

# CITY COUNCIL REPORT



Meeting Date: June 21, 2022  
 General Plan Element: *Economic Development*  
 General Plan Goal: *Sustain Scottsdale as a tourist destination*

## ACTION

**Experience Scottsdale Destination Marketing Services Agreement.** Adopt Resolution No. 12459 authorizing Contract No. 2022-054-COS and the use of the Tourism Development Fund for the provision of destination marketing services between the City of Scottsdale and the Scottsdale Convention & Visitors Bureau D/B/A Experience Scottsdale.

## BACKGROUND

Since 1977, the city has maintained a destination marketing organization through a public-private partnership funded by Transient Occupancy (bed) tax to provide long-term development and marketing of Scottsdale and the immediate region through a travel and tourism strategy. The general direction and major activity areas undertaken annually by Experience Scottsdale are reflective of the primary mission of a Destination Marketing Organization (DMO) and include marketing, communications, convention sales and services, and tourism.

In March 2010, the citizens of Scottsdale voted to increase the Transient Occupancy (bed) tax from 3% to 5% effective July 1, 2010. Collections are recorded in the Tourism Development Fund where 50% of the total Transient Occupancy (bed) tax collections are to be used for destination marketing and 50% for tourism-related event support, tourism research, tourism-related capital projects, and other eligible uses as determined by city ordinance and state law.

The destination marketing program has been implemented between the city and Experience Scottsdale through a five-year destination marketing agreement approved by City Council in August 2017 that expires on June 30, 2022.

In 2021, the City Auditor conducted an audit to evaluate compliance with the terms and effectiveness of controls in the city's destination marketing services agreement with Experience Scottsdale. Audit No. 2206 conclusions include that the destination marketing contract can be strengthened by addressing more operating risks; contract terms are not sufficient to limit administrative costs and maximize the destination marketing programs; and performance monitoring activities can better ensure focus on the city's objectives and contract compliance.

The City Council directed Destination Marketing Assessment and Audit recommendations were utilized in preparing the new destination services agreement and FY 2022/23 performance standards, most of which are noted herein. In May 2022, the city's Purchasing Department reviewed a single source request that was awarded as No. 22SS045 and posted for the required seven days.

Staff is proposing a new five-year destination marketing services agreement with Experience Scottsdale that may be extended for an additional five years, subject to City Council approval.

## **ANALYSIS & ASSESSMENT**

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Beginning its first of five years, the agreement requires an annual destination marketing business plan that will be used to implement the next fiscal year's program of work and includes the FY 2022/23 contract budget and performance standards, all attached herein as part of the agreement. The Tourism Development Commission, per requirement of the agreement, reviewed and unanimously recommended (6-0) on May 17 that the City Council approve the Experience Scottsdale FY 2022/23 Strategic Business Plan, budget and performance standards.

The agreement will be monitored on an ongoing basis by the city's contract administrator through quarterly performance measures, programming updates and financial reports. In addition to the quarterly reports, terms call for an annual audit and year-end financial and performance reports. The contract administrator and other city staff will meet regularly with Experience Scottsdale staff to coordinate and review marketing activities.

As mentioned earlier, in preparing the new agreement, staff reviewed City Audit No. 2206 and the 2021 Destination Marketing Assessment. Key improvements include:

- *Require documented compliance with accepted industry standards and/or seek Destination International's Marketing Accreditation Program (DMAP) accreditation* – Added a new section that requires Experience Scottsdale to receive accreditation within two years of the effective date of the agreement. (2.1)
- *Tie contract objectives to the goals of the Tourism Strategic Plan and integrate into the destination plan Choose Scottsdale's economic development strategy and efforts (Assessment)* – Beginning in year two of the agreement (FY 2023/24 and each year thereafter), when developing the Proposed Plan, Experience Scottsdale will consider the recommendations and action plan in the 5-Year Tourism Strategic Plan. (2.3.1.2)
- *Adopt relevant performance standards and definitions based on contract objectives, marketing priorities and historical performance* – Staff updated the contract recitals, performance standards and marketing activities to ensure they are relevant, using the Destinations International Standard DMO Performance Reporting handbook as a guide. (Recitals; 2.3.2; 2.3.3) Additionally, the city required several performance standards be specific to Scottsdale city limits in addition to Scottsdale area.
- *Require or regularly obtain advertising effectiveness studies* – Added a new section that the city may, at its cost, contract with a third-party expert for an advertising effectiveness study a minimum of two times during the term of the agreement. (2.8)

- *Establish a set fee method* - Funding under the new agreement will be equal to 45% of the bed tax funds collected and paid monthly based on the prior month's actual collections. (4.1)
- *Develop or require budget forms* – Beginning in year two of the agreement (FY 2023/24 and each year thereafter), the proposed contract budget will be in the general format developed by the city's Treasurer's Division. (4.1.3; Exhibit E)
- *Non-program expense reporting requirement* – Updated non-program costs requirements to be based on the annual audited financial statement provided to the city keeping Experience Scottsdale's non-program costs at or below 20% and not to exceed 23%. (4.3)
- *Add a contract term to establish ownership of intellectual property* – Ownership of Intellectual Property was determined by both legal representatives and added to the agreement. (8.7)

## **Performance Standards**

The performance standards for Experience Scottsdale are determined for the next fiscal year's program of work by Experience Scottsdale staff and the city's contract administrator based on multiple factors, including the organization's overall budget (including revenue changes from all sources), prior year performance, priority areas where revenue will be deployed in the coming year, economic and business cycles, and the capacity of Experience Scottsdale's staff and resources.

Nineteen performance standards have been developed for FY 2022/23 for the marketing activities: marketing; visitor services; communications; tourism; convention sales & services; Old Town promotions; and local business support & services. Within the 19 performance standards, are five that are specific to businesses, entities, and areas within Scottsdale city limits only:

- Number of media placements that include entities within Scottsdale city limits
- Number of travel trade professionals trained about Scottsdale specifically via product training seminars
- Number of convention sales leads for properties within Scottsdale city limits
- Number of meetings booked into properties within Scottsdale city limits
- Number of estimated room nights from meetings booked into properties within Scottsdale city limits

## **Budget**

Experience Scottsdale anticipates their total FY 2022/23 operating revenue budget to be \$17,232,164 of which the city agreement and 50% of the Fiesta Bowl contract amount is \$11,446,664, Table 1 below. In terms of expense, the adopted budget shows Personnel, Program Activities and Operations/Administration to be \$17,482.

As noted previously, Experience Scottsdale's approved FY 2022/23 budget is attached, which includes beginning and ending cash balances for its Operating and Board-Designated Accounts.

**Table 1. Experience Scottsdale FY 2022/23 Operating Budget**

	<b>FY 2020/21 Actuals (Cash Basis)</b>	<b>FY 2021/22 Adopted Budget</b>	<b>FY 2021/22 Reforcast Budget</b>	<b>FY 2022/23 Proposed Budget</b>
<b>REVENUE</b>				
City Contract Amount	\$7,423,605	\$10,818,615	\$10,818,615	\$11,250,000
Balance of Bed Tax	-	1,179,464	1,471,594	-
City Fiesta Bowl Pass-Thru	163,644	189,100	189,100	196,664
<i>City of Scottsdale Sub-Total</i>	<i>7,587,249</i>	<i>12,187,179</i>	<i>12,479,309</i>	<i>11,446,664</i>
Town of Paradise Valley	900,000	900,000	900,000	2,026,000
Balance of Bed Tax	-	-	459,004	1,084,500
Salt River Pima-Maricopa	75,000	-	75,000	75,000
State of Arizona Prop 302	1,152,304	1,227,203	2,294,521	2,200,000
<i>Other Destinations Sub-Total</i>	<i>2,127,304</i>	<i>2,127,203</i>	<i>3,728,525</i>	<i>5,385,500</i>
Membership, Grants, Other	1,347,565	450,000	1,059,967	400,000
<b>Total Revenue</b>	<b>\$11,062,118</b>	<b>\$14,764,382</b>	<b>\$17,267,801</b>	<b>\$17,232,164</b>
<b>EXPENSE</b>				
Personnel	\$5,097,670	\$4,893,352	\$4,873,352	\$5,635,000
Marketing	3,371,147	6,254,791	8,513,039	8,554,164
Communications	353,511	560,000	600,000	680,000
Tourism	181,629	285,000	440,000	385,000
Convention Sales & Services	492,496	925,636	995,000	1,200,000
Community & Gov't Affairs	105,037	235,000	240,000	130,000
Membership & Destination Dev.	8,917	20,000	20,000	25,000
Operations/Administration	881,416	1,200,000	1,000,000	873,000
<b>TOTAL EXPENSE</b>	<b>\$9,539,297</b>	<b>\$14,373,779</b>	<b>\$16,681,391</b>	<b>\$17,482,164</b>

Sources: City of Scottsdale Treasurer's Division and Experience Scottsdale.

Finally, while not part of the agreement, the city will create a destination marketing reserve equal to 5% of the bed tax funds collected based on the prior month's actual collections. With the new agreement funding being equal to 45% and the city's newly created destination marketing reserve equal to 5%, as outlined in the City Treasurer Division Policy 10 a total of 50% of the Transient Occupancy (bed) tax collections will be used or reserved for destination marketing.

## **RESOURCE IMPACTS**

The city's FY 2022/23 adopted operating budget forecasts bed tax revenue at \$25,000,000. Forty-five percent of the forecast total revenue derived from the bed tax will be paid to Experience Scottsdale to execute their agreement at \$11,250,000 and the remaining 5% of destination marketing funds at \$1,250,000 will be allocated to the city's newly created destination marketing reserve fund. The remaining 50 percent is allocated among tourism research, support for tourism-

driven events, tourism-related capital projects, and other eligible uses including the 50 percent of the Fiesta Bowl expenditure of \$196,664, per the terms of the agreement and the 2007-2026 Fiesta Bowl agreement approved by City Council in 2006.

**OPTIONS & STAFF RECOMMENDATION**

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Adopt Resolution No. 12459 authorizing Contract No. 2022-054-COS and the use of the Tourism Development Fund for the provision of destination marketing services between the City and the Scottsdale Convention & Visitors Bureau D/B/A Experience Scottsdale.

**RESPONSIBLE DEPARTMENT(S)**

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Tourism and Events Department

**STAFF CONTACT(S)**

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Karen Churchard, Tourism & Events Director, 480-312-2890, [kchurchard@scottsdaleaz.gov](mailto:kchurchard@scottsdaleaz.gov)

**APPROVED BY**

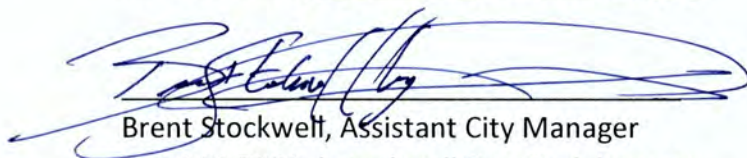
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Judy Doyle, Budget Director  
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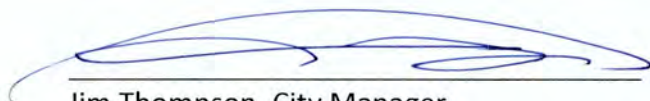
6-7-22  
Date

  
\_\_\_\_\_  
Erin Perreault, Acting Executive Director  
Planning, Economic Development & Tourism  
480-312-7093, [eperreault@scottsdaleaz.gov](mailto:eperreault@scottsdaleaz.gov)

06-06-2022  
Date

  
\_\_\_\_\_  
Brent Stockwell, Assistant City Manager  
480-312-7288, [bstockwell@scottsdaleaz.gov](mailto:bstockwell@scottsdaleaz.gov)

6/7/2022  
Date

  
\_\_\_\_\_  
Jim Thompson, City Manager  
480-312-2811, [jthompson@scottsdaleaz.gov](mailto:jthompson@scottsdaleaz.gov)

6/7/2022  
Date

**ATTACHMENTS**

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1. Resolution No. 12459
2. Contract No. 2022-054-COS – Includes Exhibits:
  - Exhibit A - FY 2022/23 Strategic Business Plan
  - Exhibit B - FY 2022/23 Performance Standards
  - Exhibit C - Fiesta Bowl Agreement
  - Exhibit D - FY 2022/23 Contract Budget
  - Exhibit E – Budget Template (FY 2023/24 and thereafter)

RESOLUTION NO. 12459

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AUTHORIZING DESTINATION MARKETING SERVICES AGREEMENT NO. 2022-054-COS WITH SCOTTSDALE CONVENTION AND VISITORS BUREAU, INC. D/B/A EXPERIENCE SCOTTSDALE.

