

Tourism & Events Department 7506 E Indian School Rd 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

Presented September 2016



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 venuea., 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 multisensory 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







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.











GET YOUR TICKETS TODAY AT → www.azcentralfoodandwine.com

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.



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



Mark Tarbell



Charlene Badman



Matt Carter



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 exclus lunch inspired by his new cookt guests receive a copy with lunch purchase. Limited availability. \$99 PRE-SALE

Eat. Drink. Give.
Sisterhood of the Stove
presents a 13 female-chef
lineup, featuring gournet
bites & cocktails
benefiting The Joy Bus.

\$99 PRE-SALE

Scotch, 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

East Meets West Nobuo Fukuda & friends beckon guests to savor cuisine of the East with a West Coast flair.

\$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

The Grand Finale
Gio Osso & 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 & t Mario Batali's new boo

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 Lounger
- 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

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 Artizen at the Camby Hotel | Beckett's Table | Bitter & Twisted Cocktail Parlour | Bootleggers Modern American Smokehouse | Bourbon & Bones Chophouse Bar | Cartlet Coffee Lab | Oitizen Public House | Crab & Mermaid Fish Shop | Cress on Oak Creek at L'Auberge de Sedona | Crudo | Different Pointe of Wew-Pointe Hillion Tapatio Cliffs | Frasher's Smokehouse | Gadzooks Enchiladas & Soup | J&G Steakhouse | L'Auberge de Sedona | Little Miss BBQ | MATCH Clusine & Cocktails at FOUND:RE Phoenix Hotel | Mamma Toledo's The Pie Hole | Nico Helriom Kitchen | Nothing Buntf Cakes | Okra Cookhouse & Cocktails | Otro Cafe | Pig & Prickle | Proof | Quiessence at The Farm at South Mountain | Red'Thai Southeast Asian (kitchen | Shabu Fondue | Southern Rail | Sweet Republic | Switch Restaurant & Wine Bar | Talevera | Tarbell's | The Dhaba | The Gladfy | The House Brasserie | The Larder + The Delta | The MARKET Restaurant-Bar | The Mission | The Second Stop Liquor Bar | The Vig | The Wild Thaiger | Top of the Rock | Virtù Honest Craft | ZuZu at Hotel Valley Ho



















GET YOUR TICKETS TODAY AT \varTheta azcentralfoodandwine.com

EF DEMOS I INTIMATE EXPERIENCES I COOKING TIPS



Mario Batali Chef, Anthor, Restaurate in & Co-host of ABC This "The Chew"



Scott Conant Chef, Restausteur, Author & Judge ou Food Network's "Chapped



Kevin Fink Owner & Executive Chef, Emmer & Rye



Alex Stratta Executive Chef& James Beard Award winner



Bruce Kalman

Jacques Qualin | Robert McGrath | Scott Holmes | Charleen Badman | Tonya Saidi Tammie Coe | Christopher Gross | Keenan Bosworth | Bob Tam For a complete list of participating chefs visit a scentral food and wine.com

GRAND TASTING

\$90 (Sation Sun) \$150 (Sat & Sun)

- · LIMITED TIME OFFER
- Includes Mario Balali's newcookbook (while supplies last)
- · Unlimited sampling of 70 restaurants
- over two days · 200 wines, beers & spirits
- Gelebrity chef demonstrations, seminars & panels

INSIDER SPECIAL

VIP GRAND TASTING

\$120 (Sat or Sun) \$220 (Sat & Sun)



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

*Indudes Merio Betell's new cookbod (white supplies lest)

GET YOUR TICKETS TODAY AT **⊕** azcentralfoodandwine.com

70 RESTAURANTS INCLUDING

Artizen at the Camby Hotel | Beckett's Table | Bitter & Teisted Cockail Parlour | Blue Hound Kitchen & Cockails | Bootleagers Modem American Smokehouse | Bourbon & Bones Chophouse Bar | Cartel Coffee Lab | Ottoren Hotels Obuse | Cresson Oak Creek at Exheppe de Sedona | Crudo | Different Former of Veer-Pointer Hillon Tapado Citts | Frasther's Smolehouse | Gadoolos Enchiladas & Soup | J.&G Shakhouse | Cartel Coffee | Shakhouse | Cartel Coffee | Shakhouse | Cartel Coffee | Car

BENEFITING:















Experience

Continued from Page 1D

Gross sipped if, he realized it was scotch and rived to turn it down. The chef curtly whistey, unlike the Kentucky bourbon Americans are used to.

"In the '90s, I was doing a lasting with a wine company but also had soctches in when company that also had soctches in the stinklest, peatiest one, and liked it. It turned out to be Laphronag it? Is been 25 years now and I'm still drinking it, with one little ice cube that brightens it up, not the control of the control o

Not Your Average BBQ & Brews

Scott Holmes, owner of the celebrated Little Miss BBQ in Phoenix, will lead this dining experience. While Holmes is a pro at brisket, ribs and your traditional barbecue fare, he'll take this as an opportunity to try something a bit different.

"I'd really like to incorporate a lot of





Little Miss BBQ's Scott Holmes will lead the Not Your Average BBQ dining experience.



and The Gladly will join Holmes, helping him with the smoking and preparing side dishes.

**Hill we have to use getting to gether the properties of the prop

Let's talk about, try Arizona craft beers at Fare Play

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azcentral.com Food & Wine Experience

When: Friday-Sunday, Nov. 4-6 Where: Salt River Fields at Talking Stick.

