500
 - USA Today: more than \$221,000
 - CBS Radio: \$236,000
 - Online Earned Media Value: more than \$838,000²
- **53 million consumer impressions in advertising.** The power of advertising by azcentral/The Arizona Republic and USA Today advertising³.
- **95 million consumer impression in news coverage.** Overall news coverage generated by USA Today, azcentral/The Arizona Republic and by other external news entities⁴.
 - **53 million** consumer impressions by USAToday.com
 - **33 million** consumer impressions in 45 news features originating from azcentral.com/The Arizona Republic.
 - **9 million** consumer impressions originating from news features by Arizona Foothills Magazine, Times Publications, Examiner.com, Phoenix Magazine, East Valley Tribune, WHERE Phoenix + Scottsdale, JetSet Magazine, Concierge Magazine, Downtown Phoenix Journal & others.
 - **400,000** viewers in 3 LIVE TV Feature Reports, plus another news spot taped for an evening newscast. *3TV and FOX10* reported LIVE straight from the event site with FOX TV's MasterChef star, Graham Elliot, kicking off the event Sat. Nov 7. In addition, FOX10 taped an interview to air that evening.
- *Online* news stories alone reflect an advertising value of \$838,864⁵.
- **More than \$236,000** in advertising value delivered by CBS Radio Phoenix.
- **1 million reached Social Media Reach.** In the final week preceding and during the event, Twitter activity reflects a reach of 985,000 through tweets & retweets. Through Facebook, 53,000 consumers were reached in shares, likes and a low level of ads. The value of more than four months of external social media content posted/tweeted by R Entertainment & FCG is supported by a recent survey⁶ that suggests "content marketing is the future of advertising."

¹Includes news coverage, CBS Radio and azcentral.com advertising impressions

² See table end of this Executive Summary

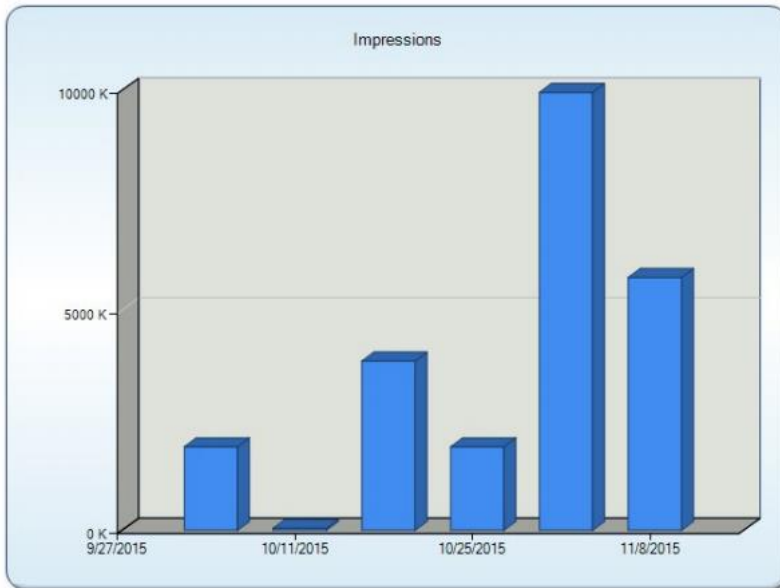
³Advertising by azcentral & The Arizona Republic generated 47million consumer impressions; ads by USA Today generated 6 million

⁴ Includes print, online news stories, news eblasts, some blogs. Print media reflects conservative 2.5x pass-along rate. TV audience number reflects 'average viewership' of each program

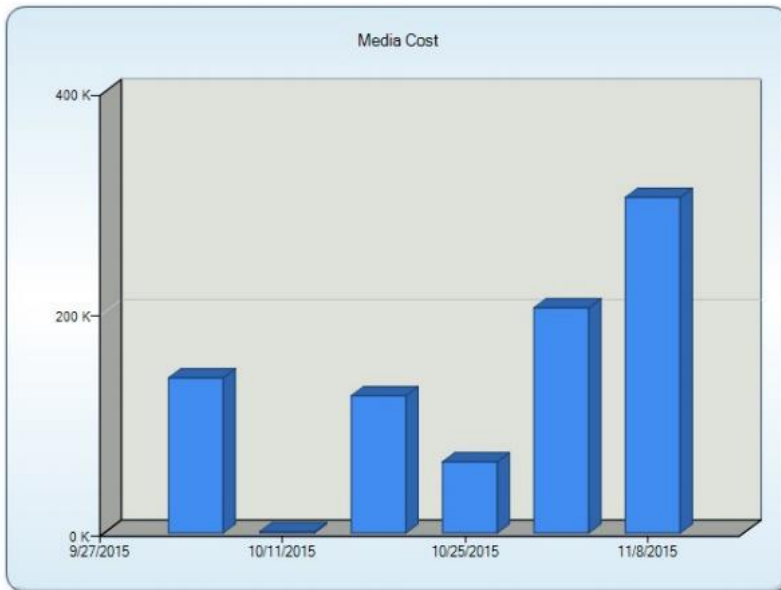
⁵ Online news coverage total ad conversion value of \$838,864; *online* news coverage only. Excludes TV, print, and news eblasts coverage. See graph page 18

⁶ More than 78 percent of chief marketing officers believe "content marketing is the future of advertising" according to a WebDAM survey.