WHEREAS, Scottsdale Convention and Visitor's Bureau, Inc., doing business as Experience Scottsdale ("Experience Scottsdale"), was formed to promote Scottsdale as a tourism destination.

WHEREAS, the City has enjoyed a long, mutually beneficial relationship with Experience Scottsdale to promote Scottsdale as a tourism destination.

WHEREAS, joint marketing programs, promotion of tourist season events and other promotional efforts by City and Experience Scottsdale to promote Scottsdale as a tourism destination will provide important benefits to Scottsdale's tourism industry and Scottsdale generally.

WHEREAS, the City and Experience Scottsdale desire to enter into a five-year Destination Marketing Services Agreement, with the option to extend the agreement for an additional five years, to jointly promote Scottsdale as a tourism destination.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. The Mayor is hereby authorized and directed to execute on behalf of the City of Scottsdale Destination Marketing Services Agreement No. 2022-054-COS.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this \_\_\_\_ day of \_\_\_\_\_, 2022.

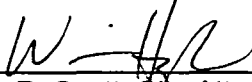
CITY OF SCOTTSDALE, an Arizona municipal corporation

ATTEST:

\_\_\_\_\_  
David D. Ortega, Mayor

\_\_\_\_\_  
Ben Lane, City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Sherry R. Scott, City Attorney  
By: William Hylan  
Senior Assistant City Attorney

## DESTINATION MARKETING SERVICES AGREEMENT

THIS DESTINATION MARKETING SERVICES AGREEMENT (the “**Agreement**”) is dated July 1, 2022 and is entered into by and between City of Scottsdale, an Arizona municipal corporation (“**City**”) and Scottsdale Convention and Visitors Bureau, Inc. an Arizona non-profit corporation, doing business as Experience Scottsdale (“**Experience Scottsdale**”).

### RECITALS

A. City and Experience Scottsdale desire to pursue certain objectives (the “**Destination Marketing Objectives**”) to enhance and promote Scottsdale as a premier tourism destination. The Destination Marketing Objectives are:

1. Establish the City of Scottsdale as a year-round luxury leisure and meetings travel destination by providing effective destination marketing to attract and generate visitor-related economic activity.
2. Provide relevant visitor information and a quality visitor experience to increase visitor volume, length of stay and visitor spending for the City of Scottsdale and the Scottsdale market area.
3. Garner positive national and international publicity for the City of Scottsdale and the Scottsdale market area as a luxury travel and meetings destination to develop awareness and generate national and international exposure to the City of Scottsdale.
4. Provide destination education about the City of Scottsdale and the Scottsdale market area to travel trade professionals to generate overnight visitors, visitor spending and economic impact for the City through booking group and individual leisure travel.
5. Provide destination education about the City of Scottsdale and the Scottsdale market area to meeting and event planners to generate overnight visitors, visitor spending and economic impact for the City of Scottsdale by working in partnership with the City and Scottsdale area hotels, privately owned facilities, and City-owned event venues, including WestWorld, Scottsdale Stadium, and Scottsdale Sports Complex, to influence bookings of meetings and events.
6. Assist the City in the City’s efforts to promote Old Town as a key destination within the City of Scottsdale.
7. Guide, educate, and support tourism-related businesses located within the City, regardless of whether the business is a member of Experience Scottsdale, to generate visitor-related revenue and economic activity.



B. City collects certain funds under Scottsdale Revised Code, Appendix C, Sec. 447 (the “**Bed Tax Funds**”) to be used, pursuant to Comprehensive Adopted Financial Policy 10, to help promote certain events and other marketing activities that support the Destination Marketing Objectives.

C. City and Experience Scottsdale desire to enter into this Agreement regarding provision of a certain amount of the Bed Tax Funds (the “**Destination Marketing Funds**”), subject to availability, appropriation and the other limitations, conditions and requirements of this Agreement.

D. City is willing to provide the Destination Marketing Funds if Experience Scottsdale is willing to perform certain activities (the “**Destination Marketing Activities**”) that support the Destination Marketing Objectives.

E. The parties recognize that the City or Experience Scottsdale may from time to time desire to add services to the scope of this Agreement and that such addition(s) may require the parties to negotiate one or more amendments to this Agreement.

F. This Agreement and Experience Scottsdale’s performances hereunder will provide direct benefit to City and to the general public by the enhancement of the economic and tourism climate of City and its environs.

NOW, THEREFORE, in consideration of the foregoing and the mutual undertakings and promises contained herein, City and Experience Scottsdale agree as follows:

## I. TERM OF AGREEMENT

1. Term of Agreement. The term of this Agreement shall be as follows:

1.1 Years. A “year” under this Agreement shall begin on July 1 and shall end on the following June 30.

1.2 Original Term; Expiration; Extension. The original term of this Agreement shall begin at the beginning of year 2022/2023 and shall terminate at the end of year 2026/2027, unless sooner terminated as set forth in this Agreement. The term of this Agreement may be extended for one additional five-year term upon mutual written agreement of the parties.

## II. DESTINATION MARKETING ACTIVITIES

2.1 Accreditation by Destinations International. Experience Scottsdale shall use commercially reasonable efforts to receive accreditation by Destinations International (“**Accreditation**”) within two years of the effective date of this Agreement; provided, however, Experience Scottsdale’s failure to receive Accreditation shall not be a default under this Agreement if Experience Scottsdale used commercially reasonable efforts to obtain it or if Destinations International is no longer offering Accreditation to destination marketing organizations like

Experience Scottsdale. Experience Scottsdale shall provide proof of Accreditation to the Contract Administrator promptly after Experience Scottsdale's receipt thereof. After Experience Scottsdale receives Accreditation, Experience Scottsdale shall, while this Agreement is in effect, maintain such Accreditation during the term of this Agreement so long as Destinations International continues to offer Accreditation to destination marketing organizations like Experience Scottsdale and the requirements to maintain Accreditation are not unreasonably burdensome, as determined by Experience Scottsdale in consultation with the City's Contract Administrator.

2.2 [not used]

2.3 Required Destination Marketing Activities. Experience Scottsdale will use the "Scottsdale" brand to promote the City as a destination. In connection with its promotion of the "Scottsdale" brand, Experience Scottsdale may also advertise and promote activities located outside the City. In accordance with the foregoing, Experience Scottsdale shall perform the following Destination Marketing Activities:

2.3.1 Strategic Business Plan. Experience Scottsdale shall each year during the term of this Agreement prepare a destination marketing "strategic business plan" (the "**Business Plan**") as follows:

2.3.1.1 Initial Business Plan. City approves the proposed strategic business plan attached hereto as Exhibit "A" as the Business Plan for year 2022/2023.

2.3.1.2 Business Plan Approval. Each year during the term of this Agreement (including the last year), Experience Scottsdale shall deliver to City a proposed strategic business plan for the subsequent year (the "**Proposed Plan**"). Beginning with the year 2023/2024, when developing the Proposed Plan, Experience Scottsdale shall consider the recommendations and action plan in the 5-Year Tourism Strategic Plan for 2022/23 - 2026/27 that are designated therein as Experience Scottsdale's responsibility. The Proposed Plan shall be delivered to City after such Proposed Plan has been reviewed by City's Tourism Development Commission as soon as possible and ideally by May 1, but not later than May 31 of each year. If City's city council approves the Proposed Plan prior to the end of such year, and if this Agreement will be in effect in the subsequent year, then the Proposed Plan shall be the Business Plan under this Agreement during the subsequent year. If City's city council does not approve the Proposed Plan prior to the end of such year, then, unless City elects to terminate this Agreement in accordance with Article VII, until City's city council approves the strategic business plan, (i) the parties shall continue under the Business Plan for the prior year, and (ii) Experience Scottsdale and City's Contract Administrator shall reasonably cooperate to modify the Proposed Plan in a manner that is reasonably acceptable to both parties; and (iii) the modified Proposed Plan approved by both parties and as approved by City's city council shall be the Business Plan hereunder.

2.3.1.3 Business Plan Review. If requested by City's contract administrator but not more often than semi-annually, City and Experience Scottsdale shall conduct a review of the objectives, expenditure estimates, estimated effects and other aspects of the Business Plan.

2.3.1.4 Business Plan Changes. Changes to the Business Plan shall require City's Contract Administrator's approval. The preceding sentence does not apply to changes to individual media and sales activities listed in the schedule attached to the Business Plan that do not otherwise change the Business Plan. For example, Experience Scottsdale may choose to advertise in a different magazine or change sales calls to a different city.

2.3.2 Performance Standards. Experience Scottsdale shall each year prepare a list of specific performance criteria (the "**Performance Standards**") for the Destination Marketing Activities listed in Section 2.3.1 in accordance with this Section 2.3.2.

2.3.2.1 Performance Standards Required. The following Performance Standards shall be required annually (the "**Fundamental Performance Standards**").

- (i) Number of website user sessions
- (ii) Number of website page views
- (iii) Number of media placements
- (iv) Number of travel trade leads and services
- (v) Number of convention sales leads
- (vi) Number of meeting bookings

The Contract Administrator will consult with Experience Scottsdale and attempt to reach reasonable agreement on which of the performance standards will be specific to the City of Scottsdale and which will pertain to the entire "Scottsdale area" as defined by Experience Scottsdale. Additional Performance Standards also may be considered each year to support the Destination Marketing Objectives.

2.3.2.2 Performance Standards Development. In addition to the Fundamental Performance Standards in Section 2.3.2.1, Experience Scottsdale and City's Contract Administrator shall meet each year on or before April 15 to determine Performance Standards for the subsequent year based on multiple factors approved by the parties, including Experience Scottsdale's overall budget, prior year's performance, priority areas where funds will be deployed, economic and business cycles, and the capacity of staff and resources. Experience Scottsdale will note relevant decisions made by Experience Scottsdale and City's Contract Administrator pertaining to the Performance Standards in the proposed Performance Standards submitted to the City.

2.3.2.3 Initial Performance Standards. City approves the proposed performance standards attached hereto as Exhibit "B" as the Performance Standards for year 2022/2023.

2.3.2.4 Performance Standards Approval. As soon as reasonably possible, and ideally by May 1 but no later than May 31 of each year during the term of this Agreement (including the last year), Experience Scottsdale shall deliver to City proposed performance standards for the subsequent year (the "**Proposed Standards**"). If City's city council approves the

Proposed Standards prior to the end of such year, and if this Agreement will be in effect in the subsequent year, then the Proposed Standards shall be the Performance Standards under this Agreement during the subsequent year. If City's city council does not approve the Proposed Standards prior to the end of such year, then, unless City elects to terminate this Agreement in accordance with Article VII, until City's city council approves the Proposed Standards, (i) the parties shall continue under the Performance Standards for the prior year, and (ii) Experience Scottsdale and City's Contract Administrator shall reasonably cooperate to modify the Proposed Standards in a manner that is reasonably acceptable to both parties; and (iii) the modified Proposed Standards approved by both parties and as approved by City's city council shall be the Performance Standards hereunder.

2.3.2.5 Performance Standards Review. If requested by City's Contract Administrator, but not more often than semi-annually, City and Experience Scottsdale shall conduct a review of the objectives, expenditure estimates, estimated effects and other aspects of the Performance Standards.