| Sep 7 | 6 PM | 6:30 | 7 PM | 7:30 | 8 PM | 8:30 | 9 PM | 9:30 | 10 PM | 10:30 |
|--------------------|---|--|--|--------------------------------------|---|---|---|--|--|--|
| STV KTVK 3 | Good Evening Ari- zona @ 6 PM | Entertainment Tonight (N) | Wheel of Fortune: Great: Derwer. | Jeopardy!: Power Players. (TV G) | Hot in Cleveland: Playmates. | Hot in Cleveland: Auction. (TVPG) | 3TV News at 9 PM | | 3TV News at 10 PM | Entertainment Tonight |
| CBS KPHO 5 | CBS Evening News with Scott Pelley | CBS 5 News at 6:30 The daily news. (N) | Big Brother (TV14) (F | 0 | American Gothic: ! cus on the election. (T | Madame X. The Hawth V14) (N) | ornes seek help; Alisor | finds she cannot fo- | CBS 5 News at 10 | The Late Show with Stephen Colbert |
| AZTV7 KAZT 7 | Celebrity Name Game (TVPG) | Celebrity Name Game (TVPG) | Family Feud (TVPG) | Family Feud (TVPG) | Who Wants to Be a Millionaire? | Who Wants to Be a Millionaire? | Seinfeld: Dog. Jerry dog-sits. | Seinfeld: Fatigues. Creepy employee. | Access Hollywood (TVPG) (N) | Celebrity Page (TVPG) (N) |
| PBS KAET 8 | The PBS NewsHou | r (N) | The Secret Rules o Algorithms | f Modern Living: | NOVA: 15 Years Terr terrorism since 9/11. (| or. The evolution of TVPG) | 9/11 Inside The Pent 9/11 Pentagon attack. (| tagon Stories from the TVPG) | Horizon News discus- sion. (TV G) | Nightly Business Report (N) |
| FOX KSAZ 10 | FOX 10 News at 6:00pm (N) | TMZ (TVPG) (N) | MasterChef: Family nary guest judge. (TVI | Drama. Chef, restaura 4) (N) | teur and author Richar | d Blais joins as a culi- | FOX 10 News at 9p and tomorrow's weat | m The latest news her. (N) | FOX 10 News at 10pm (N) | Modern Family: Marco Polo. |
| DAYSTAR KDTP 11 | Breakthrough with Rod Parsley | Joni Lamb Table Talk (TV G) | Marcus and Joni La Bernal. (TV G) | amb: Pastor Dick | Sid Roth's It's Su- pernatural! | Deep Calls to Deep (TV G) | Zola Levitt Pres- ents: Beauty Ashes. | Kenneth Copeland: Speak Tongues?. | Life Today with Robison (TV G) | Enjoying Everyday Life (TV G) (N) |
| NBC KPNX 12 | Arizona Nightly | Extra (TVPG) (N) | NBC News Special: 0 Forum Forum addressi | Commander-In-Chief | America's Got Tale | | Running Wild with Mel B's journey. (TVPC | | 12 News @ 10pm | (35) Tonight Show Jimmy Fallon (M |
| UNIMAS KFPH 13 | (5:00) Mi corazón es tu niñera de 7 chicos. (IVI-4 | nyo Ana se convierte en | Moisės y los Diez I Salvado de aquas. (TV | Mandamientos | La Ronca de Oro La tiene edad. (TV14) | música popular no | El Principe Un poli s | | Noticias Univisión Arizona (N) | Noti. Univi. Ed. noc. Noticias del dia. Ni |
| ABC KNXV 15 | ABC15 News @ 6po | m A report on the ry. (N) | | The Goldbergs: Boy Barry. | Modern Family: Shouldn't Lie. | black-ish: Johnson. Lesbian wedding. | Modern Family: Promposal. | The Middle: The Lanai. Frankie's lanai. | ABC15 News @ 10pm (N) | (35) Jimmy Kimmel Live (TV14) |
| TBN KPAZ 21 | Destined to Reign | Elevation Experi- ence | Living Proof with Beth Moore | The Blessed Life Gateway Church. | John Gray World Passion, humility. | Drive Thru History with Dave Stotts | Ravi Zacharias Gos- pel of Jesus. | Jesse Duplantis Ministries | GregLaurie.TV Youth harvesting. | Creflo Dollar Chang- ing Your World. |
| UNIVIS KTVW 33 | La rosa de Guadali siempre tienen final fi | upe Relatos que eliz. (TV14) | Despertar contigo por su amor. | Pablo Herminio lucha | Tr3s veces Ana Tres encuentran. (TV14) (N) | hermanas gemelas se | El color de la pasió repetirse. | in La tragedia podria | Noticias Univisión Arizona (N) | Noti. Univi. Ed. noc. Noticias del día. (N) |
| TELEMUN KTAZ 39 | Caso cerrado - Edi casos desde LA. (TV14 | ción estelar Nuevos (N) | Silvana sin lana Atr resistible. (N) | acción inesperada e ir- | Sin senos si hay pa dispuesta a triunfar. () | raiso Un joven está N) | Señora Acero 3: La valiente y rebelde. (N) | Coyote Una mujer | Noticiero Tele- mundo Arizona 10P | (35) Titulares y más |
| MYNET KUTP 45 | The Big Bang The- ory: Higgs Boson. | Modern Family: The Cold. (TVPG) | The Closer: Necessa death attracts the FBI | ry Evil. A principal's . (TVPG) | The Closer: Remain Jo during the holidays. (TV | olly. A stunt goes wrong PG) | The Big Bang The- ory: Benefactor. | Anger Manage- ment: Sex Addict. | TMZ Live (TV14) | |
| ION | | an Jihad. Muslim is sus- der. (TV14) | Law & Order: Shangr angle found murdered. | i-La. Teacher in love tri- (TV14) | Law & Order: True search for a rocker's k | Crime. Detectives iller. (TV14) | Law & Order: Traged tress is murdered on tap | ly on Rye. Struggling ac- se. (TV14) | Law & Order: The Rin attacks as cover-up. (TV | g. Murderer uses 9/11 14) |
| CW KASW 61 | Two and a Half Men: If They Do Go. | Two and a Half Men: Snoot-Ful. | Penn & Teller: Fool Magicians perform. (T | Us: To Tea or Not. VPG) (N) | Whose Line Is It Anyway? (N) | Whose Line Is It Anyway? (TV14) | Mike & Molly: The Wedding. | Mike & Molly: Carl Gets Girl. | The Simpsons: Walking Big. | The Middle: Trip. Unrecognized. |
| A&E ANIMAL | The First 48: Hot Lo Tanked: Howie Man | | Duck Dynasty Tanked: Fluffy Tank. | Duck Dynasty Vintage bus design. | Duck Dynasty Tanked: Jeff Dunham | (28) Duck Dynasty | (01) Duck Dynasty Tanked: Sherri Sheol | (34) Duck Dynasty herd. (TVPG) | (07) Duck Dynasty Tanked: Bill Engvall. | (36) Duck Dynasty Zen-like fish tank. |
| BBCA | (5:00) Weird Science (1 | | ★★½ Weird Science | e ('85) Anthony Micha | el Hall, Ilan Mitchell-S | mith. (PG-13) | Star Trek: The Nex | | Star Trek: The Nex | |
| BET | Payne (TVPG) | Payne (TVPG) | (20) Tyler Perry's Hou | se of Payne | ★★¼ The Fantasia | Barrino Story: Life | Is Not a Fairy Tale | ('06) Fantasia Barrino, | Kadeem Hardison. Tee | |
| CARTOON | Teen Titans Go! | Steven Universe Man Stand. | | We Bare Bears | King of the Hill | Bob's Burgers | Bob's Burgers | Cleve. Shw | | American Dad! |
| COMEDY | Man Stand. South Park: Gluten | | Man Stand. South Park: Cissy. | Man Stand. | Man Stand. South Park | Man Stand. South Park | **% Phenomenor South Park | | Syra Sedgwick. Man be South Park | comes genius. (PG) South Park |
| | | | | | Top. Return to racing. (| | | vidsons: Legacy. Expe | | Journal |
| DISNEY | ★½ Squeakquel | (35) Stuck Mid. | Liv and Maddie | Girl Meets World | Bizaardvark | K.C. Undercover | Girl Meets World | Best Frnds | Jessie (TV G) | Jessie (TV G) |
| E! | Botched by Nature | : Chest Bubble. | E! News (N) | | Botched by Nature | | | : Hemia. Woman from | | Chrisley |
| FOOD | Chopped: Napa: Par | | Chopped: Napa: Par | | Chopped: Napa: Par | | Chopped: Napa: Fin | | Cutthroat Kitchen: | |
| FREEFORM | The Middle ★★½ Battleship Ta | The Middle | *** Matilda ('96) | Danny DeVito, Rhea P | erlman. Magical girl. (1 Soldier (*14) Chris Eva | PG) | **% Bedtime Sto | ries ('08) Adam Sandli | er, Keri Russell. Tales o Tyrant: Two Graves. | ome to life. (PG) |
| GSN | Skin Wars: Fresh P | | | Family Feud | Family Feud | Family Feud | Family Feud | Family Feud | Family Feud | Family Feud |
| HGTV | Property Brothers | | Property Brothers: | | Property Brothers | | Property Brothers | | House Hunters (N) | |
| HISTORY | American Pickers: | Deuce Digging. | American Pickers: | If You Talk. | American Pickers: | Rocket Man. | American Pickers: | Picked a Peck. | Pawn Stars (N) | (31) Pawn Stars (N) |
| j ID | Homicide Hunter: | | Homicide Hunter: I | | Homicide Hunter: | | Betrayed: Dancing D | | Homicide Hunter: | |
| LIFETIME | Little Women: Atla Catfish: The TV She | | Little Women: LA: Catfish: The TV She | | Little Women: LA: Catfish: The TV She | | Little Women: LA: Catfish: The TV Sh | | (02) Little Women: At Catfish: The TV She | |
| NICK | Henry Danger | Henry Danger | The Thundermans | | | Nicky: Sticky. | Full House | Full House | | Full House |
| OWN | Queen Sugar: First | | Queen Sugar: Everg | reen (N) | The Haves and the | | Queen Sugar: First | | Queen Sugar: Ever | reen nouse |
| SPIKE | | | san Bale, Gary Oldman. (P | | *** The Dark I | Cnight ("08) Christian | Bale, Michael Caine. B | | ty face a new enemy. (I | |
| SYFY | (430) Orphan ('09) Vera | | | (*03) Chaney Kley, Em | | | Ghost Hunters: Fig | | Paranormal Witne | |
| TBS | Seinfeld: Maestro. Say Yes | Seinfeld: Wink. Say Yes | Seinfeld Toddlers and Tiara | Seinfeld | Big Bang Toddlers and Tiara | Big Bang | Big Bang: Robotic. Toddlers and Tiara | Big Bang | Big Bang: Zazzy. (01) Love at First Kiss | Big Bang |
| TNT | Castle: Heartbreak. | | Castle: Kill Shot, Snir | | Castle: Cuffed, Hand | | Castle: Till Death Do | | Major Crimes: Dead | |
| TRAVEL | Expedition Unknow | | Expedition Unknow | | Expedition Unknow | | | | Expedition Unknow | wn: Mayan. |
| TRUTV | Carbonaro | Carbonaro | | | Jokers (TV14) | Jokers (TV14) | Jokers (TV14) | Jokers (TV14) | | Jokers (TV14) |
| TVLAND | (5:46) A Griffith | (23) A Griffith | A Griffith | (36) A Griffith | (12) A Griffith | Everybody Loves F | | (24) Loves Ray. | Loves Ray. | Loves Ray. |
| USA VH1 | Law & Order: Spec | | Law & Order: Spec | | Law & Order: Spec | ial Victims Unit | Suits: The Hand That Dating Naked: Cha | | (01) Mr. Robot: eps2.8 | |
| WGNA | Person of Interest | | nen in Los Angeles find Person of Interest: | | Dating Naked: Kiss How I Met | How I Met | How I Met | How I Met | RuPaul's All Stars I How I Met | How I Met |
| ESPN | MLB Baseball: St. L | reie ve Ditteburnh | | | ariners from Safeco Fie | | now i met | now i met | SportsCenter | now i met |
| ≦ ESPN2 | | Tennis: Men's & Women' | | riungers at seature m | SportsCenter | na (Line) | SportsCenter | | Baseball Tonight | |
| PS1 | (455) NWSL Soccer (Liv | | Ult. Fighter: Langua | ge of Combat. | TUF Talk | Garbage Time | FOX Sports Live | TMZ Sports (N) | Ult. Fighter: Langua | ge of Combat. |
| FSNAZ | | na Diamondbacks at L | os Angeles Dodgers fro | om Dodger Stadium (Li | | | D-Backs | D-Backs | Brad Cesmat | Brad Cesmat |
| GOLF | Arnie: Arnie & The N | | Arnie: Arnie & His Le | | | | | s to impress a woman. | | Inside PGA Tour |
| CNBC | Shark Tank Animal | | Cleveland Hustles: | | Shark Tank Joining | | Shark Tank NFL ass | | Cleveland Hustles: | |
| CNN FNC | Anderson Cooper | | CNN Tonight with | | CNN Tonight with The O'Reilly Factor | | Anderson Cooper : The Kelly File News | | Anderson Cooper | |
| MSNRC | The Kelly File News The Rachel Maddo | w Show (N) | Hannity Conservative Last Word with Lar | | All in with Chris Ha | | The Relly File News The Rachel Maddo | | Hannity Conservativ Last Word with La | |
| AMC | | | Weaver, Winona Ryder. | | | | | tian priest comes back | | o pomien |
| BRAVO | Real Housewives o | | Real Housewives o | | Real Housewives | | Real Housewives o | f New York City | Real Housewives o | f New York City |
| CINEMAX | (20) *** The Drop | (14, Crime) Tom Hardy, I | Noomi Rapace, Brooklyn b | sars. (R) | (10) ** * Unbreakal | ole (100, Drama) Bruce Wi | llis, Samuel L. Jackson. (PG | i-13) | Crimson Peak Mia | Wasikowska. (R) |
| ENCORE | Bad Company ('02) | Anthony Hopkins, Chri | is Rock. Risky weapons | deal. (PG-13) | *** Predator ('8 | 7) Amold Schwarzeneg | ger. (R) | (50) Untraceable (*08, | Thriller) Diane Lane, Billy E | lurke. (R) |
| FLIX | * ★ Luckytown | | e (102, Comedy) Adam Sa | | *** Good Morni | | bin Williams, Forest W | | The Life Aquatic (1 | |
| HBO IFC | | | Brien, Aml Ameen. Tra | | | of the Sea (*15) Chri | | | Any Wednesday | Lucy (*14) (R) |
| SHO | | y X (98, Drama) Edward Tomb Paider (01, Activ | Norton. (R) on) Angelina Jolie, Jon Voic | | t ('00, Drama) Mel Gibson | , Heath Ledger. A war vets 31) Robert De Niro, Nic | | | by the British. (R) | a Molannori |
| STARZ | **% 5th Wave | | on(Angenna Jone, Jon Voi Guw (*15, Thriller) Sansa L | | | Survivor's | Power: Trust Me. Mr | | | **% 5th Wave |
| SUNDANCE | (400) U.S. Marshals (9 | | | | a) Rickman. A New York o | | | | Gomorrah: Part 3: R | |
| TCM | A Dog's Life Charlie | Chaplin. (NR) | *** The Circus (| 28) Charlie Chaplin. Tra | amp joins circus. (G) | One Week ('20) | *** Steamboa | t Bill Jr. (*28) (NR) | (15) Harold Lloyd's W | |
| TMC | (5:30) ** * Hidalgo (| 04, Adventure) Viggo Mor | tensen, Omar Sharif. (PG-1 | 3) | *** Sicko ('07) | Michael Moore, Reggie | Cervantes. Health car | e system. (PG-13) | *** Drunk Stone | d Brilliant ('15) (NR) |