NEWS CONSUMER IMPRESSIONS: Online News Articles & Blogs⁷



Impressions	
Total Articles	14
Total Impressions	23,407,662



Media Cost	
Total Articles	14
Total Impressions	23,407,662
Total Media Cost	\$838,864

⁷ Figures represent online news coverage only; excludes print & broadcast

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

2016 azcentral.com Food and Wine Experience Review of the Event & Tourism Impact

Situational Analysis

The azcentral.com Food & Wine Experience will be held November 4-6 on Salt River Fields at Talking Stick, featuring more than 100 restaurants, wineries, breweries, spirits and expos showcasing kitchen tools, new cooking technologies and other culinary items. Most importantly, it will include a star studded lineup of food experts, including Chefs Scott Conant of Food Network's *Chopped*, Kevin Fink of Emmer & Rye, one of Food & Wine Magazine's "Best New Chefs 2016," Michelin-starred and James Beard award-winner Alex Strattta, Bruce Kalman, one of the few chefs to beat Bobby Faly in competition, and many more culinary leaders and experts.

Organizers reported that over 5,000 people attended an excellent program of events in 2015, which had an impressive media bank that reportedly created 156 million impressions through advertising, promotional and news coverage.

The event brings an affluent audience in the form of chefs, business owners and attendees, who are influential decision makers and culinary and television stars. It also has an impressive list of corporate partners, including naming sponsor azcentral.com and presenting partner Cadillac.

Organizers are asking for \$75,000 from the City to help promote the event. Although the Experience is not in the City, Scottsdale is listed as the event sight/destination.

Pertinent Questions

1. Regarding attendance, how many fans are anticipated to be true visitors, or travelling from outside Maricopa County?
2. What's the projected economic impact of the Experience and how many room nights will be generated?
3. How will the event be promoted in Scottsdale feeder markets and thus promote and enhance the City's attractiveness as a tourist destination?
4. How many of the out of town attendees would be in town any way for other reasons other than attending the event?

5. How often will be “Scottsdale” be mentioned in promotions?
6. Would the organizers be willing to rename the event, “azcentral.com Scottsdale Food and Wine Experience” (if the City concurs)?

General Assumptions

- Although there is little qualitative and quantitative attendee information on last year’s event, demographics of similar food and wine events report that the age of attendees ranges from 36-50 with an average household income of \$100,000.
- The AZFWE will seek to catch the attention of millennials, who are engaged in culinary arts, and spending money on experiences such as festivals and events.
- The event will work with the Scottsdale CVB and offer two general admission tickets for every room booked during event weekend.
- The event embraces the culinary culture in Scottsdale and will feature three local James Beard Award-Winning Chefs, as well as 30 who practice their craft in Scottsdale.
- All news releases will contain the dateline “Scottsdale.” Scottsdale and Arizona chefs will also be incorporated into selected releases, with chef bios showcasing their present location as well as prior experience in this market and others.
- The event is making a significant effort to promote the event locally and nationally.

Economic and Media Impact

Even though the event is well planned and has celebrity power, it is questionable how much economic impact that this event will generate. Organizers report that the 5,000 attendees from last year came from 20 different states and 29 different cities in Arizona. However, the five leading cities in the state in attendance were located in Maricopa County, and there isn’t information on how many individuals came from outside the Valley. There also isn’t any information on how many of those visitors were in the State because of the event, a figure which would portray true economic impact.

It is probable that many of the participants were local, or out-of-state attendees who were in the City for other reasons.

There is evidence that the AZFWE will contribute to City branding efforts through an impressive local and national media campaign.

- In 2015, the event reportedly had 156 million consumer impressions through advertising, promotions and news coverage.
- It also had \$2.5 million in advertising value, including \$221,000 with the national publication *USA Today* and \$1.3 million in the *Arizona Republic*.
- For this year, *USA Today* has pledged over \$170,000 in advertising in 13 major markets.

- Gannett/Republic media has pledged over \$624,000 dollars in promotional media, including targeting Scottsdale “feeder” markets.
- In 2015, the public relations campaign produced over 95 million consumer impressions.
- Also last year, there were approximately 70,000 visits to the event’s website. Of those, over 40 percent came from out of state.
- This year, in conjunction with the Scottsdale CVB, FleurComGroup (who works on market outreach for the Food and Wine Experience) will host a three day event for travel writers. They will be invited by the SCVB to meet and see up close many of the star participants, which will add to their experience and the number of column inches they subsequently generate in stories, etc.

Summary

This event has an excellent lineup of events, with the most attractive features being its celebrity power and advertising and public relations campaign. The former – with celebrities like Mario Batali, Kevin Fink, Alex Stratta, Bruce Kalman and Scott Conant – almost guarantees significant media coverage.

The promotional campaign is well planned, and will add to the Scottsdale brand and increase national and international visibility for Scottsdale as a desirable tourist and culinary destination for potential hotel and resort visitors. The event lacks a national or regional television audience that is a part of many other major Arizona events.

The audience and participants are affluent, and reflect Scottsdale’s culinary image of expertise and excellence. Additional experiences such as “Scotch, Steaks & Stogies”, and “Not Your Average BBQ 7 Brews”, etc. are aimed to create culinary experiences beyond traditional tasting events.

However, with an attendance last year of around 5,000, we suspect that AZFWE will entice a limited number of new visitors to the Valley, and therefore it won’t generate a high number of incremental room nights in Scottsdale.

Respectfully submitted,

Bruce Skinner and Associates