2.3.2.6 Performance Standards Changes. Changes to the Performance Standards shall be mutually agreed upon by Experience Scottsdale and City's Contract Administrator.

2.3.3 Program of Destination Marketing Activities. Experience Scottsdale shall use the Destination Marketing Funds to carry out the Destination Marketing Objectives as outlined in Recital A through the following program of Destination Marketing Activities as set out in the Business Plan:

2.3.3.1 Marketing. Experience Scottsdale shall position Scottsdale as a luxury world-class vacation, meetings and group travel destination by using a variety of methods as determined by Experience Scottsdale in its reasonable discretion, but which may include print, radio, TV, digital and online advertising; website; publications; emails; social media; event marketing; and visitor services.

2.3.3.2 Visitor Services. Experience Scottsdale shall provide relevant visitor information and a quality visitor experience by using a variety of methods as noted under Section 2.3.3.1, as well as visitor services to respond in a timely manner, make information readily available, and provide destination information to visitors, regardless of whether the information provided pertains to a business that is a member of Experience Scottsdale.

2.3.3.3 Communications. Experience Scottsdale shall garner national and international positive publicity for Scottsdale as a premier travel and meetings destination in print, broadcast, online and social mediums through building relationships with media, pitching stories ideas, attending media missions and trade shows, hosting media familiarization tours, and offering photos and videos for media use.

2.3.3.4 Tourism. Experience Scottsdale shall provide destination education to travel trade professionals to help them best capture the Scottsdale experience for their clients and to ensure that Scottsdale stands out as a unique destination in travel company product

inventories throughout the world through generating leads, building relationships with clients, attending trade shows and sales missions, hosting familiarization tours and site inspections, conducting product training seminars, creating trade cooperative marketing campaigns, and providing materials and services to clients.

2.3.3.5 Convention Sales & Services. Experience Scottsdale shall provide destination education to meeting and event planners and assist with securing space and services for meetings and events through generating leads, building relationships with clients, attending trade shows and sales missions, hosting familiarization tours and site inspections, and providing materials and services to clients.

2.3.3.6 Old Town Promotions. Experience Scottsdale will assist the City in its efforts to promote Old Town as a key destination within Scottsdale by incorporating Old Town into its programming, including marketing, communications, and tourism and convention sales activities.

2.3.3.7 Local Business Support and Services. Experience Scottsdale shall guide, educate, and support tourism-related City businesses, regardless of whether the business is a member of Experience Scottsdale, to generate visitor-related revenue and economic activity by using a variety of methods as determined by Experience Scottsdale in its reasonable discretion to provide appropriate access and exposure to the travel and tourism marketplace, which may include partnership opportunities, meetings and events, research, and industry news.

2.3.4 Marketing Materials. Experience Scottsdale shall provide, at Experience Scottsdale's sole cost, the following materials.

2.3.4.1 No-Cost Visitor Guide and Meeting and Travel Planners Guide Advertising. Experience Scottsdale will, in accordance with this paragraph, provide, at Experience Scottsdale's sole cost, a minimum total of one (1) full-page and three (3) half-page no-cost tourism-related advertisements for Old Town Scottsdale and other City-owned special events or venues to be placed in the visitors' guide and/or the meeting and travel planners' guide produced by Experience Scottsdale ("**No-Cost Advertisements**"). The number, size and placement of No-Cost Advertisements in the visitors' guide and/or the meeting and travel planners' guide will be determined by Experience Scottsdale based on content and available space after paid advertisement space has been sold; provided that a minimum total of one (1) full-page and three (3) half-page No-Cost Advertisements (in the visitor's guide or the meeting and travel planners' guide, or divided among both guides) are guaranteed annually as long as Experience Scottsdale continues to publish such guides and while this Agreement is in effect. City's Contract Administrator shall, in consultation with Experience Scottsdale, propose the special events or venues to be awarded No-Cost Advertisements based on factors including available space and the relevancy of the proposed advertisers with respect to the particular guide. The placement and content of any No-Cost Advertisements shall be determined or approved by Experience Scottsdale in its sole discretion, and the award of No-Cost Advertisements shall not be a Performance Standard under this Agreement.

2.3.4.2 No-Cost Maps and Brochures. Experience Scottsdale will, in accordance with this paragraph, provide, at Experience Scottsdale's sole cost, printed maps and brochures for City kiosks within Old Town Scottsdale on an annual basis. The quantity of such maps and brochures will be determined annually by Experience Scottsdale and City's Contract Administrator by July 31 in an amount requested by the City but not to exceed 10% of Experience Scottsdale's total printing budget for maps and brochures for that year (not including printing of the visitors' guide) to be used in printing of such materials guaranteed annually as long as Experience Scottsdale continues publishing such maps and brochures while this Agreement is in effect. If City would like to obtain more printed maps and brochures than Experience Scottsdale can provide within the foregoing monetary limitation, then, if and to the extent requested by City, Experience Scottsdale will, at no additional cost to Experience Scottsdale, cooperate with the City in order to facilitate City's direct purchase, from the applicable vendors, of the additional maps and brochures desired by City.

2.3.4.3 Annual Meeting Tickets. Each year during the term of this Agreement, if Experience Scottsdale holds an annual meeting for its members during such year (the "**Annual Meeting**"), Experience Scottsdale will, at no cost to the City, provide tickets for the Mayor, City Council, City Manager, and up to 10 City staff, to attend the Annual Meeting.

2.4 Advice. Experience Scottsdale shall advise City and, as determined by Experience Scottsdale, other governmental entities (including at the state and federal level), on how various activities or plans may affect Scottsdale's tourism industry and tourism marketing. Experience Scottsdale shall not use Destination Marketing Funds for the purpose of influencing the outcome of elections for governmental offices, but can educate and advocate on tourism and tourism-related issues.

2.5 Coordination. Experience Scottsdale shall meet periodically with City department personnel to provide updates regarding the Destination Marketing Activities that Experience Scottsdale is performing under this Agreement and to mutually determine the extent to which such Destination Marketing Activities and the City department's marketing activities related to tourism can reasonably be coordinated to avoid duplication of efforts and to enhance the breadth and scope of tourism marketing programs within the community. This paragraph shall not be a Performance Standard under this Agreement.

2.6 Conduct of Destination Marketing Activities. Experience Scottsdale shall conduct the Destination Marketing Activities in conformance with the Business Plan and the Performance Standards.

2.7 Experience Scottsdale Marketing Services Contracts with Others. City acknowledges that Experience Scottsdale and its promotional and advertising activities are funded by a variety of sources and that Experience Scottsdale currently has marketing services contracts with other municipalities and entities. Experience Scottsdale may enter into agreements with other municipalities and entities to provide destination marketing services in connection with its promotion of the "Scottsdale" brand; provided, however, that Experience Scottsdale will give City's Contract Administrator not less than 30 days' advance written notice prior to entering into such new destination marketing agreements with anyone other than the Town of Paradise Valley.

2.8 Advertising Effectiveness Study. The City may, at its sole cost, contract with a third party who is experienced in conducting such work (the “**Advertising Effectiveness Consultant**”) for an advertising effectiveness study a minimum of two times during the term of this Agreement (the “**Advertising Effectiveness Study**”). The City shall, in its reasonable discretion, include Experience Scottsdale in the process for selecting the Advertising Effectiveness Consultant and thereafter, the parties shall reasonably cooperate with each other, at no additional cost to Experience Scottsdale, with regard to communicating with the Advertising Effectiveness Consultant and all other aspects of the Advertising Effectiveness Study.

2.9. Annually and in compliance with Open Meeting Law requirements, as applicable, Experience Scottsdale shall convene a meeting with City’s city council to allow the group to share input on priorities, trends and insights related to the coming year’s Business Plan. The meeting will be scheduled at an appropriate time to allow input to be considered for the coming year’s Business Plan.

### III. FIESTA BOWL

3.1 This Article III shall apply for so long as that certain Hospitality and Promotional Agreement dated August 28, 2006 between Experience Scottsdale and Fiesta Events, Inc. (d/b/a Fiesta Bowl) (the “**Fiesta Bowl Contract**”) is in effect. If the Fiesta Bowl Contract is amended in any material manner, then City and Experience Scottsdale shall amend this Agreement to address their agreement with regard to the amended Fiesta Bowl Contract. While the Fiesta Bowl Contract is in effect, City and Experience Scottsdale shall support the Fiesta Bowl as follows:

3.1.1 The Event Overall Requirements for the Fiesta Bowl are set out in Exhibit “C” attached hereto. Experience Scottsdale shall perform the Event Experience Scottsdale Requirements. Experience Scottsdale shall cause the Event Producer to perform the Event Producer Requirements. City shall perform the Event City Requirements.

3.1.2 Experience Scottsdale shall comply and cause Fiesta Bowl to comply with the Event Contract and other provisions of this Agreement relating to the Fiesta Bowl.

3.1.3 The Contract Budget under Section 4 of this Agreement shall include the amount of any funds to be provided by City in connection with the Fiesta Bowl.

3.1.4 Each year that the Fiesta Bowl will be played in Maricopa County, on or before December 15, Experience Scottsdale shall provide to the City, in writing, a list (the “**Fiesta Bowl Deliverables**”) of proposed (i) marketing activities that Experience Scottsdale is performing or will perform in connection with the upcoming Fiesta Bowl; and (ii) a guaranteed minimum number of room-nights at hotels paying bed tax to the City that will be generated in connection with such Fiesta Bowl. City’s Contract Administrator will approve or deny the proposal within three (3) business days after receipt, with such approval not to be unreasonably withheld or conditioned. If City’s Contract Administrator approves the Fiesta Bowl Deliverables, then the Fiesta Bowl Deliverables shall become part of this Agreement. If City’s Contract Administrator

does not approve the Fiesta Bowl Deliverables, the parties shall make good faith efforts to attempt to expeditiously reach an agreement on a revised list of Fiesta Bowl Deliverables.

3.1.5 Experience Scottsdale shall provide the City with a report that details Experience Scottsdale's compliance with the requirements of this Agreement regarding the Fiesta Bowl, including reporting on the marketing activities performed and room-nights generated as described in Section 3.1.4, within 90 days after the completion of the Fiesta Bowl event.

#### IV. CITY FUNDING

4. City Funding. City's payment to Experience Scottsdale of the Destination Marketing Funds and funds in connection with the Fiesta Bowl shall be subject to the following:

4.1 Contract Budget. All Destination Marketing Funds paid to Experience Scottsdale shall comply with a budget (the "**Contract Budget**") as follows:

4.1.1. The total amount of Destination Marketing Funds that City shall provide under this Agreement (the "**Contract Amount**") for each year shall be equal to forty-five percent (45%) of the Bed Tax Funds collected during the year, such amount to be adjusted and paid in monthly installments as set out below. City approves as the Contract Budget for year 2022/2023 the portions of the proposed budget attached hereto as Exhibit "D" that are shown in such exhibit as totaling the Contract Amount. The Contract Amount and Contract Budget shall also include the amount of any funds to be provided by City in connection with the Fiesta Bowl.

4.1.2 As soon as reasonably possible, and ideally by May 1, but no later than May 31 of each year during the term of this Agreement (including the last year), Experience Scottsdale shall deliver to City a proposed contract budget for all funds to be received or expended by Experience Scottsdale during the following year pursuant to this Agreement.

4.1.3 Beginning with the year 2023/2024 and each year thereafter, the proposed contract budget shall be in the general format of Exhibit "E", with all line items and categories therein being subject to the reasonable agreement of Experience Scottsdale and City's Contract Administrator, or such other format as Experience Scottsdale and City's Contract Administrator may reasonably agree.

4.1.4 Experience Scottsdale shall disclose any carryover of funds to be used the next year (fiscal year) in their Proposed Budget.

4.1.5 Experience Scottsdale shall not request, accept or spend any Destination Marketing Funds in amounts inconsistent with the requirements of this Agreement or Experience Scottsdale's mission.