© 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

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



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

Fall Events



ARIZONA FALL CHAMPIONSHIP

Oct. 6 - 9 azfallchamt 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 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 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 In its second year, the event showcases a culinary experience

that is uniquely Arizona, celebrating local chefs, vintners, distillers and restaurateurs, and all of



BENTLEY SCOTTSDALE POLO CHAMPIONSHIPS

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



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

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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.

| | STOCK TOO! | tnotes: n = ne | ew issue within t | he past 52 weeks, s | = stock split or stock | dividend amoun! | ting to 25 perce | nt or more | in the pas | t 52 Weeks. | |
|--|--|--|--|--|--|--|--|--|--|--|--|
| TOP EMPLOYERS | | | | | | ARIZON | A-BASED C | OMPANI | ES | | |
| 52-wk Stock High Low Last Chg Chg | Stock H | 52-wk High Low | %YTD Last Cho Cho | Stock High L | w YTD ow Last Chg Chg | Stock Hig | 52-wk h Low Last | %YTD Chg Chg | Stock | 52-wk High Low | %YTD Last Chg Chg |
| ABM 38.59 26.50 38.40 +.37+34.9 | | 16.97 83.10 | | Target 84.14 6 | 5.50 70.3966 -3.1 | AV Homes 15. | | +.28 +19.7 | LimelghtN | 2.58 .90 | 1.81 +.01 +24.0 |
| Aetna 123.57 92.42 116.8715 +8.1 AmAirlines 47.09 24.85 37.05 +.88 -12.5 | | | 44.9333 -5.7 32.1617 -23.1 | Tegna 28.95 2 | 0.31 20.48 +.05 -19.7 | AccelrDiag 23. | | 32 +.7 | Meritage | 42.49 25.48 | 36.13 +.66 +6.3 |
| Amenines 47.09 24.85 37.05 +.88 -12.5 Amenines 78.40 50.27 65.4507 -5.9 | | 83.65 62.62 | 76.5662 +.7 | TenetHith 49.06 2 | 1.39 24.00 +.01 -20.8 | | 89 305.66 341.71 | | Microchp | 62.24 39.01 | 61.4317 +32.0 |
| Boeing 150.59 102.10 130.81 -2.09 -9.5 | | 79.88 56.43 | 72.3375 +7.9 | UPS B 111.83 8 | 7.30 109.38 +.26+13.7 | AmkorTch 9. AmtechSvs 8. | | +.01 -14.4 | MobileMini | 38.13 24.13 | 29.96 +.35 -3.8 |
| CVS Health 106.67 86.50 92.79 -29 -5.1 Cernex 9.09 3.50 8.31 -10+55.2 | | | 115.36 +.84 -2.4 183.0359 -7.2 | UtdhithGo 144.48 10 | | ApolloEdu 12. | | +.02 +15.8 | OnSmcnd | 11.62 6.97 | 10.8909 +11.1 |
| CntryLink 32.94 21.94 28.5718+13.6 | | | 86.8561 +12.9 | | 1.50 80.52 +.17 -5.4 | Avnet 46. | | +.11 -1.8 | PinWst ProvidSv | 82.78 57.99 56.92 41.80 | 74.6377 +15.7 47.96 +.38 +2.2 |
| Cigna 148.99 121.87 128.2227 -12.4 | | 35.74 21.16 | 32.19 +.78 +1.2 | | 8.43 10.04 +.07 -6.8 | Cavcolnd 106. EstSolar 74. | | +.14 +26.1 | RepubSvc | 52.92 40.01 | 50.6012 +15.0 |
| CorrectnCp 35.05 13.04 16.02 .77 -39.5 | | 77.86 59.13 53.47 25.65 | 77.51 +.22+13.2 47.6926+18.9 | | | FrotMcM 14. | | 42 +56.0 | RiceBran | 2.59 1.07 | 1.40 +.02 -26.3 |
| Costco 169.73 137.50 161.96 -2.02 +.3 | OrbitATK | 94.92 67.04 | 75.9806 -15.0 | Zions8cp 31.18 1 | 9.65 30.33 +.32+11.1 | GoDaddyn 35. | | | SpiritRltC | 13.97 8.89 | 13.1904 +31.6 |
| Dillards 94.35 54.37 61.94 -2.27 -5.7 | | | 37.0029 +2.2 | | | GrCanyEd 45. | 02 31.12 42.08 | +.22 +4.9 | Sprouts | 30.00 19.75 | 22.8114 -14.2 |
| Discover 59.28 42.86 59.65 +.50 +11.2 eBays 31.79 21.52 31.77 +.37 +15.6 | | 11.99 6.00 22.40 14.61 | 9.6714+45.2 21.36 +.18+19.9 | EASY ACCES | S TO STOCKS | HithcreTr 34. | | +.20 +24.5 | StoreCap | 31.44 19.70 | 29.5924 +27.5 |
| FedExCp 169.57 119.71 164.9324+10.7 | | | 140.35 -1.05+13.3 | AT AZCENTRA | L: Go to | | 09 2.08 2.28 77 18.26 30.82 | 03 +9.6 17 +22.7 | SwiftTrans | 20.62 11.74 | 18.9406 +37.0 |
| FlowrsEds 27.31 14.35 15.0814 -29.8 | | 69.26 41.92 | 56.42 +.14 +9.4 | money.azcen | tral.com for | InsightEnt 32. InsysTher s 37. | | 17 +22.7 | TPI Con | 20.97 11.31 | 20.3213 +49.5 |
| FordM 15.84 11.02 12.55 +.08 -10.9 Gannett n 17.91 11.52 11.87 +.20 -27.1 | | 34.52 21.51 27.89 10.52 | 31.61 +.56 -4.0 14.1523 -31.2 | stock and muti | ual fund data | Inventure 9. | | +.06 +36.6 | TASER | 30.15 13.56 | 29.41 +.65 +70.1 |
| GenDynam 153.80 121.61 152.5626+11.1 | SwstAirl 5 | 51.34 33.96 | 37.18 +.73 -13.7 | all day long. | | JointCorp 9. | 00 1.85 2.84 | +.04 -52.4 | TaylorMH | 20.64 10.33 | 17.78 +.32 +11.1 |
| HomeDp 139.00 109.62 134.1045 +1.4 | | 79.58 50.53 | 70.0472+27.0 | | L: Text azmoney | KnightTr 30. | | +.03 +17.7 | UnivTInst | 5.88 2.06 | 2.41 +.02 -48.3 |
| Honwillnd 120.02 91.57 117.0215+13.0 Humana 191.65 150.00 178.47 +1.54 | Starbucks s (Supvalu | 64.00 52.63 8.54 3.94 | 56.4040 -6.0 5.3802 -20.6 | to 44636 for m | arket updates. | KonaGrill 20. | | 11 -17.9 | ViadCorp | 36.50 25.90 | 36.11 +.37 +27.5 |
| Hullata 191.03 190.00 176.47 +1.34 | Supvaiu | 0.34 3.34 | 3.30 1.02 120.0 | | | LifeLock 17. | 35 8.36 16.82 | 14 +17.2 | WstnAlliB | 39.11 26.60 | 38.19 +.55 +6.5 |
| NYSE NASDAO | | Dow Jon | es industrials | | Nasdag comp | osite | | S&P 50 | 00 index | | |
| | sYesterday | | | 19,00 | 10 | | | | | | 2,200 ناسسان |
| Advanced 2.162 1.417 Advanced 1.73 | | ~~ | many y | 18,00 | 10 | | 2,200 | | - 00 Fall | 17-12-12-V | 2,100 |
| Declined 822 1,546 Declined 1,0 | | , | | 17,00 | 10 10 | 4. 141 | 5,000 | | ~ - | ν | 2,000 |
| Unchanged 110 141 Unchanged 1 | 78 193 | | | 18,454.30 -48,69 16,00 | 0 7 | V 5 | 222.99 4.600 | | | | 2,176.12 1,900 |
| Total issues 3,094 3,104 Total issues 2,9 | | | | 15.00 | 10 | | 9.34 4,400 | | | | -4.26 _{1,800} |
| | 44 143 | FFR MAR | APR MAY JUN | JUL AUG | | | UL AUG | | IAR APR | | |
| | | | | · JOE AUG | FEB MAR AP | R MAY JUN J | UL AUG | PEB IV | IAK AFR | MAY JUN . | JUL AUG |
| | 23 22 | | 18,636.05, August | | | 2.02, August 15, 20 | | | | 5, August 15, 2 | |
| INTERNATIONAL MARKETS | | | | | | | | | | | |
| INTERNATIONAL MARKETS Market High Low Last Cl | %YTD hg Chg | Record high: | | | | | | | | | |
| INTERNATIONAL MARKETS Market High Lost Cl | %YTD hg Chg 3.24 -4.70 | Record high: | 18,636.05, August | 15, 2016 | Record high: 5,26 | | | | | | 016 |
| INTERNATIONAL MARKETS | %YTD hg Chg 324 -4.70 7.26 +9.27 | MAJOR Index | 18,636.05, August INDEXES High Lov | 15, 2016 w Close C | Record high: 5,26. | 2.02, August 15, 20 2 wk Index | 16 | Record h | nigh: 2,190.1 | 5, August 15, 2 | 016 YTD 52 wk |
| INTERNATIONAL MARKETS Market High Low Last Cl Paris 5011.65 3892.69 4457.49 +32 Lendon 6995.34 5499.51 6820.79 -11 Hong Kong 23423.64 1827.820 23016.11 +919 | %YTD hg Chg 324 -4.70 7.26 +9.27 | Record high: | 18,636.05, August INDEXES High Lov | 15, 2016 v Close C 3.52 18454.30 -4 | Record high: 5,26 | 2.02, August 15, 20 2 wk Index | High 2182.27 | Low 2170.41 | close | S, August 15, 2 Chg %Chg | YTD 52 wls |
| INTERNATIONAL MARKETS Market High 52-wk Low Last Cl | %YTD hg Chg 3.24 -4.70 7.26 +9.27 4.77 +5.03 | MAJOR Index Dow 30 Indus | 18,636.05, August INDEXES High Lov 18514.29 18400 10825.72 1077. | 15, 2016 V Close C 3.52 18454.30 -4 2.13 10797.54 -1 | Record high: 5,26 hg %Chg YTD 5 8.69 -26 +5.91 +1 3.8113 +6.45 + | 2 wk Index 4.92 S&P 500 | High 2182.27 5000 22677.36 | Low 2170.41 | Close 2176.12 | 5, August 15, 2 Chg %Chg -4.26 -20 | YTD 52 wh |
| INTERNATIONAL MARKETS Market High 52-wk Low Last Cl | %YTD hg Chg 3.24 -4.70 7.26 +9.27 4.77 +5.03 2.13 -12.13 2.88+12.87 | MAJOR Index Dow 30 Indus NYSE Comp | 18,636.05, August INDEXES High Lov 18514.29 18400 10825.72 1077. | 15, 2016 V Close C 3.52 18454.30 -4 2.13 10797.54 -1 | Record high: 5,26 hg %Chg YTD 5 8.69 -26 +5.91 +1 3.8113 +6.45 + | 2 wk Index 4.92 S&P 500 9.35 Wilshire | High 2182.27 5000 22677.36 | Low 2170.41 22554.53 | Close 2176.12 22619.68 | Chg %Chg -4.26 -20 -37.3416 | YTD 52 wk |
| NTERNATIONAL MARKETS 52-wik Lost Cl | hg %YTD hg 'Chg 3.24 -4.70 7.26 +9.27 4.77 +5.03 2.13 -12.13 2.28+12.87 | MAJOR Index Dow 30 Indus NYSE Comp Nasdaq Comp | 18,636.05, August INDEXES High Lov 18514.29 18400 10825.72 1077. | 15, 2016 V Close C 3.52 18454.30 -4 2.13 10797.54 -1 | Record high: 5,26 hg %Chg YTD 5 8.6926 +5.91 +1 3.8113 +6.45 +1 9.3418 +4.31 +1 | 2 wk Index 4.92 S&P 500 9.35 Wilshine 1 2.66 Russell 2 | High 2182.27 5000 22677.36 000 1248.43 | Low 2170.41 22554.53 | Close 2176.12 22619.68 | Chg %Chg -4.26 -20 -37.3416 | YTD 52 wk |
| INTERNATIONAL MARKETS Market Might low Last Crambon S12-wik Low Last Crambon S12-wik Low Last Crambon S12-wik S12-wi | hg %YTD hg Chg 3.24 -4.70 7.26 +9.27 4.77 +5.03 2.13 -12.13 2.28+12.87 75) Stock | MAJOR Index Dow 30 Indus NYSE Comp Nasdaq Comp | 18,636.05, August INDEXES High Lov 18514.29 18400 10825.72 10777. 5241.63 5200 | 15, 2016 v Close C 3.52 18454.30 -4 2.13 10797.54 -1 5.61 5222.99 - | Record high: 5,26 hg %Chg YTD 5 8.69 -26 +5.91 +1 3.81 -13 +6.45 +1 9.34 -18 +4.31 +1 vk Last Chg Chg | 2 wk Index 4.92 S&P 500 9.35 Wilshire 2.66 Russell 2 | High 2182.27 5000 22677.36 000 1248.43 | Low 2170.41 22554.53 1241.54 | Close 2176.12 22619.68 1246.02 | Chg %Chg -4.2620 -37.3416 +1.08 +.09 | YTD 52 wk |
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| INTERNATIONAL MARKETS Market Miggl 2 *** Miggl | Section Sect | MAJOR Index Dow 30 Indus NYSE Comp Nasdaq Comp Nasdaq Comp 106.67 86.50 100.68 95.12 15.53 46.28 13.14 99.81 15.53 46.28 13.17 95.44 16.89 50.12 15.53 46.28 13.17 22.46 15.63 63.53 17.84 16.88 35.12 17.84 | 18,636.05, August INDEXES High Lov 18514.29 18401 10825.72 1077. 5241.63 5202 Last Chg Chg 20,41.52 100 127.24 1.52 1.00 127.24 1.52 1.00 127.24 1.52 1.00 127.24 1.52 1.00 127.24 1.52 1.00 127.24 1.52 1.00 127.24 1.52 1.00 127.24 1.52 1.00 127.24 1.52 1.00 127.24 1.52 1.00 127.24 1.52 1.00 127.24 1.25 1.00 127.24 1.25 1.20 127.26 1.25 1.25 127.26 1.25 127.27 1 | v Close C 3.52 18454.30 -4 2.13 10797.54 -1 2.13 10797.54 -1 2.13 10797.54 -1 2.13 10797.54 -1 3.00 2 Gilea55d 112.31 2 Gilea55d 112.31 2 Gilea55d 112.31 2 Gilea55d 12.31 2 Homelle 1 20.02 2 Homelle 1 35.93 2 Intel 35.93 2 Int | Record hight: \$,26 hg %Chg YTD 5 8.69 -2.6 +5.91 +1 9.334 -1.8 +4.31 +1 9.344 -1.8 +4.31 +1 9.347 -1.8 +4.31 +1 9.347 -1.8 +3.31 +1 9.347 -1.8 +3.31 +1 9.347 -1.8 +3.31 +1 9.347 -1.8 +3.31 +1 9.347 -1.8 +3.31 +1 9.347 -1.8 +3.31 +1 9.347 -1.8 +3.31 +1 9.348 -1.8 +3 | 2 wk | High 2182.27 5000 22677.36 0000 1248.43 23-we 10 4166 57.89 3 1655 25.69 7 3383 4483 6 59.89 79.34 0 31.31 4.31 4.91 4.9042 1072.16 6 52.30 67.23 9 28.25 34.88 0 78.00 78.00 78.00 | Low 2170.41 22554.53 1241.54 58YTD Chg 58YTD Chg 58YTD -221 +43 -58 +253 -70 +120 -30 -7.8 +38 189 130 -7.8 +38 189 141.5 -78 +7.3 +10 +25 -38 +13.7 | Close 2176.12 22619.68 1246.02 Stock SAP SE Sanofi Schiniderii 3M Co Total SA Toyota UnilevW Unileven Unileven | Chg %Chg -4.26 -20 -37.34 -1.16 +1.08 +.05 | VID 52 white 1 +6.47 +13.70 +10.46 +11.94 +13.70 +10.46 +11.94 +19.70 +10.46 +11.94 +19.70 +10.46 +19.70 +10.46 +19.70 +10.46 +19.70 +19.46 +1 |
| INTERNATIONAL MARKETS | SyTD | MAJOR Index Dows 30 Indus NYSE Comp Nasdeq Comp Nasdeq Comp 152-wek High Low 77.1 562.9 131.34 99.81 1 63.89 50.12 155.53 48.28 131.70 22.46 56.46 34.52 47.13 37.84 68.36 52.34 12.06 88.25 23.4 | ### 18,636.05, August #################################### | r Close C 5.52 1854.30 - 4 5.52 1854.30 - 4 5.61 5222.99 - Stock High Genélec 33.00 2 Glicustód 113.31 3 Glicustód 113.31 3 Glicustód 113.31 3 Homop 130.00 2 Homelind 120.02 5 Homop 140.00 3 Homolind 120.02 5 | Record high: \$,26 hg %Chg YTD 5 8.699 -2.66 +5.91 +1.91 \$181 -1.31 +6.45 = 4.93 \$14 -1.81 +6.45 = 4.93 \$14 -1.81 +6.45 = 4.93 \$15 -1.91 +6.45 = 4.93 \$17.92 -1.92 +1.93 \$17.92 -1.92 +1.93 \$17.92 -1.92 +1.93 \$17.92 -1.93 +1.93 \$17.93 +1.93 +1.93 \$17.93 +1.93 +1. | Z wik Index 4 92 5.8P 500 9.35 Wilshire* 2,66 Russell 2 Stock High Microsoft 58. Nippont1 49. Nippont2 58. Nippont3 49. Nippont3 49. Nippont4 99. Ocade 42. Pippico 110.9 Piliprim 37. Pippico 110.9 Pippico 110.9 Pippico 10.2 Pippico 10.2 < | High 2182.27 55000 22677.36 00 4166 5189 3 1655 5269 7 3188 4488 0 4580 4713 0 4580 4713 0 4580 6713 16 592 793 16 698 793 16 698 793 17 318 4 904 17 318 4 904 18 5 698 793 18 6 698 793 18 6 698 793 18 6 698 793 18 6 698 793 18 6 698 793 18 6 698 793 18 6 698 793 18 6 698 793 18 6 6 6 6 793 18 79 6 793 18 78 78 78 78 78 78 78 78 78 78 78 78 78 | Low 2170.41 22554.53 1241.54 1241.54 1241.54 1241.54 1241.54 1241.54 1251.56 1 | Close 2176.12 22619.68 1246.02 Stock SAP SE Sanofi Schlimber TalwSerni 3M Co Total SA Toyota Unilever Utalityko | Chg %Chg 4.26 -2C -37.34 -116 +1.08 +.05 **High Low 88.55 62.57 51.88 37.41 82.27 134.64 52.34 39.05 127.28 97.80 42.20 38.83 42.20 38.60 109.83 83.39 | 910 52 wk 1 +6.47 +13.70 1 +6.86 +11.94 1 +9.70 +10.46 Last Clag (%) 171 10.46 83.74 +154 +12.2 180.54 + 5.0 +15.5 180.15 +35.6 180.1 |