4.2 Actual Bed Tax Funds Collected. City's payments under this Agreement shall be adjusted based on actual Bed Tax Funds collected as follows:



4.2.1 On the sixth business day of each month, the City Treasurer’s Division will confirm to the City Contract Administrator the Actual Receipts for the month prior. The City Contract Administrator will notify Experience Scottsdale on the seventh business day of the month of the forty-five percent (45%) payment of Actual Receipts for the prior month, and payment in that amount will be made to Experience Scottsdale no later than the fifteenth of each month.

4.2.2 Beginning in July of each year, payments will be made for the month prior i.e., June FY 2021/22 Actual Receipts will be the basis for the July FY 2022/23 payment and so on through the end of the fiscal year using May Actual Receipts for the final fiscal year June payment.

4.3 Non-Program Costs. Experience Scottsdale shall endeavor to keep its non-program costs at or below 20%, and in all events shall keep its non-program costs at or below 23% unless extenuating market conditions dictate otherwise as reasonably determined by Experience Scottsdale, in consultation with City’s Contract Administrator, of its total expenses calculated based on the annual audited financial statement provided to the City under subsection 5.1 of this Agreement. As used in this subsection “non-program costs” means administrative/general expenses as described in the Audit Report under subsection 5.1 of this Agreement.

4.4 Fiesta Bowl Event Payment Timing. Subject to the limitations set out elsewhere in this Agreement, and for so long as the Fiesta Bowl Contract is in effect, City shall pay funds in connection with the Fiesta Bowl as follows:

4.4.1 No later than thirty (30) days and not earlier than sixty (60) days before Experience Scottsdale’s payment is due for the Fiesta Bowl under Section 4.7 of Exhibit C, Experience Scottsdale shall deliver to City an invoice for one-half the amount to be paid by Experience Scottsdale to the Fiesta Bowl. The parties acknowledge and agree that, while this Agreement is in effect, the amount specified in Section 4.7 of Exhibit C of this Agreement shall be paid one-half by the City and one-half by Experience Scottsdale. The Experience Scottsdale’s portion of such payment may be paid by Experience Scottsdale with Destination Marketing Funds.

4.4.2 City shall pay the entire amount in a single installment within 30 days of receipt of Experience Scottsdale’s invoice.

4.4.3 The total amount that City pays related to the Fiesta Bowl shall not exceed the lesser of the amount specified by the Contract Budget, or any lesser amount specified in the Event Contract or this Agreement. If any of those provide different amounts, City will only pay the smallest amount.

4.5 [not used]

4.6 Withholding of Payments. Except as provided in the next sentence, City may exercise any remedy at law or equity if Experience Scottsdale does not cure any material breach of its obligations under this Agreement within thirty (30) days after notice from City. City may withhold, in whole or in part, any payment to Experience Scottsdale if Experience Scottsdale fails to comply with any of the following, unless Experience Scottsdale cures such breach within thirty (30) days after City gives notice of the breach:

4.6.1 Render services as required by this Agreement.

4.6.2 Supply information or reports as required by this Agreement.

4.6.3 Make timely payments to subcontractors, except when there is a bona fide dispute as to the existence or amount of the debt.

4.6.4 Comply with other provisions of this Agreement, including, without limitation, provisions relating to auditing or performance.

4.7 Non-Performance Penalty.

4.7.1. Accreditation. If, at any time after Experience Scottsdale is required to maintain Accreditation in accordance with Section 2.1, the Accreditation is revoked or Experience Scottsdale otherwise fails to maintain the Accreditation as required by Section 2.1, Experience Scottsdale shall immediately notify the City's Contract Administrator. The City may then give written notice to Experience Scottsdale requiring that Experience Scottsdale regain Accreditation (the "**Re-Accreditation Notice**"). Experience Scottsdale shall then have 30 days from its receipt of the Re-Accreditation Notice (the "**Accreditation Cure Period**") to regain Accreditation; provided, however, if Accreditation cannot reasonably be regained within such 30-day period, then Experience Scottsdale and the City's Contract Administrator shall reasonably agree on how long the Accreditation Cure Period will be extended. In no event shall the Accreditation Cure Period be extended for more than a total of 180 days from Experience Scottsdale's receipt of the Re-Accreditation Notice. If Experience Scottsdale does not obtain Accreditation in the period required by Section 2.1 or regain Accreditation in accordance with the requirements of Section 2.1 during the Accreditation Cure Period (as the same may be extended), then the City, in its sole discretion, may reduce monthly payment of Actual Receipts to Experience Scottsdale by up to 5% until Experience Scottsdale obtains or regains Accreditation in accordance with the requirements of Section 2.1 and provides reasonable evidence of such Accreditation to the City.

4.7.2. Non-Program Costs. If Experience Scottsdale fails to comply with the requirements of Section 4.3, as evidenced by the financial statements provided with the Audit Report (hereinafter defined) delivered in 2023 or later, then until such time as Experience Scottsdale provides to the City reasonable evidence (such as an updated budget forecast) that the next Audit Report will show that Experience Scottsdale will be in compliance with the requirements of Section 4.3, the City may, in its sole discretion and commencing with the payment of Actual Receipts that is due in October, reduce the monthly payment of Actual Receipts by up to the same percentage by which Experience Scottsdale is out of compliance with Section 4.3, not to exceed 5%.

4.7.3. Limitation. In no event will the aggregate total reduction of the monthly Actual Receipts payment, if and when implemented in accordance with both Section 4.7.1 and Section 4.7.2, exceed 5% in any single month.

4.8 City Funding Limitations. Payment of the Destination Marketing Funds is subject to the limits contained elsewhere in this Agreement and the following cumulative conditions and limitations:

4.8.1 Funding Total. The total amount of Destination Marketing Funds City pays yearly under this Agreement shall not exceed the Contract Amount (as such amount may be modified in accordance with this Agreement), plus amounts due from the City under Section 4.2, minus setoffs and other amounts to which City may be entitled hereunder.

4.8.2 Funding Source. City's city council may elect from time to time in its sole and absolute discretion to provide funding from Bed Tax Funds or other sources as follows:

4.8.2.1 All provisions of this Agreement shall apply to such funds, including without limitations all references to Destination Marketing Funds and all types of Destination Marketing Activities.

4.8.2.2 Sources of such funds other than Bed Tax Funds may include, at City's election, general funds, tribal gaming funds or other funds available to City.

4.8.2.3 To the extent City receives tribal gaming funds that are eligible to be used for Destination Marketing Activities, Experience Scottsdale shall accept those funds when requested by City, and Experience Scottsdale shall only use these funds in a manner that is consistent with the proposal approved by the tribe and consistent with supporting the Destination Marketing Objectives.

## V. REPORTS AND AUDITS

5. Reports and Audits. Experience Scottsdale shall report Destination Marketing Activities and other expenditures and activities as follows:

5.1 Audit Report. Within ninety (90) days after the end of each year, Experience Scottsdale shall prepare and submit to City at Experience Scottsdale's expense an annual audit report of revenues and expenses related to this Agreement and an opinion thereon prepared by an independent certified public accounting firm (the "**Audit Report**"). Experience Scottsdale's administrative/general expenses shall be allocated in the Audit Report. The Audit Report shall include an annual financial statement prepared in accordance with generally accepted accounting principles (GAAP) and the provisions of the Statement of Financial Accounting Standards No. 117 (Financial Statements of Not-for-Profit Organizations). Experience Scottsdale shall make available to City all work papers and records produced by the auditor pertaining to the audit, or copies thereof, reasonably promptly after City's request but in any event within ten (10) working days after City's written request therefor.

5.2 Inspection of Books. City or its agent may, by giving reasonable advance notice to Experience Scottsdale and on the date or dates that City and Experience Scottsdale may reasonably agree upon, inspect Experience Scottsdale's database reports and corresponding expenditures and

supporting invoices that relate directly to Experience Scottsdale's performance under this Agreement at such times during normal business hours that City deems appropriate.

5.3 Annual Performance Report. Within thirty (30) days after the close of each year, Experience Scottsdale shall submit to City a report of Experience Scottsdale's performance under this Agreement. The report shall include an analysis of the effectiveness of Experience Scottsdale's performances under this Agreement, including without limitation documentation of year-end performance of the Performance Standards. If requested by City's Contract Administrator, Experience Scottsdale shall also present these annual reports to City Council at a city council meeting.

5.4 Quarterly Performance Reports; Promotional Materials. In addition to the annual performance report, Experience Scottsdale shall deliver to City within thirty (30) days after the end of each quarter (September, December, March and June) a report that shall include a brief narrative of progress to date. Such reports shall be accompanied by a summary of expenditures during the same period. Experience Scottsdale shall also provide to the City two (2) samples each quarter of promotional materials prepared with Destination Marketing Funds during that quarter. City's Contract Administrator may submit written requests for a reasonable number of additional copies of promotional materials previously prepared by Experience Scottsdale, which, if available, will be provided to the City reasonably promptly after City's request but in any event within ten (10) working days after City's written request therefor.

5.5 Performance Audit. City may at any time conduct a performance audit to evaluate Experience Scottsdale's performance under this Agreement. Experience Scottsdale shall make available any information related to this Agreement requested by City for the audit reasonably promptly after City's request but in any event within ten (10) working days after City's written request therefor. The performance audit may consider all information that is relevant to Experience Scottsdale's responsibilities under this Agreement.

5.6 Policies. On or before the date that is sixty (60) days after the date of this Agreement, Experience Scottsdale shall provide, to the City, a copy of its current procurement, travel and compensation policies (the "**Policies**"). If Experience Scottsdale makes any substantive revisions to any of the Policies, Experience Scottsdale shall provide a copy of such revised Policies not less than thirty (30) days after the effective date of the revised Policies.

5.7 IRS Form 990. Experience Scottsdale shall provide a copy of its annual filed IRS Form 990 to the Contract Administrator after it has been filed with the IRS but no later than May 31.

## VI. INSURANCE AND INDEMNITY

6. Insurance and Indemnity. Experience Scottsdale shall provide insurance and indemnification as follows:

6.1 Indemnification. To the fullest extent allowed by law, Experience Scottsdale, its successors, assigns and guarantors, shall defend, indemnify and hold harmless City, its agents,

representatives, officers, directors, officials, and employees from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to, reasonable attorney fees, court costs, and the cost of appellate proceedings, and all claim adjusting and handling expense, to the extent related to, arising from or out of, or resulting from any negligent or intentional actions, acts, errors, mistakes or omissions caused by Experience Scottsdale, its agents or contractors while performing work or services under this Agreement, including but not limited to, any subcontractor or anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable under contract or applicable law. Experience Scottsdale's indemnification obligations under this Section include damages related to, arising from or out of, or resulting from acts or omissions of Experience Scottsdale while performing work or services under this Agreement that infringe the intellectual property rights of any third party. Insurance provisions set forth in this Agreement are separate and independent from the indemnity provisions of this paragraph and shall not be construed in any way to limit the scope and magnitude of the indemnity provisions. The indemnity provisions of this paragraph shall not be construed in any way to limit the scope, magnitude and applicability of the insurance provisions.

6.2 Insurance. Without limiting any of its obligations or liabilities, Experience Scottsdale, at Experience Scottsdale's own expense, shall purchase and maintain the hereinafter stipulated minimum insurance:

6.2.1 All insurance shall be from a company or companies lawfully authorized to do business in the State of Arizona with an A.M. Best, Inc. rating of B++6 or above with policies and forms satisfactory to City.

6.2.2 All insurance required herein shall be maintained in full force and effect until all work or services required to be performed under the terms of this Agreement are satisfactorily completed and formally accepted; failure to do so may, at the sole discretion of the City, constitute a material breach of this Agreement.

6.2.3 Experience Scottsdale's insurance shall be primary insurance, and any insurance or self insurance maintained by City shall not contribute to it. Any failure to comply with the claim reporting provisions of the policies or any breach of a policy warranty shall not affect coverage afforded under the policy to protect City.