| INTERNATIONAL MARKETS | New York | Record high: MAJOR Index Dow 30 lindus NYSE Comp Nasdaq Comp 77.12 56.32 131.34 99.81 10 06.67 86.50 107.58 74.31 16.88 107.59 74.31 16.88 56.46 34.52 47.13 37.84 120.65 86.25 55.57 71.55 120.65 86.25 | INDEXES High Low 18514.29 18400 18514.29 18400 18514.29 18400 18514.29 18400 18514.29 18400 18514.29 18400 18514.29 18400 18514.29 18400 | 15, 2016 v Close C 5.52 18454.30 - 4 5.56 1 5222.99 - 5 5tock High Genflier 33.00 - 6 Genflier 33.00 - 6 Honovillet 113.31 Glaus50n 45.85 - 6 Honovillet 10.90 19.00 10 Honovillet 10.90 19.00 10 Honovillet 35.92 - 6 Honovillet 35.92 - 6 Honovillet 35.92 - 6 Honovillet 35.92 - 6 Honovillet 35.93 | Record hight: \$,26 Reg 9, 126 8,69 -26 8,59 -26 8,59 -27 8,59 -27 8,59 -27 8,59 -27 8,59 -27 8,59 -27 8,59 8,59 -27 8,59 8,59 -27 8,59 8, | 2 wk Index 4.92 SaP 500 Withher to 5tock Hilpont 464 Hippont 464 Hippont 464 Hippont 676 Hoveltond 916 Hoveltond 9 | High 2182.27 5000 25677.36 000 1248.43 32-000 1248.43 33-000 1446.57 36-000 1446. | Low 2170.41 22554.53 1241.54 3.58 4.73 4.70 4129 -30 -7.8 4.03 1.73 4.73 4.73 4.73 4.73 4.73 4.73 4.73 4 | Close 2176.12 22619.68 1246.02 Stock SAP SE Sanofi Schlmbeg TaiwSerni 3M Co Total SA Toyota Unilever Undlever UtdTech | Chg %Chg 4.26 -2(37.34 -16 +1.08 +.05 S2-wk High Low 88.55 62.57 51.88 33.41 83.97 59.60 52.94 519.27 18.227 13.45 52.44 39.05 12.278 99.00 12.278 99.00 12.278 99.00 12.278 99.00 12.278 99.00 14.80 99.00 14. | 910 52 wik +6.47 +13.70 +6.66 +11.54 +9.70 +10.66 -11.54 +9.70 +10.66 -11.54 +9.70 +10.66 -11.54 -1.54 |
| INTERNATIONAL MARKETS | 18/YD hg Chg Chg Chg Chg Stock BrMySq Britatio Stock BrMySq Britatio CVS Health Chevnon 1 ChiraMet Cizzo Contact Disney 1 ExennMel Facebook 1 | Record high: Index NYSE Comp Nasdaq Comp Nasdaq Comp Nasdaq Salari NYSE Comp Nasdaq Comp Nasdaq Comp Nasdaq Salari Nasdaq Comp Nasdaq Salari Nasdaq Salari N | ### 18,636.05, August #################################### | 15, 2016 2, Close Centler Stock Sign Stock Sign Stock Sign Si | Record high: \$,26 hg %Chg YTD 5 8.699 -2.66 +5.91 +1.91 \$181 -1.31 +6.45 = 4.93 \$14 -1.81 +6.45 = 4.93 \$14 -1.81 +6.45 = 4.93 \$15 -1.91 +6.45 = 4.93 \$17.92 -1.92 +1.93 \$17.92 -1.92 +1.93 \$17.92 -1.92 +1.93 \$17.92 -1.93 +1.93 \$17.93 +1.93 +1.93 \$17.93 +1.93 +1. | Z wik Index 4 92 5.8P 500 9.35 Wilshire* 2,66 Russell 2 Stock High Microsoft 58. Nippont1 49. Nippont2 58. Nippont3 49. Nippont3 49. Nippont4 99. Ocade 42. Pippico 110.9 Piliprim 37. Pippico 110.9 Pippico 110.9 Pippico 10.2 Pippico 10.2 < | High 2182.27 5000 22677.36 00 1248.43 22-wk Last 0 4166 57.89 9 3183 4488 0 4580 4713 0 4580 4713 0 4580 4713 0 4580 6723 0 7800 9780 6723 0 7800 9897 | Low 2170.41 22554.53 1241.54 1241.54 1241.54 1241.54 1241.54 1241.54 1251.56 1 | Close 2176.12 22619.68 1246.02 Stock SAP SE Sanofi Schlimber TalwSerni 3M Co Total SA Toyota Unilever Utalityko | Chg %Chg 4.26 -2C -37.34 -116 +1.08 +.05 **High Low 88.55 62.57 51.88 37.41 82.27 134.64 52.34 39.05 127.28 97.80 42.20 38.83 42.20 38.60 109.83 83.39 | 910 52 wk 1 +6.47 +13.70 1 +6.86 +11.94 1 +9.70 +10.46 Last Clag (%) 171 10.46 83.74 +154 +12.2 180.54 + 5.0 +15.5 180.15 +35.6 180.1 |
| INTERNATIONAL MARKETS | Section | Record high: MAJOR Index Dow 30 lindus NYSE Comp Nasdaq Comp 7.7.12 56.32 110.06.67 86.50 10.58 74.31 1 10.66.67 86.50 10.58 74.31 1 10.66.67 86.50 10.58 74.31 1 10.66.67 86.50 10.58 74.31 1 10.66.67 86.50 10.58 74.31 1 10.66.67 86.50 10.58 74.31 1 10.66.67 86.50 10.58 74.31 1 10.66.67 86.50 10.58 76.50 | INDIPINATION INDI | 15, 2016 27 Close Color Close 28.7 1845-430 - 4-12.13 10797.54 - 10.56 1522.299 550ck Might Color C | Record high: \$,26 hg %Chg VTD 5 8.69 | 2 wk Index 4 92 SaP 500 9 355 White 5 teck Mig Microsoft Sa, 1 NT DOCO 224 Novolved 96 Novolved 96 Novolved 96 Novolved 97 PetChina 846 | High 2182.27 5000 2182.87 33 3484.43 3487 55999 2815 56989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6989 | Low 2170.41 22554.53 1241.54 Chg %YTD Chg Chg Chg -21 +43 -39 +253 -70 +129 -30 -7.8 +(88 -189 -413.6 -718 +7.3 +(10 +25 -72 +81 -729 +13.7 -76 +10.2 -04 +25 -33 +16.6 | Close 2176.12 22619.68 1246.02 Stock SAP 95 Sanofi Schimbeg TaiwSerni 3M Co Total SA Toyota Unilever UtdTech UtdhthGp VerizonCm Visa 5 | Chg %Chg 4.26 -2(-37.34 -1.64 +1.08 +.05 | 916 25 wk/s 1 +6.47 +13.70 52 wk/s 1 +6.47 +13.70 140.46 149.70 +10.46 149.70 +10.46 149.70 +10.46 149.70 +10.46 149.70 +10.46 149.70 140.46 149.70 140.46 149.70 140.46 149.70 |
| INTERNATIONAL MARKETS | 15 | Record high: MAJOR Index Dow 30 Inclus NYSE Comp Nasdaq Comp 77.12 56.22 31.34 99.81 106.67 86.59 107.53 74.31 1 106.67 86.59 107.53 74.31 1 106.67 86.59 107.53 74.31 1 106.67 86.59 107.53 74.31 1 106.67 85.50 107.53 74.31 1 106.67 85.50 107.53 74.31 1 106.67 85.50 107.53 74.31 1 106.67 85.50 107.53 74.31 1 106.67 85.50 107.53 1 10 | INDO EXES INDO | 15, 2016 27 Close Color Close 28.7 1845-430 - 4-12.13 10797.54 - 10.56 1522.299 550ck Might Color C | Record high: \$,26 Record high: | 2 wk Index 4 92 58 9500 93 55 Wilsher 2 66 Russell 2 Stock Microsoft 58, Neponin 49, 100 Neponin 49, 100 Stock 199 Stock 199 Neponin 49, 100 Neponin 49, | High 2182.27 5000 2182.87 33 3484.43 3487 55999 2815 56989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6989 | Low 2170.41 22554.53 1241.54 2 | Close 2176.12 22619.68 1246.02 Stock SAP SE Sanofi Schimbeg TalwSemi 3M Co Total SA Toyota Unilever Untilevith Unilever Untilevith WellsFargo WalMart WellsFargo | Chg %Chg 4.262C37.3416 + .10 + .052C37.3416 + .10 + .052C2 | 910 52 wks 1 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 |
| INTERNATIONAL MARKETS | Section | Record high: MAJOR Index Dow 30 Inclus NYSE Comp Nasdaq Comp 77.12 56.22 31.34 99.81 106.67 86.59 107.53 74.31 1 106.67 86.59 107.53 74.31 1 106.67 86.59 107.53 74.31 1 106.67 86.59 107.53 74.31 1 106.67 85.50 107.53 74.31 1 106.67 85.50 107.53 74.31 1 106.67 85.50 107.53 74.31 1 106.67 85.50 107.53 74.31 1 106.67 85.50 107.53 1 10 | INDO EXES INDO | 15, 2016 V Close C C 15.7 18554.20 - 4. 21.13 1079-54 - 1. 21.13 1079 | Record high: \$,26 Record high: | 2 wk Index 4 92 58 9500 93 55 Wilsher 2 66 Russell 2 Stock Microsoft 58, Neponin 49, 100 Neponin 49, 100 Stock 199 Stock 199 Neponin 49, 100 Neponin 49, | High 2182.27 5000 2182.87 33 3484.43 3487 55999 2815 56989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6984 100:21 6989 7934 6989 | Low 2170.41 22554.53 1241.54 2 | Close 2176.12 22619.68 2176.12 22619.68 1246.02 Stock SAP SE Sanofi Schimbeg TaiwSemi 3M Co Total SA Toyota UnilevW UnilevW UnilevW UtiTech UtiTech UtiTech Wisa s WaiWat WellsFargo | Chg %Chg 4.26 - 2C - 27.3416 + 1.08 + -0.5 + 1.08 + -0.5 + 1.08 + -0.5 + 1.08 + -0.5 + 1.08 + -0.5 + 1.08 + -0.5 + 1.08 + -0.5 + 1.08 + -0.5 + 1.08 + -0.5 + 1.08 + -0.5 + 1.08 + 1. | 910 52 wks 1 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 |

Chg 1310.70 1311.20 1855.0 1857.7 206.30 206.90 361.50 363.25 46.21 46.35 2.815 2.827 1.4337 1.4483 65.72 65.97 303.50 304 110.60 111.50 -50 -19.1 -55 -7.25 -63 -.069 -.0186 -.72 -7.75 +.75

Contact

Confined from Page 20A

that took even Fabbri by surprise.

"Him moving out here, that was a shock. One day be says, "Imbokins, the shock Die day be says, "Imbokins, the shock Die day be says, "Imbokins, the shock Die day be says, "Imbokins, and af Fabbri have no intention of talian restaurant in Phoenix.

"Grant and af Fabbri have no intention of talian restaurant in Phoenix, and Fabbri have no intention of the shock Die day have possible the shock Die day have provided the shock Die day have been should be shoul

Times critic Frank Brunn awaroeu three stars.

Though Conant ended his involvement with the original Scarpetta in 2014 and the Los Angeles location closed earth of the Conant has taken to the television studio, acting as a guest judge on Bravo's "Top Chef" and joining "Chopper" as a regular judge when the Food Network show first launched in

Tech jobs

Continued from Page 20A

Continued from Page 20A

Continued from Page 20A

presence here. We are committed to be rooming an even more active participant in the economic strength of the region by creating hundreds of new Mark Mitchell and Pheenth Vice Mayor Bon by creating hundreds of new Mark Mitchell and Pheenth Vice Mayor Bon by creating hundreds of new Mark Mitchell and Pheenth Vice Mayor Bon by creating hundreds of new Mark Mitchell and Pheenth Vice Mayor Bon by creating hundreds of new Mark Mitchell and Pheenth Vice Mayor Bon by creating in for the Stilled the chinology and the company in the strength of the Company in Industry We thank Willis Downers Walson company to the area, Phoenix and Tempe have attracted more than 2,000 and carreers willistowers watson come technology jobs in the past year, included the strength of the Company in Tempe and elsewhere can be found at carreers willistowers watson com.

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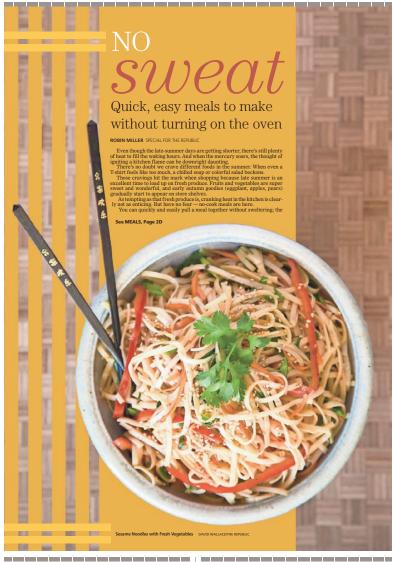
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From Angels to Zipps, find Valley's best wings

DOMINIC ARMATO

The scent of good hot wings sticks

Angels Trumpet Ale House



Specializes in quirky foods like crispy Spam shiders and elevated TV dinners, Angels Trumpet also slings some pretty tasty wings. Though you can request their Angels Wings tossed in sauco don t. They perfectly seasoned, fried to all high crisp with a deep malner dots and lacquered sheen — and better en-