6.2.4 The policies shall contain a waiver of transfer rights of recovery (subrogation) against City, its agents, representatives, directors, officers, and employees for any claims arising out of the work or services of Experience Scottsdale under this Agreement.

6.2.5 The policies may provide coverage that contains deductible or self-insured retentions. Experience Scottsdale shall be solely responsible for any deductible and/or self-insured retention.

6.2.6 The policies shall be in place by no later than ten (10) days after the date of this Agreement.

6.2.7 Within 10 working days after notice from City, Experience Scottsdale shall provide to City certified copies of any or all of the required policies and/or endorsements. City shall not be obligated, however, to review same or to advise Experience Scottsdale of any deficiencies in such policies and endorsements, and such receipt shall not relieve Experience Scottsdale from, or be deemed a waiver of City's right to insist on, strict fulfillment of Experience Scottsdale's obligations under this Agreement.

6.2.8 The insurance policies required by this Agreement, except workers' compensation and fidelity/crime insurance policies, shall name City, its agents, representatives, officers, directors, officials, and employees as additional insureds.

6.2.9 Required Coverage. Experience Scottsdale shall cause to be in effect the following insurance:

6.2.9.1 General Liability. Experience Scottsdale shall maintain "occurrence" form Commercial General Liability insurance with a limit of liability not less than \$1,000,000 for each occurrence with a \$2,000,000 Products and Completed Operations Limit and \$2,000,000 General Aggregate Limit. The policy shall be primary, and include coverage for bodily injury, broad form property damage, personal injury, products/completed operations and blanket contractual coverage including, but not limited to, the liability assumed under the indemnification provisions of this Agreement. Such policy shall contain a severability of interest provision. If any Excess insurance is utilized to fulfill the requirements of this paragraph, such Excess insurance shall be "follow form" equal or broader in coverage scope than underlying.

6.2.9.2 Automobile Liability. Experience Scottsdale shall maintain Commercial/Business Automobile Liability insurance with a combined single limit for bodily injury and property damages of not less than \$1,000,000, each accident with respect to Experience Scottsdale's owned, hired, and non-owned vehicles assigned to or used in performance of Experience Scottsdale's work or services under this Agreement. If any Excess insurance is utilized to fulfill the requirements to this paragraph, such Excess insurance shall be "follow form" equal or broader in coverage scope than underlying.

6.2.9.3 Worker's Compensation. Experience Scottsdale shall maintain Worker's Compensation insurance to cover obligations imposed by federal and state statutes having jurisdiction of Experience Scottsdale's employees engaged in the performance of the work or services under this Agreement, and Employer's Liability insurance of not less than \$100,000 for each accident, \$100,000 disease for each employee, and \$500,000 disease policy limit. In case any work or services under this Agreement are subcontracted, Experience Scottsdale shall require all subcontractors to provide the same insurance requirements as cited above for Experience Scottsdale to protect City.

6.2.9.4 Fidelity Insurance. Experience Scottsdale shall purchase and maintain fidelity and crime insurance coverage with a limit of \$250,000 per loss.

6.2.9.5 Other Insurance. Experience Scottsdale shall maintain any other insurance coverage or amounts of insurance City may reasonably require from time to time for the

protection of the public, City and its employees, officials, representatives, officers, directors, and agents. City may elect by written notice to Experience Scottsdale to require additional coverage or increased amount of any insurance to account for changes in risks, inflation, or any other factor that City reasonably determines to affect the prudent amount of insurance to be provided by Experience Scottsdale.

6.2.9.6 Certificates of Insurance. Prior to commencing work or services under this Agreement, Experience Scottsdale shall furnish to City certificates of insurance or formal endorsements as required by the Agreement, issued by Experience Scottsdale's insurer(s), as evidence that policies providing the required coverages, conditions, and limits required by this Agreement are in full force and effect. Such certificates shall identify this Agreement. In the event any insurance policy(ies) required by this Agreement is (are) written on a "claims made" basis, coverage shall extend for two years past completion and acceptance of the work or services and as evidenced by an annual Certificate of Insurance.

## **VII. BREACH AND TERMINATION**

7.1. Breach by Experience Scottsdale. This entire Agreement is made upon the condition that each and every one of the following events shall be deemed an "Event of Default" and a material breach by Experience Scottsdale of its material obligations under this Agreement:

7.1.1. If Experience Scottsdale shall fail to maintain any insurance required by this Agreement. Notwithstanding the preceding sentence, such failure shall not be a default if, within thirty (30) days after notice from the City, Experience Scottsdale provides to the City the required insurance and the required evidence thereof. Such insurance must cover the past for a period adequate that there is no gap in the insurance coverage required by this Agreement.

7.1.2. If Experience Scottsdale files a voluntary petition in bankruptcy or for arrangement, reorganization or other relief under any chapter of the Federal Bankruptcy Code or any similar law, state or federal, now or hereafter in effect, or admits in writing its insolvency, bankruptcy or inability to pay its debts as they mature, or makes an assignment for the benefit of creditors, or consents to the appointment of a receiver or trustee or liquidator of all of the major part of its assets.

7.1.3. If Experience Scottsdale fails, within ninety (90) days after the filing against it of any involuntary proceedings under the Federal Bankruptcy Code or any similar law, state or federal, now or hereafter in effect, to cause such proceedings to be dismissed.

7.1.4. If Experience Scottsdale fails, within ninety (90) days following the entry of any order against it appointing a receiver, trustee, or liquidator for it or for all or a major part of its assets, to cause such order be vacated.

7.1.5. If Experience Scottsdale is adjudicated a bankrupt.

7.1.6. If Experience Scottsdale shall fail to or neglect to do or perform or observe any other provisions contained herein on its part to be kept or performed and such failure or neglect to do or perform or observe any of such other provisions shall continue for a period of 30 days

after the City has notified Experience Scottsdale in writing of its default hereunder; provided, however, in the event a cure cannot reasonably be effected during that period, Experience Scottsdale shall not be in default so long as Experience Scottsdale commences the cure during the initial 30-day period and diligently prosecutes the cure to completion provided such cure must be completed within 60 days after the notice.

7.2. The City's Remedies. Upon the occurrence of any Event of Default or at any time thereafter, the City may, at its option and from time to time, exercise the following remedies:

7.2.1. Terminate this Agreement upon giving not less than 180 days' written notice to Experience Scottsdale (the "**Termination for Breach Notice**"). Termination of this Agreement due to Experience Scottsdale's breach or for any other reason does not terminate Experience Scottsdale's obligations arising prior to or simultaneous with, or attributable to, the termination or in any way terminate any of Experience Scottsdale's liability related to any breach of this Agreement. Notwithstanding the foregoing, if City elects to terminate this Agreement as provided in this paragraph, then promptly after the City gives the Termination for Breach Notice, then City and Experience Scottsdale shall promptly meet and attempt to agree upon reasonable reductions to the Business Plan, Performance Standards, and Contract Budget for the period from the Termination for Breach Notice until the date that this Agreement is terminated, and after the date that this Agreement is terminated, Experience Scottsdale shall have no further obligations to City under this Agreement (other than those which arose and could have been performed prior to the date of termination).

7.2.2. Notwithstanding anything in this Agreement to the contrary, if the City gives a Termination for Breach Notice because Experience Scottsdale has defaulted under Section 7.1.2, 7.1.3, 7.1.4, or 7.1.5, then this Agreement shall terminate immediately upon City's delivery of the Termination for Breach Notice and, thereafter, Experience Scottsdale shall have no further obligations to City under this Agreement (other than those which arose and could have been performed prior to the date of termination).

7.3. Notice of Experience Scottsdale's Breach. Experience Scottsdale shall promptly give notice to the City of any event or circumstance that is (or which with the passing of time or the giving of notice, or both, will become) an Event of Default under this Agreement. Experience Scottsdale shall also promptly give to the City notice of any notice or claim given by any third party alleging that an event or circumstance has occurred that is (or that with the passing of time or the giving of notice, or both, will become) an Event of Default under this Agreement.

7.4. Non-waiver. Except as otherwise expressly provided in this Agreement, any failure or delay by any Party in asserting any of its rights or remedies as to any default shall not operate as a waiver of any default, or of any such rights or remedies, or deprive such Party of its right to institute and maintain any actions or proceedings which it may deem necessary to protect, assert or enforce any such rights or remedies.

7.5. Breach by the City. In the event the City at any time shall fail to or neglect to do or perform or observe any other provisions contained herein on its part to be kept or performed and such failure or neglect to do or perform or observe any of such other provisions shall continue for a period of 30 days after Experience Scottsdale has notified City in writing of its default hereunder,



then the City shall be in default (“**City’s Default**”); provided, however, in the event a cure cannot reasonably be effected during that period, City shall not be in default so long as City commences the cure during the initial 30-day period and diligently prosecutes the cure to completion provided such cure must be completed within 60 days after the notice.

7.6. Experience Scottsdale’s Remedies. Upon the occurrence of City’s Default or at any time thereafter, Experience Scottsdale may, at its option and from time to time, exercise any or all of the following cumulative remedies:

7.6.1 Terminate this Agreement, which termination shall be effective upon Experience Scottsdale delivering written notice thereof to the City.

7.6.2 Seek and recover damages arising from City’s Default, but Experience Scottsdale waives incidental, special, consequential and punitive damages.

7.7. Termination. In addition to any other grounds for termination specified elsewhere in this Agreement, or as provided by law, either Party may terminate this Agreement for convenience upon the end of the then-current year or 180 days’ notice, whichever is later.

7.8. Appropriations and Approvals. This subparagraph shall control notwithstanding any provision of this Agreement or any exhibit or other agreement or document related hereto. City’s provision of funds under this Agreement is in all respects subject to appropriation by City Council. City’s entire obligation under this Agreement shall be limited to the amount appropriated. In addition, if funds necessary to fulfill City’s obligations under this Agreement are not appropriated or are otherwise made not available by City’s city council, then City may terminate this Agreement by giving not less than 180 days’ prior written notice to Experience Scottsdale. Termination in accordance with this provision shall not constitute a breach of this Agreement by City. No person shall be entitled to any compensation, damages or other remedy from City if this Agreement is terminated pursuant to the terms of this paragraph or other terms of this Agreement. In lieu of terminating this Agreement, City may elect to reduce the Contract Amount and other resources City provides so long as the Business Plan, Performance Standards, and Contract Budget are also appropriately modified and reduced as reasonably agreed upon by City and Experience Scottsdale.

## VIII. MISCELLANEOUS PROVISIONS

8. Miscellaneous Provisions. The following additional provisions shall apply:

8.1 Year End Performances. If this Agreement terminates for any reason before Experience Scottsdale has provided to City reports or other payments or performances related to time periods when this Agreement was in effect, Experience Scottsdale shall deliver such reports and provide such payments and performances to City notwithstanding such termination.

8.2 Compliance with Law. Experience Scottsdale shall comply with all applicable local, state and Federal ordinances, statutes, laws and regulations.

8.3 Compliance With E-Verify. The parties shall comply with immigration laws as follows:

8.3.1 The parties understand and acknowledge the applicability to them of the American with Disabilities Act, the Immigration Reform and Control Act of 1986 and the Drug Free Workplace Act of 1989. Both parties agree to comply with these laws in performing this Agreement and to permit each other to verify compliance.

8.3.2 Under the provisions of A.R.S. §41-4401, each party warrants to the other that it will comply with all Federal Immigration laws and regulations that relate to its employees and that the party now complies with the E-Verify Program under A.R.S. §23-214(A).

8.3.3 A breach of this warranty will be considered a material breach of this Agreement and may subject the parties to penalties up to and including termination of this Agreement or any subcontract.

8.3.4 Both parties retain the legal right to inspect the I-9 papers of any employee of either party to ensure that they are complying with the warranty given above.