One of America's best new chefs returns home

JENNIFER MCCLELLAN

Kevin Fink is the biggest chef you don't







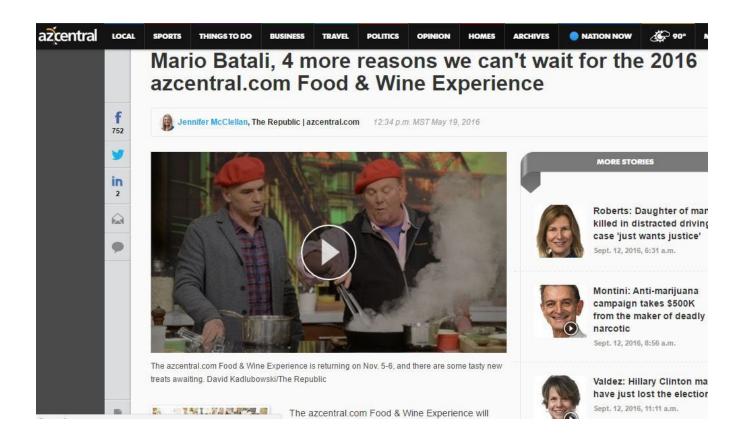
When and how to add ice to wine







| Aug 3 | | 6 PM | 6:30 | 7 PM | 7:30 | 8 PM | 8:30 | 9 PM | 0.20 | 10 PM | 10:30 |
|----------------|---------|---|--|---|--|--|---|--|--|---|--|
| RTV STV | | Good Evening Ari- | Fntertainment | Wheel of Fortune: | Jeopardy!: Teachers. | Hot in Cleveland: | Hot in Cleveland: | 3TV News at 9 PM | 9:30 | STV News at | Entertainment |
| KTVK | 3 | zona @ 6 PM | Tonight (N) | Desert Oasis. | (TVG) | Elka Lover. | Rusty Banks. | | | 10 PM | Tonight |
| CBS KPHO | 5 | CBS Evening News with Scott Pelley | CBS 5 News at 6:30 The daily news. (N) | Big Brother (TV14) (1 | 0 | Criminal Minds: In- bodies are discovered | ner Beauty. Mutilated L (TV14) | American Gothic: Fre ily recalls their past. (TVI | edom. A dishonest fam- (4) (N) | CBS 5 News at 10 | The Late Show with Stephen Colbert |
| AZTV7 KAZT | 7 | Celebrity Name Game (TVPG) | Celebrity Name Game (TVPG) | Family Feud (TVPG) | Family Feud (TVPG) | Who Wants to Be a Millionaire? | Who Wants to Be a Millionaire? | Seinfeld: Fire. George bails. | Seinfeld: The Founda- tion. (TVPG) | Access Hollywood (TVPG) (N) | Celebrity Page (TVPG) (N) |
| PBS KAET | 8 | The PBS NewsHour | (N) | Pledge Programmi aging viewer support. | ng Acclaimed program | ming highlights a me | mbership drive encour- | Pledge Programmi aging viewer support. | ng Acclaimed program | ming highlights a mer | mbership drive encour- |
| FOX | 10 | FOX 10 News at 6:00pm (N) | TMZ (TVPG) (N) | MasterChef: Tag Te tery Box Challenge. (T | am; Pop. The seven rer | naining contestants co | impete in a new Mys- | FOX 10 News at 9p and tomorrow's weat | m The latest news | FOX 10 News at | Modern Family: Las Vegas. |
| DAYSTA | R | | Joni Lamb Table Talk Diverse topics. | Marcus and Joni La de Jesus. (TVG) | | Sid Roth's It's Su- pernatural! | Deep Calls to Deep | Zola Levitt Pres- ents: to Jerusalem. | Kenneth Copeland Worship service. | Life Today with Robison (TVG) | Enjoying Everyday Life: Serving Pt. 1. |
| NBC KPNX | | Arizona Nightly News (N) | Extra (TVPG) (N) | America's Got Tale ous performances. (TV | nt: Cutdown. Previ- | America's Got Tale Viewers last chance. | ent: Live Results 4. | The Night Shift: Bu of wildfire. (TV14) (N) | | 12 News @ 10pm | (35) Tonight Show Jimmy Fallon (4) |
| | _ | (5:01) Mi corazón es tu niñera de 7 chicos. (TV14) | nyo Ana se convierte en | Moisés v los Diez I | Mandamientos | La Ronca de Oro Li tiene edad. (TV14) | | El Principe Un poli s | e enamora de Fátima. | Noticias Univisión Arizona (N) | Noti, Univi. Ed. noc. |
| ABC | | ABC15 News @ 6pr | n A report on the | Salvado de aguas. (TV The Goldbergs: I | The Goldbergs: | Modern Family: | (31) black-ish: Good-ish | (TV14) Modern Family: | (31) The Middle: A | ABC15 News @ | Noticias del dia. (N) (35) Jimmy Kimmel |
| TRN | | news events of the da Destined to Reign | y. (N) Elevation Experi- | | Smother's Day. The Blessed Life | The Party. John Gray World | Times. Drive Thru History | Clean Out Junk. Ravi Zacharias Gos- | Very Donahue. Jesse Duplantis | 10pm (N) GregLaurie.TV Youth | Live (IV14) Creflo Dollar Chang- |
| KPAZ UNIVIS | 21 | Gospel messages. La rosa de Guadali | ence upe Relatos que | Beth Moore Amo despertar cor | Gateway Church. | Passion, humility. Tr3s veces Ana Tre | with Dave Stotts' hermanas gemelas se | pel of Jesus. Narcos Pablo Escoba | Ministries r vs agente de la DEA. | harvesting. Noticias Univisión | ing Your World. Noti. Univi. Ed. noc. |
| KTVW | _ | siempre tienen final fe Caso cerrado - Edio | Hiz. (TV14) | lucha por su amor. Silvana sin lana Atr | | encuentran. (TV14) (N) Sin senos si hav pa | | (TVMA) Señora Acero 3: La | | Arizona (N) Noticiero Tele- | Noticias del día. (N) (35) Titulares y más |
| KTAZ | N 39 | casos desde LA. (TV14 | (N) | resistible. (N) | | dispuesta a triunfar. (| N) | valiente y rebelde. (N) | | mundo Arizona 10P | (35) Ittulares y mas |
| MYNET KUTP | 45 | ory: Convergence. | Modern Family: Other Children. | The Closer: Star Tun star goes missing. (TV) | 14) | The Closer: Fresh Po lously awaits her vero | lict. (TV14) | The Big Bang The- ory: Complexity. | Anger Manage- ment: Cheating. | TMZ Live (TV14) | |
| ION KPPX | 51 | pears to be inside job. | | Law & Order: Fed. 0 past catches up. (TV14 |) | Law & Order: Black death reveals blackm | ail. (TV14) | Law & Order: Steel- prime suspect. (TV14) | | Law & Order: Boy o burns in parking lot. (| IV14) |
| CW KASW | 61 | Two and a Half Men: Dam Priest. | Two and a Half Men: Nice to Meet. | Penn & Teller: Fool Magicians perform. (T | VPG) (N) | Whose Line Is It Anyway? (N) | Whose Line Is It Anyway? (IV14) | Goes. Dogsitting. | ls Jealous. | The Simpsons: Blazed Confused. | The Middle: Mother's Day. (TVPG) |
| A&E ANIMAI | | The First 48: Calling Wild Deep: Africa. | for. Team of killers. Wild Deep | | Duck Dynasty Wild Deep | Duck Dynasty Wild Hawaii Pristing | (28) Duck Dynasty islands. (TVPG) | (01) Duck Dynasty (01) Wild Brazil The wil | (34) Duck Dynasty d and beautiful land of Bra | (07) Duck Dynasty gil (TVPG) | (36) Duck Dynasty |
| BBCA | | Human Planet: Rive | rs: Friend. Rivers. | Dragons' Den Car s | ecurity app. (N) | Human Planet: Oce | ans:. (TVPG) | Human Planet: Arct | ic. Dangerous living. | Human Planet: Jun | |
| BET CARTO | DAI. | Martin DJ's attitude. Teen Titans Go! | Martin DJ's attitude. Teen Titans Go! | | Martin DJ's attitude. Steven Universe | 5 Things You Can I King of the Hill | Do Political advice. (N) Bob's Burgers | ** Alex Cross ('12 Bob's Burgers | | arlo Esposito. Tracking American Dad! | a killer. (PG-13) American Dad! |
| CMT | | | Man Stand. | Man Stand. | Man Stand. | Man Stand. | | 9 to 5 ('80) Jane Fond | | | |
| COMED | Υ | (19) South Park: Tamin | | (54) South Park | (28) South Park | | riday. Boys divided. (TV | MA) | South Park | South Park | South Park |
| DISCOV | | Naked and Afraid: | | Naked and Afraid | Pop-Up Edition XL | Dual Survival: Unt | | Dual Survival: Fores | | (02) Naked and Afraid | |
| DISNEY | | Girl Meets World | | | Liv and Maddie | BUNK'D Eagle egg. | | Girl Meets World | | Jessie: Karate Kid. | |
| E! FOOD | | Chopped: Episode To | | E! News (N) Chopped: Episode Ti | area Live ingredient | Chopped: Episode F | | Chrisley Chopped: Grill: Final | Chrisley | Cutthroat Kitchen: | n with Tyler Henry |
| FREEFO | RM | | Nothing ('06) Hayden | | | | | a Dushku. Rival cheerle | | Cheer Squad: Rock | Rottom (N) |
| FX | | Underworld: Awak | | | | | verine encounters ener | | | Tyrant: How To Live. | (TVMA) (N) |
| GSN | | Skin Wars: Fresh P | aint (TV14) | Family Feud | Family Feud | Family Feud | Family Feud | Family Feud | Family Feud | | Family Feud |
| HGTV | | Property Brothers: | | Property Brothers: | | Property Brothers | | Property Brothers: | Buying & Selling | | International (N) |
| | | American Pickers: Homicide Hunter: I | | American Pickers: Homicide Hunter: I | | American Pickers: Homicide Hunter: | | American Pickers: Betraved: Devil You | | Pawn Stars (N) Homicide Hunter: I | (31) Pawn Stars (N) |
| ID LIFETIM | | Little Women: Atla | | Little Women: LA: | | Little Women: LA: | | Little Women: LA: | | Little Women: Atla | |
| MTV | _ | Catfish: The TV Sho | | Catfish: The TV Sho | | Catfish: The TV Sh | | Catfish: The TV Sho | | Catfish: The TV Sho | |
| NICK | | Henry Danger | Henry Danger | The Thundermans | The Thundermans | Nicky: The Secret. | Nicky Secret crush. | Full House | Full House | Full House | Full House |
| OWN | | Greenleaf: Veni, Vid | | Greenleaf: What Are | | Greenleaf: Men Like | | | i. Custody hearing. | Greenleaf: What An | |
| SPIKE | | | ssell Crowe, Joaquin Phoe | | *** Now You Se | | | usionists take on bank I | | *** Now You Se | |
| TBS | _ | | The Chronicles of F Seinfeld: Race | Seinfeld: Scofflaw. | | | Big Bang | Ghost Hunters: Pira Big Bang: Jiminy. | tes. (TVPG) (N) Big Bang | Paranormal Witnes Big Bang | Big Bang |
| TLC | | | Say Yes | Toddlers and Tiara | s: Rumble lungle | Big Bang Toddlers and Tiara | | Toddlers and Tiara | s: Cambrie vs (N) | (01) Love at First Kiss: | She's a Little 100 |
| TNT | | Castle: Knockdown. | | Castle: Lucky Stiff, Lo | tto winner. | Castle: The Final Nai | | Castle: Life to Lose. S | | Major Crimes: Fami | ly Law. (TV14) |
| TRAVEL | | Expedition Unknov | | Expedition Unknow | | Expedition Unkno | | Expedition Unknow | wn: Japan Atlantis. | Expedition Unknov | wn: 8th Wonder. |
| TRUTV | | | Carbonaro A Griffith | Impractical Joker | Impractical Joker | Impractical Joker | Impractical Joker | | Impractical Joker | | Impractical Joker |
| USA | _ | A Griffith Law & Order: Spec | | Law & Order: Spec | | A Griffith Law & Order: Spec | Loves Ray. | Loves Ray. Suits: Borrowed Time | Loves Ray. | Loves Ray. Mr. Robot: eps2.7_i | Loves Ray. |
| VH1 | - | SOD ★★★ Selena (9 | 7, Drama) Jennifer Lopez, I | Edward James Olmos IPG | Cums omt | | & Ouit. Stuntman date. | Dating Naked: Kiss | | * * * Selena ('97) J | ennifer Lopez, (PG) |
| WGNA | | Person of Interest: | | Person of Interest: | | | Foe. High-technology. | | How I Met | | How I Met |
| ESPN | | (5:00) MLB Baseball: Te | | | | SportsCenter | | SportsCenter | | SportsCenter | |
| SESPN2 FS1 | | | Tennis: Second Round. (Li | ve) | | NFL Live | | Baseball Tonight | | | 30 for 30 |
| | | | | The Ultimate Fight | | egins. | | TUF Talk | | | Fighter |
| FSNAZ | - | | izona Diamondbacks at Si e Ever Played Stephe | | | et Game Ever Dian | Brad Cesmat | Brad Cesmat e, Shia LaBeouf. Rooki | Fght Sprt Boxng: Fl | oyd Mayweater, Jr. vs. Golf Central | Miguel Cotto. |
| CNBC | | Shark Tank High-tee | | n Dillane. (PG) Cleveland Hustles: | | Shark Tank New ide | | Shark Tank Famous | | Cleveland Hustles: | Honey we Him |
| CNBC | | CNN Special Repor | | CNN Tonight with | Don Lemon (N) | CNN Tonight with | | CNN Special Repor | | Anderson Cooper | |
| FNC | | The Kelly File News | updates. (N) | Hannity Conservative | e news. (N) | The O'Reilly Factor | r News talk. | The Kelly File News | updates. | Hannity Conservativ | e news. |
| MSNBC | | The Rachel Maddo | w Show (N) | Last Word with Las | | The Place for Polit | ics 2016 (N) | The Rachel Maddo | w Show | Last Word with La | |
| AMC | | | s: A Game of Shadow | | | | | k Setrakian. Agents wa | | ★★% Walking Tall | |
| BRAVO | | Real Housewives o | | Real Housewives o | | Real Housewives o | | Real Housewives o | | The Real Housewiv | |
| CINEMA | | | (25) ** * Insurgent (ne Alabama ('02) Reese | | | +++ Thunderhall | | 15, Horror) Olivia Delonge. laudine Auger. Ransom | | ** Scream ('96) | |
| FLIX | - | | e a Spider ('01, Thriller) | | | | | y Lee Jones, Samuel L. | | The Manchurian Co | |
| HBO | _ | | Training Camp LA | | | 15, Action) Vin Diesel. Pag | I Walker. Crew protects se | elf and seeks revenge. (PG- | 13) | | Ballers |
| | | (5:00) *** \% Die Han | (88, Action) Bruce Willis | , Alan Rickman. A lone he | 10. (R) | *** Die Hard 2 (| 90) Bruce Willis, Bonni | ie Bedelia. John McClar | ne battles airport terror | ists. (R) | ★★½ Patriot (R) |
| SHO | | | her People (15, Comed | | | | | ael Peña. Sniper frame | | ★★% Shaft ("00) Sa | |
| STARZ | uer | | Ultron (15, Action) Rob | ert Downey Jr., Kerry Conc | ion. Robotic villain. (PG-13) | | | Power: Don't Go. To | | | Grandma (R) |
| TCM | #CE | (5:00) * * * Big Jake ((5:00) Bells Are Ringin | 71, Western) John Wayne | (PG-13) (15) Ocean's Eleven (E | | | | ealistic fed battles unde | rworld crime. (R) ** Ada ('61) Susa | Gomorrah: Part 2: N | |
| TMC | - | *** Revolutiona | ry Road ("08) Kate Wi | | | | | ank, Scott Glenn. Studi | ents write. (PG-13) | (05) ★★¼ Alfie ('04) Ju | de Law. (R) |
| | _ | | | | | | | | | 10.400 | |





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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.

In addition to the newly opened *Impero Caffè* at NoMad's Innside 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 <u>azcentralfoodandwine.com.</u> 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, awardwinning 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





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 | 5/22, 6/1, 7/6 | \$96,750 |
| TAR Newspaper | Half Page ROP (6 x 10.5) | space per month. Run Wednesday/Sunday | 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) | 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 winn chefs in one place. | ing |
| | 0/04 |
| | 9/21 |
| Q&A with Scott Conant (Armato) | |
| | 0/20 |
| | 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 |

ADDENDUM A Item 7a

| 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 expert (McClellan) |
| 11/2 |
| Even with sold-out events, there are many ways to enjoy the festival (McClellan) |

Strategic Partnerships

- USA Today
 - o 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
 - o 500,000 ROS impression, per market: \$9,000
 - Value: TBD (last years was \$63,720)

- Media Partnerships
 - o 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.
 - o Trendy (Valley Ho/W) Packaged with GA/Millennial Night
 - o 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
 - o Event promotional postcard at Concierge Desk
- R Entertainment
 - o 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 | 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) | space per week. Run: - Sunday (Main News) - Wednesday (Food) - Thursday (Things to Do) | 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:

| 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 |
|--|---------|---------|-------------------|-------|-------|

ADDENDUM A Item 7a

| 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

o Plan out survey questions in October

Marketing Communications Plan 2016



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



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

Blogger Event & Tour

culinary event.

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]

ChicagoMilwaukeeLos AngelesSan DiegoMinneapolisDallasDenverNew YorkSeattleDetroitKansas CitySan Francisco

News Markets by Gannett ownership

USA Today

The Montgomery Advertiser
The Arizona Republic, Phoenix

Tucson Citizen
The Baxter Bulletin

The Desert Sun, Palm Springs The Salinas Californian Tulare Advance-Register Visalia Times-Delta Fort Collins Coloradoan

The News Journal, Wilmington Florida Today, Brevard County

Fort Myers News-Press
Pensacola News Journal
Tallahassee Democrat
FSView & Florida Flambeau
Central Florida Future
Seminole Chronicle
Pensacola News Journal
Pacific Daily News, Hagatna
The Indianapolis Star

The Star Press, Muncie Palladium-Item, Richmond The Des Moines Register Iowa City Press-Citizen The Courier-Journal, Louisville

Journal and Courier, Lafayette

The Town Talk, Alexandria The Daily Advertiser, Lafayette The News-Star, Monroe

Daily World, Opelousas The Times, Shreveport The Daily Times, Salisbury Battle Creek Enquirer Detroit Free Press Lansing State Journal Times Herald, Port Huron

St. Cloud Times Hattiesburg American The Clarion-Ledger Springfield News-Leader,

Springfield Great Falls Tribune Reno Gazette-Journal Asbury Park Press

Courier-News, Bridgewater The Courier-Post, Cherry Hill Home News Tribune, East

Brunswick

Daily Record, Morristown The Daily Journal, Vineland

Ocean County Observer, Toms River Press & Sun-Bulletin, Binghamton

Star-Gazette, Elmira The Ithaca Journal Poughkeepsie Journal

Democrat and Chronicle, Rochester (original flagship newspaper) The Journal News, Westchester

County

Asheville Citizen-Times

Newspaper Network of Central

Ohio

Telegraph-Forum, Bucyrus Chillicothe Gazette The Cincinnati Enquirer Coshocton Tribune

The News-Messenger, Fremont

Lancaster Eagle-Gazette

Mansfield News Journal, Mansfield

The Marion Star

The Advocate (Newark), Newark News Herald, Port Clinton Times Recorder, Zanesville Statesman Journal, Salem The Greenville News Argus Leader, Sioux Falls The Leaf-Chronicle, Clarksville

The Jackson Sun

The Daily News Journal,

Murfreesboro

The Tennessean, Nashville
The Spectrum, St. George
The Burlington Free Press
The News Leader, Staunton
Door County Advocate
The Post-Crescent, Appleton
The Reporter, Fond du Lac
Green Bay Press-Gazette

Herald Times Reporter, Manitowoc

Marshfield News-Herald

Oshkosh Northwestern, Oshkosh

Stevens Point Journal The Sheboygan Press Wausau Daily Herald

Wisconsin Rapids Daily Tribune,

Wisconsin Rapids

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 advertisting value
 - o The Arizona Republic: more than \$1.3 million
 - West Group: more than \$82,500
 - USA Today: more than \$221,000
 - o 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.
- o 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

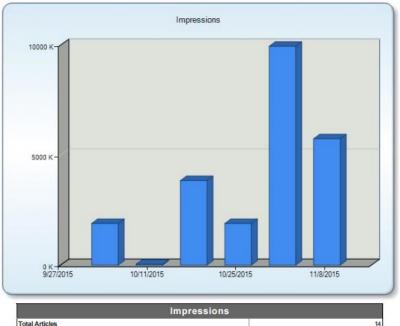
³Advertising by azcentral & The Arizona Republic generated 47million consumer impressions; ads by USA Today generated 6 million

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

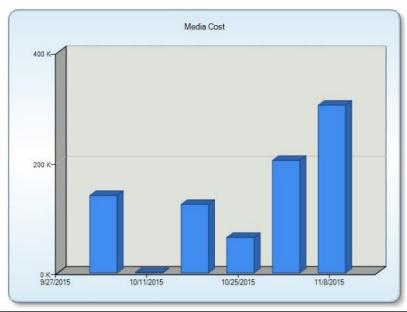
⁵ Online news coverage total ad conversion value of \$838,864; online news coverage only. Excludes TV, print, and news eblasts coverage. See graph page 18

 $^{^6}$ 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 | |

 $^{^{\}rm 7}$ 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