8.3.5 Each party agrees to indemnify, defend and hold harmless the other party for, from and against all losses and liabilities arising from any and all violations of these statutes.

8.3.6 Neither party will consider the other party in material breach of this Agreement if they establish that they have complied with the employment verification provisions prescribed by 8 USCA §1324(a) and (b) of the Federal Immigration and Nationality Act and the E-Verify requirements prescribed by A.R.S. §23-214(A). The “E-Verify Program” means the employment verification pilot program as jointly administered by the United States Department of Homeland Security and the Social Security Administration or any of its successor programs.

8.4 Prohibition Against Boycott of Israel. Experience Scottsdale certifies that it is not currently engaged in and agrees for the duration of the contract not to engage in a boycott of Israel as defined in A.R.S. § 35-393.

8.5 Non-liability of City Officials and Employees. No member, official or employee of City shall be personally liable to Experience Scottsdale, or any successor in interest, in the event of any default or breach by City or for any amount that may become due to Experience Scottsdale or its successor on any obligation related to this Agreement.

8.6 Conflict of Interest. City may cancel any contract or agreement, without penalty or obligation, if any person significantly involved in initiating, negotiating, securing, drafting or creating the contract on behalf of City is, at any time while the contract or any extension of the contract is in effect, an employee of any other party to the contract in any capacity, or a consultant to any other party to the contract with respect to the subject matter of the contract. The cancellation shall be effective when written notice from City is received by all other Parties to the contract, unless the notice specifies a later time (A.R.S. 38-511).

8.7 Ownership of Intellectual Property. The parties recognize that in order to receive Accreditation by Destinations International, Experience Scottsdale is required to have in place certain protections regarding its trademarks, copyrights, and other intellectual property. Notwithstanding such requirement, the parties agree that, if the City obtains written consent from each of Experience Scottsdale’s members (as of the date of this Agreement and those who become members after the date of this Agreement) and each other entity with whom Experience Scottsdale contracts to provide destination marketing services (including, but not limited to, the Town of Paradise Valley) (collectively, the “**IP Consents**”), the City may, at its cost, acquire Experience Scottsdale’s interest in all intellectual property created by or for Experience Scottsdale pursuant to the terms of this Agreement to the extent that Experience Scottsdale has the right to assign such interest to the City without obtaining the consent or approval from any third party and further to the extent that ownership of such intellectual property by the City is not inconsistent with the protections Experience Scottsdale has in place regarding its trademarks, copyrights, and other intellectual property or Experience Scottsdale’s mission (“**City-Claimed Intellectual Property**”). Each of the IP Consents obtained by the City must specifically identify the City-Claimed Intellectual Property to which the IP Consent applies. City shall defend, indemnify and hold harmless Experience Scottsdale, its agents, representatives, officers, directors, members, and employees for, from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to, reasonable attorney fees, court costs, and the cost of appellate proceedings, and all claim adjusting and handling expense, to the extent related to, arising from or out of, or resulting from City’s failure to obtain any IP Consents pertaining to the City-Claimed Intellectual Property.

8.8 Notices. Notices shall be immediately effective upon delivery by electronic mail, personal delivery, or upon actual receipt if given by certified mail or delivery service. Any and all notices required or permitted hereunder shall be given in writing, either delivered by hand delivery, messenger or private delivery service (including national delivery services), or electronic mail (except that any notice of default, breach or termination must also be delivered by at least one of the other means permitted herein), or sent by certified mail, return receipt requested, postage prepaid, addressed as follows:

City of Scottsdale	Experience Scottsdale
Tourism & Events Director	President & CEO
Tourism & Events Department	4250 N. Drinkwater Blvd., Suite 300
7447 E. Indian School Road, Suite 301	Scottsdale, AZ 85251
Scottsdale, AZ 85251	

Either party may furnish to the other a different mailing address and designate another individual upon whom all notices may be served as herein provided by giving notice in accordance with this Section.

8.9 Entire Agreement. This Agreement constitutes the entire agreement between City and Experience Scottsdale with respect to the subject matter and no addition, deletion or other amendment hereto may be made except as is agreed in writing by City and Experience Scottsdale with the same formality for execution as accorded this Agreement.

8.10 Assignment. In making this Agreement, City and Experience Scottsdale each depend upon the particular capacities, expertise, powers, and good offices of the other, which would not be satisfactorily provided by a third party. Therefore, City and Experience Scottsdale agree that no right or obligation hereunder may in any way whatsoever be assigned or delegated to a third party without the prior express written consent of the other party.

8.11 Binding Effect. This Agreement and the terms, provisions, promises, covenants and conditions hereof, shall be binding upon and shall inure to the benefit of City and Experience Scottsdale hereto and their respective successors and assigns.

8.12 Legal Fees. In the event either party brings any action for any relief, declaratory or otherwise, arising out of this Agreement, or on account of any breach or default hereof, the prevailing party shall be entitled to receive from the other party reasonable attorney's fees and reasonable costs and expenses, determined by the court sitting without a jury, which shall be deemed to have accrued on the commencement of such action and shall be enforceable whether or not such action is prosecuted to judgment.

8.13 Designated Representatives.

8.13.1 City's Contract Administrator shall be City's Tourism & Events Director, or designee. By notice to Experience Scottsdale, City's city manager may designate a different Contract Administrator from time to time at City's city manager's sole discretion. City's Contract Administrator is authorized to act on behalf of the City with respect to all matters in this Agreement other than those expressly requiring the approval of City's city council or another person or department within the City, subject to the limitations of this Agreement and further provided that City's Contract Administrator is not authorized to act on behalf of the City to amend this Agreement.

8.13.2 Experience Scottsdale shall designate, in writing, one or more representatives ("**Designated Representative**") who are authorized to act on behalf of Experience Scottsdale with respect to all matters in this Agreement. Experience Scottsdale's initial Designated Representative shall be Experience Scottsdale's President & CEO or the designee(s) of the President & CEO. Experience Scottsdale may change its Designated Representative by providing written notice to the City identifying the new Designated Representative.

8.14 Dates. Sunday, Saturday and Arizona legal holidays are holidays for purposes of this Agreement.

8.15 Time of Essence. Time is of the essence of each and every provision of this Agreement.

8.16 Paragraph Headings. The paragraph headings contained herein are for convenience in reference and not intended to define or limit the scope of any provision of this Agreement.

8.17 No Third Party Beneficiaries. No person or entity shall be a third party beneficiary to this Agreement or shall have any right or cause of action hereunder. City shall have no liability

to third parties for any approval of plans or activities, Experience Scottsdale's negligence, Experience Scottsdale's failure to comply with the provisions of this Agreement (including any absence or inadequacy of insurance required to be carried by Experience Scottsdale), or otherwise as a result of the existence of this Agreement.

8.18 Exhibits. All exhibits specifically stated to be attached hereto as specified herein are hereby incorporated into and made an integral part of this Agreement for all purposes.

8.19 No Partnership. This Agreement and the transactions and performances contemplated hereby shall not create any sort of partnership, joint venture or similar relationship between the parties. Experience Scottsdale is a non-profit corporation and is neither a department, nor an operating agency of City. The management of Experience Scottsdale's activities is solely the responsibility of Experience Scottsdale's board of directors, officers, and employees.

8.20 Choice of Law. This Agreement shall be governed by the internal laws of the State of Arizona without regard to choice of law rules. City has not waived its claims procedures as respects this Agreement. Exclusive proper venue for any action regarding this Agreement shall be Maricopa County.

8.21 Recording. This Agreement shall not be recorded.

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IN WITNESS WHEREOF, the parties have entered into this Agreement as of the date first given above.

Scottsdale Convention and Visitors Bureau,  
Inc., an Arizona non-profit corporation doing  
business as Experience Scottsdale

By: \_\_\_\_\_  
Kate Birchler  
Its: Chairwoman of the Board

By: \_\_\_\_\_  
Rachel Sacco  
Its: President & CEO

CITY OF SCOTTSDALE,  
an Arizona municipal corporation

By: \_\_\_\_\_  
David D. Ortega, Mayor

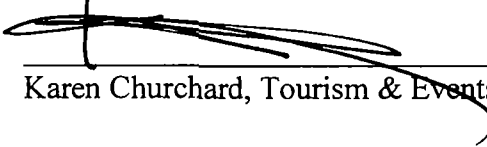
ATTEST:

\_\_\_\_\_  
Ben Lane, City Clerk

APPROVED AS TO FORM BY  
CITY ATTORNEY'S OFFICE:

  
\_\_\_\_\_  
William Hylen, Senior Assistant City Attorney

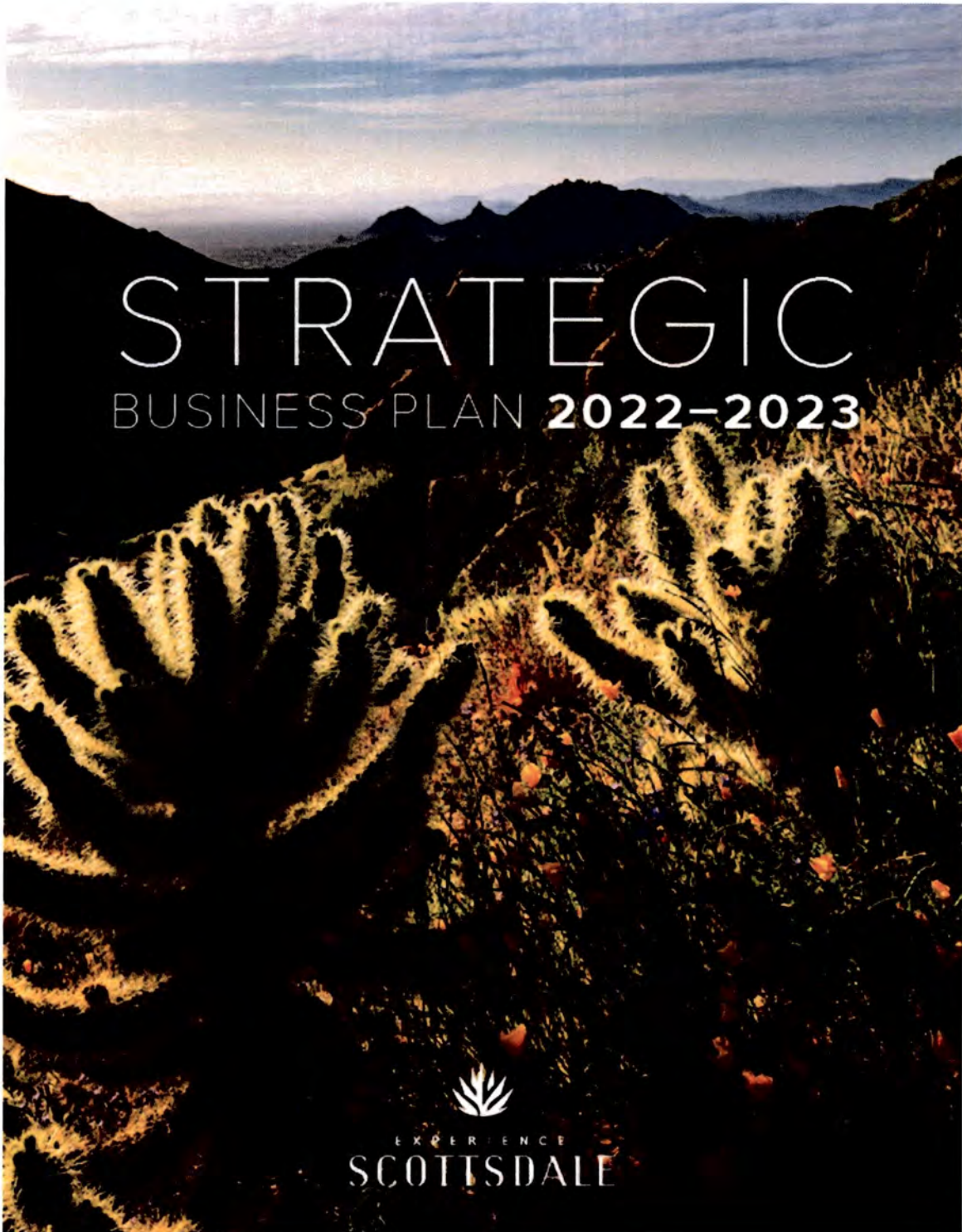
CITY CONTRACT ADMINISTRATOR:

  
\_\_\_\_\_  
Karen Churchard, Tourism & Events Director

\_\_\_\_\_  
George Woods, Jr., Risk Management Director

**TABLE OF EXHIBITS**

<u>Exhibit</u>	<u>Section</u>	<u>Description</u>
A	2.1.1.1	Final 2022/2023 Business Plan
B	2.1.2.2	Final 2022/2023 Performance Standards
C	3.1.1	Fiesta Bowl Event Overall Requirements
D	4.1.1	Final 2022/2023 Contract Budget
E.	4.1.3	Proposed Form of Contract Budget







## CONTENTS

02	A MESSAGE FROM OUR LEADERSHIP
03	WHO WE ARE
04	WHAT WE DO
06	WHERE WE TARGET
08	HOW WE TARGET
16	WHY WE MEASURE
21	THANK YOU

# A MESSAGE

## FROM OUR LEADERSHIP

IN MAY OF 2020, EXPERIENCE SCOTTSDALE RELEASED OUR STRATEGIC RECOVERY BUSINESS PLAN. We had no idea what the next two years had in store for Scottsdale's tourism industry, but in that plan, we declared something that remains true to this day: Ours is a resilient industry, and we would emerge from the crisis stronger than ever.

Is it possible to say we arrived at the other side of the pandemic? After two years of new variants and dashed hopes, we will leave that for the experts to decide. Yet we can confidently say Scottsdale's tourism industry is stronger today than we were in May of 2020 – drastically so.

Though the 2021-22 fiscal year did not break any records, we welcomed the return of visitors. We saw occupancy rates reach pandemic-era highs, despite prolonged hurdles for international travelers and meetings groups. We experienced a banner spring as travelers filled our streets even in the weeks when there was no baseball to enjoy. Overall, Scottsdale performed better than many other destinations, as Experience Scottsdale continued our programs and promotions that emphasized the destination's wide-open spaces and natural beauty.

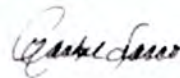
Experience Scottsdale's efforts over the past two years helped our industry recover, and this plan

showcases how we'll hone the lessons we learned throughout the pandemic, from entering new markets to leaning into digital trends.

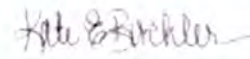
Now, Experience Scottsdale has the opportunity to not only plan for the future but also take stock. This fiscal year, we'll host focus groups and assess our advertising to ensure that, as we move forward, we are positioning our destination in the best possible light. Experience Scottsdale's continued efforts in the diversity, equity and inclusion space will open our market to new and more diverse visitors and groups. We also will help implement the city's five-year tourism strategic vision while focusing on building a responsible, sustainable tourism landscape.

Thank you, as always, for being a part of Experience Scottsdale. Our industry is stronger because of Experience Scottsdale, and Experience Scottsdale is stronger because of your partnership.

Sincerely,



Rachel Sacco  
President & CEO



Kate Birchler  
Board Chair

- >> A 501(c)6 nonprofit **destination marketing organization** founded in 1987.
- >> Charting a path with a vision to establish Scottsdale as a year-round, **luxury travel destination**.
- >> Guided by a volunteer board of directors of **community leaders**.
- >> A team of **productive, positive people** passionate about Scottsdale, our businesses, our residents and our visitors.

# WHO WE ARE

## WE ARE EXPERIENCE SCOTTSDALE

- >> Aligning with nearly 400 tourism partners to **grow the industry**.
- >> **Strategically executing business strategies** under four key objectives.
  1. Generate visitor-related economic impact for the Scottsdale market area
  2. Foster positive relationships with customers and stakeholders
  3. Run an effective business
  4. Enhance the long-term health and development of the destination
- >> Delivering on the mission to **enhance the local community** by promoting the Scottsdale area as a luxury destination for meetings, events and leisure travel.
- >> Working **in tandem with city of Scottsdale and town of Paradise Valley** leaders and staff.
- >> **Mindfully administering private and public-sector revenue** via membership dues, bed-tax collections and state of Arizona, Prop. 302, dollars.



# WHAT WE DO

## FISCAL YEAR STRATEGIES

EACH YEAR, EXPERIENCE SCOTTSDALE MAINTAINS EXISTING PROGRAMS THAT PROVIDE A CONSISTENT RETURN ON INVESTMENT WHILE IMPLEMENTING NEW PROGRAMS THAT ALLOW US TO REMAIN COMPETITIVE. Tourism is an incredibly fierce industry, and as competitive destinations increase their budgets and ramp up their promotions, it's essential that Experience Scottsdale stay innovative and ahead of trends in both the leisure travel and meetings sectors. More on our established programs can be found on pgs. 8-15. In fiscal year 2022-23, our new and enhanced strategies include:

### **BUILDING A SUSTAINABLE TOURISM LANDSCAPE**

According to *Skift*, the prevalence of climate change and overtourism has travelers reconsidering how and where they travel – with many choosing more sustainable brands and experiences. Though a thriving tourism destination, Scottsdale is located in a delicate, natural environment where increasing temperatures and drought are major areas of concern. Fortunately, hospitality businesses have long been mindful of protecting our Sonoran Desert setting. Throughout the fiscal year and beyond, Experience Scottsdale will take on a destination stewardship role, developing content and leaning into messaging about sustainable and responsible tourism.

### **CHAMPIONING DIVERSITY, EQUITY & INCLUSION**

Industry research has shown that younger generations of travelers want to support brands that represent their values. For the tourism industry, championing diversity, equity and inclusion (DEI) is a gateway to growth. As we strive to connect with future customers, Experience Scottsdale will continue our efforts to educate our staff, leadership and members on the principles of DEI and the importance of becoming a truly welcoming and inclusive destination, while also ensuring our messaging authentically reflects a range of diverse backgrounds and experiences. This is an ongoing effort, and we will continue adding more inclusive imagery to our website and social media channels and partnering with influencers and writers who identify as people of color and LGBTQ+ to help tell our destination's story.

### **ALIGNING WITH DIGITAL TRENDS**

Consumers use digital mediums for an average of eight hours a day, with social, mobile audio and video being the most dominant forms of use. That shift to digital continues to grow, and nearly 80% of visitors to Experience Scottsdale's website are browsing on their mobile devices. Though we will continue to have a strong integrated media mix, we will implement a digital media

strategy that focuses on leveraging influencer partnerships, enhancing our video content, and advertising in travel-focused apps, among other initiatives. To meet the needs of our web visitors, Experience Scottsdale also will revamp our website for a mobile-first experience. Digital publications have long been important in providing readers immediate calls to action and in enhancing our search engine optimization with links to ours and our members' websites. Experience Scottsdale will continue to connect with travel writers producing for digital outlets in the year.

#### **TARGETING UP-AND-COMING MARKETS**

Throughout the course of the pandemic, we saw new customers take interest in all that Scottsdale has to offer leisure visitors and meetings groups. We relied upon those emerging feeder markets, which became focal points for our marketing, tourism, communications and sales recovery programs. As our industry continues to recover, we're extending our reach even further. Our new digital strategy will include promotions that target Austin, Atlanta, Houston and Omaha. Our tourism team will connect with travel professionals in those same markets before our promotions hit, preparing travel advisors and tour operators in those areas to sell Scottsdale vacations. Experience Scottsdale will explore new markets for media missions and satellite media tours, such as Seattle, which is ripe with freelance writers and media outlets. We also will develop relationships with meeting planners in second- and third-tier markets with new business potential like Austin, Detroit, Indianapolis and Salt Lake City through a mixture of traditional sales calls and one-on-one appointment-based trade shows.

#### **TAPPING FEEDBACK & RESEARCH**

Research and industry insights have always guided our strategies, but they have proven to be a lifeline in this pandemic-era recovery. To better understand the needs and wants of meetings groups in this new landscape, Experience Scottsdale will convene focus groups during our sales missions throughout the fiscal year, allowing us to gather valuable feedback about the destination directly from highly qualified planners in key markets. One of the focus groups will comprise sports event organizers to discuss the city of Scottsdale's venues and funding programs. Experience Scottsdale also will participate in an advertising effectiveness study to better

understand the return on investment from our advertising campaigns, which include updated imagery, taglines and messaging. The new findings will help to inform, adjust and measure the success of our marketing efforts on shaping positive perceptions of the destination and impacting incremental visitation and spend.

#### **LEANING INTO LUXURY PARTNERSHIPS**

Scottsdale's visitors tend to be more affluent, and with a new partnership, Experience Scottsdale will ensure Scottsdale remains top of mind for luxury travel advisors and their clients. Experience Scottsdale will partner with Virtuoso, the leading global network of agencies specializing in luxury and experiential travel. Through the partnership, we will train thousands of advisors in Virtuoso's network to sell Scottsdale vacations and experiences. Experience Scottsdale also will reach luxury advisors through trade show participation, notably at the International Luxury Travel Market (ILTM) North America and Europe. We attended ILTM Europe for the first time last fiscal year and stood out as one of only four U.S. cities to exhibit at the highly curated, premier trade show.

#### **MAPPING OUT A FIVE-YEAR STRATEGIC PLAN**

In fiscal year 2021-22, Experience Scottsdale partnered with the city of Scottsdale and Resonance Consultancy to develop a comprehensive, five-year strategic plan to support Scottsdale's tourism industry in the short- and long-term. The process included stakeholder interviews, visitor and community surveys, and research and destination analysis. Experience Scottsdale will review the plan's findings and recommendations to determine how best to incorporate them into our programs.

#### **PROMOTING CITY VENUES**

As always, Experience Scottsdale will work with the city of Scottsdale to promote the city's event venues, such as WestWorld of Scottsdale, Scottsdale Stadium, Scottsdale Sports Complex, and Bell94 Sports Complex. These venues offer unique, outdoor spaces for meetings, events and sports tournaments. We also will promote city destinations, such as Old Town Scottsdale, Scottsdale Airport, Scottsdale Arts and Western Spirit: Scottsdale Museum of the West through our marketing, communications, convention sales and services, and tourism programs.

# WHERE WE TARGET

RESEARCH IS CRITICAL TO THE SUCCESS OF EXPERIENCE SCOTTSDALE'S INITIATIVES, ENSURING OUR PROGRAMS ARE COST-EFFICIENT AND EFFECTIVE. Industry-wide research allows us to stay ahead of trends and innovate. Experience Scottsdale's proprietary

research, like the Visitor Industry Customer Analysis, keeps us apprised of the demographics and interests of our high-value travelers, while geographic location data helps us identify new and impactful markets to target with our promotions and programs.

## WHERE WE TARGET: DOMESTIC LEISURE MARKETS



7.3 million U.S. visitors to Scottsdale

46% Overnight Visitors



54% Day Trip Visitors

Scottsdale's Average Domestic Overnight Traveler

42.8 years average age

\$86,800 average household income

Staying an average of 3.3 nights

Spending \$257 per person

66% of Scottsdale's average visitors stay overnight in hotels/resorts

Scottsdale's Luxury Leisure Traveler

53.3 years median age

\$246,900 median household income

Staying an average of 2.5 nights

Spending an average of \$628 daily on property

53% of Scottsdale's luxury visitors are repeat visitors

The above data is based on 2020 visitation impacted by COVID-19. Pre-pandemic, Scottsdale welcomed 9.3 million domestic visitors, who skewed slightly older.

City of Scottsdale Longwoods International 2020 Visitor Research | Experience Scottsdale Visitor Industry Customer Analysis 2019

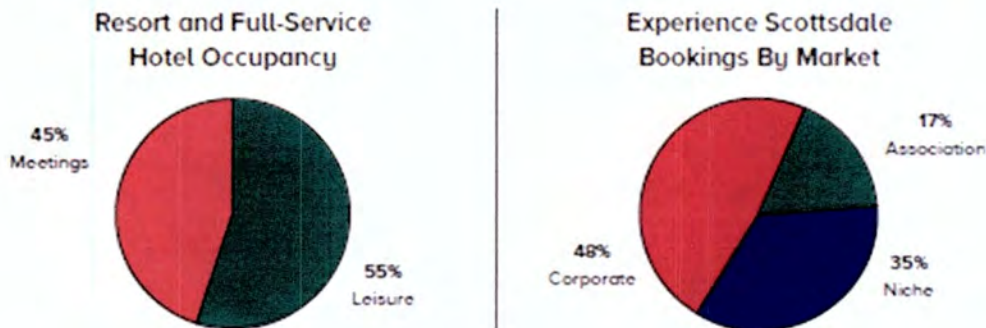
## WHERE WE TARGET: INTERNATIONAL MARKETS

In 2020, Scottsdale welcomed just **858,500** international travelers. Pre-pandemic, however, Scottsdale saw **1.7 million** international visitors. International visitors to Arizona largely travel for leisure and tend to spend more and stay longer than U.S. travelers, making them an important segment of the industry that Experience Scottsdale continues to target. Traditionally these visitors come to Arizona from:



## WHERE WE TARGET: MEETINGS MARKET

Though leisure visitation has led the way for Scottsdale's rebound, the meetings sector remains an essential part of Scottsdale's tourism industry. Meaningful, sustainable recovery must include this sector. Experience Scottsdale has seen leads for future business return to pre-pandemic levels, and we continue to secure short- and long-term group business for hotels, resorts and venues. We focus on corporate (healthcare, high tech, financial, manufacturing, insurance and retail), association (major conventions, board meetings, training/educational seminars and professional/technical meetings) and niche meetings (sports, government, social, military, educational, religious and fraternal meetings).



Meetings from third-party planners account for more than half of Experience Scottsdale's bookings, largely due to Experience Scottsdale's relationships with companies such as AMEX, ConferenceDirect, Experient, Global Cynergies, HelmsBriscoe, HPN, Maritz and Prestige Global Meeting Source.

City of Scottsdale Applied Economics 2020 Visitor Statistics | City of Scottsdale Applied Economics 2019 Visitor Statistics | 377 © 2022 CoStar Group. Scottsdale-Area Leisure vs. Group Business, 2008-2012 | Experience Scottsdale 2020-21 Annual Report



# HOW WE TARGET MARKETING

EXPERIENCE SCOTTSDALE BRANDS THE SCOTTSDALE MARKET AREA AS A LUXURY LEISURE AND MEETINGS DESTINATION THROUGH BRAND ADVERTISING, INCLUDING HIGH-END COLLATERAL AND PUBLICATIONS, TRADITIONAL MEDIA, DIGITAL EFFORTS AND SOCIAL MEDIA. We provide the information leisure visitors need before they arrive and once they are here.

## BRANDING

Experience Scottsdale maintains, protects and promotes Scottsdale's destination brand. Following extensive research and testing, we developed the *Effortless Revitalization* brand story that showcases our desert

destination as the nexus of relaxation and adventure. We created the current *Absolutely Scottsdale* print advertising campaign to help tell that story, along with our two commercials, *Let's Get Together* and *Extraordinary Moments, Lifelong Memories*.

## MEDIA PLAN

Experience Scottsdale develops a media plan based on extensive research and strategic planning to align Scottsdale's brand message with appropriate mediums that best reach our target audiences. With intense competition in the travel marketplace, Experience Scottsdale develops a strong integrated media mix that drives reach, frequency



and awareness. Our promotions – high-end print, radio, television, digital and out-of-home – effectively capture the interest of potential baby boomer, Gen X and millennial travelers in traditional and emerging feeder markets.

#### **DIGITAL MARKETING**

Experience Scottsdale's digital marketing tactics include paid search engine, video and connected television, social and influencer, and digital media advertising. Our objectives are to increase brand awareness, showcase members, and increase visitation and bookings with advertising focused on inspiration, rates and niche travel. Digital promotions drive visitors to our primary website, ExperienceScottsdale.com, and to our dedicated microsites. We maintain an active presence on social media channels such as Facebook, Twitter, YouTube, Instagram, Pinterest and LinkedIn to generate organic engagement. Experience Scottsdale also offers videos, digital flipbooks and downloadable guides to provide greater access to information online.

#### **SEASONAL CAMPAIGNS**

We develop seasonal marketing campaigns to drive additional visitation during need periods: the holidays and summer. These targeted campaigns use online mediums, radio, outdoor advertising and various other efforts to strengthen destination awareness during times when hospitality-related businesses need it most.

#### **RELATIONSHIP MARKETING**

Experience Scottsdale maintains permission-based databases of leisure travelers, meeting planners and Arizona residents for direct mail and email. Our relationship marketing keeps Scottsdale top of mind with people who have visited, expressed interest in visiting, or fit our target audience demographics.

#### **PROMOTIONAL MATERIALS**

Experience Scottsdale produces a variety of publications for leisure travelers, including the Scottsdale Visitor Guide; Hiking, Biking & Trail Guide; Old Town Guide; Historic Walking Tour Map and more. To assist meeting planners, travel advisors and tour operators, Experience Scottsdale produces the Scottsdale Meeting & Travel Planners Guide and offers high-quality promotional materials that can be used to sell Scottsdale, including brochures, maps, photos and videos.

#### **EVENT MARKETING**

To help drive incremental visitation to the destination, Experience Scottsdale supports special events by incorporating them into our advertising, guides, website, emails and social media channels. Our team partners with the city of Scottsdale and our members to promote umbrella events like Scottsdale and Western Week. Experience Scottsdale provides visitor services and materials at several events, and we work with event producers to secure new events that fill room nights and attract new customers to Scottsdale.

#### **VISITOR SERVICES**

Experience Scottsdale operates a Tourist Information Center in Scottsdale Fashion Square. We provide visitors with destination information via phone, email and our web chat.



# HOW WE TARGET COMMUNICATIONS

EXPERIENCE SCOTTSDALE GARNERS POSITIVE PUBLICITY FOR THE SCOTTSDALE MARKET AREA AS A LUXURY TRAVEL AND MEETINGS DESTINATION THROUGH TARGETED, POSITIVE MEDIA EXPOSURE IN PRINT, BROADCAST, ONLINE AND SOCIAL MEDIA. In markets where advertising dollars are scarce or nonexistent, communications programs are critical in generating interest.

#### **TRADE SHOWS & MEDIA MISSIONS**

To build relationships and target high-caliber journalists with strategic messages, Experience Scottsdale conducts one-on-one editorial meetings and hosts receptions and events in key cities. When possible, Experience Scottsdale

also attends travel trade shows to pitch story ideas and further develop media relationships.

#### **PRESS TRIPS & CONFERENCES**

Experience Scottsdale encourages qualified journalists to explore Scottsdale, as media who visit typically produce better coverage and write more frequently about the destination than those who do not. We facilitate individual and group visits by providing story ideas and coordinating customized itineraries with the support of our members. Group tours are often produced around specific drivers or special events to attract niche media. Experience Scottsdale also hosts a biennial travel writers

conference, Travel Classics West, which provides an additional way to introduce top editors and freelance writers to the destination. When the conference is in another city, Experience Scottsdale attends as a sponsor to develop and maintain media relationships.

#### **PAID STORYTELLING PROGRAM**

Experience Scottsdale spent years navigating the world of social media to develop strict standards for vetting, selecting and negotiating influencer partnerships that will benefit the destination. For our paid storytelling program, Experience Scottsdale partners with highly qualified influencers with target audiences. Our team works hand-in-hand to shape their message, allowing us to address niche topics, complement seasonal marketing campaigns and improve search engine optimization. We also conduct satellite media tours, in which we partner with a broadcast television expert to produce news segments about Scottsdale's offerings that air in markets across the country.

#### **PUBLIC RELATIONS REPRESENTATIVES**

Experience Scottsdale contracts with international public relations representatives in Canada, the United Kingdom and Germany to have a more consistent presence in these markets. Experience Scottsdale also contracts with a domestic agency with offices in New York and Los Angeles to help us further penetrate these media-rich cities. In addition, Experience Scottsdale partners with a local golf-focused public relations agency. Our representatives help build relationships with media in their respective markets, respond to media requests, distribute press materials, coordinate media visits to Scottsdale, and advise Experience Scottsdale regarding opportunities to further our positioning.

#### **MEDIA RESOURCES**

Our resources provide story ideas, enhance editorial coverage and help Experience Scottsdale build relationships with media.

- **Monthly E-Newsletter:** Our monthly newsletter updates over 4,000 domestic and international media on what's new in Scottsdale.
- **Press Releases:** Experience Scottsdale disseminates news and seasonal releases, which often incorporate information submitted by Experience Scottsdale

members. Some releases are published in other languages

- **Customized Pitches:** Customized pitches allow Experience Scottsdale to tailor the message to a publication and its audience to secure thorough, high-value coverage.
- **Destination Images:** Experience Scottsdale provides media with high-definition video footage and images to enhance Scottsdale editorial.
- **Downloadable Guides:** Experience Scottsdale's website offers downloadable fact sheets on some of Scottsdale's main tourism drivers, as well as maps and guides, to further educate media.



# HOW WE TARGET TOURISM

EXPERIENCE SCOTTSDALE PROVIDES DESTINATION EDUCATION TO TRAVEL ADVISORS, TOUR OPERATORS, AIRLINE VACATION DIVISIONS AND INTERNATIONAL MEETINGS GROUPS. We help travel professionals best capture the Scottsdale experience for their clients, and we ensure Scottsdale stands out as a unique destination in travel company product inventories throughout the world.

#### **LEADS**

Experience Scottsdale generates leads for members, including Scottsdale-area hotels. Once a travel professional has established a relationship with a Scottsdale market-

area hotel, Experience Scottsdale introduces new itinerary ideas to enhance the experience for customers and increase the number of nights booked for a Scottsdale vacation.

#### **TRADE SHOWS & SALES MISSIONS**

We connect face-to-face with travel professionals at select trade shows, which generate immediate leads for Experience Scottsdale members. In addition, Experience Scottsdale conducts sales missions, client events and educational seminars in key markets to cultivate relationships with new clients and meet with longtime clients. During one-on-one client meetings, Experience Scottsdale reviews the travel company's product offering to ensure

that area hotels and resorts are properly featured within a Scottsdale-branded section, prominently featured in printed travel brochures or highlighted on the cover.

#### **FAMILIARIZATION TOURS & SITE INSPECTIONS**

Experience Scottsdale hosts familiarization tours (FAMs) for travel professionals to increase their overall knowledge of the destination by experiencing it firsthand.

These FAMs and site inspections provide an opportunity for members to showcase their properties, services and events to travel professionals who are actively seeking new product to sell.

#### **PRODUCT TRAINING SEMINARS**

Experience Scottsdale conducts in-person and online product training sessions for travel industry eSentele and reservation agents who sell Scottsdale hotels and activities. These seminars are a valuable tool for increasing room-night bookings to the area; the more information each travel advisor absorbs, the easier the destination is to sell to the leisure traveler.

#### **TRADE COOPERATIVE MARKETING**

To drive more travelers to purchase Scottsdale vacation packages, we partner with international and domestic tour operators to create trade cooperative marketing campaigns in their respective cities and countries. Experience Scottsdale matches the nominal cost incurred by the tour operator to execute the promotion and in turn receives exposure in every medium of the promotion (e.g. print ads, direct mail, in-store displays).

#### **FLIGHT SERVICE & PROMOTION**

Experience Scottsdale partners with Phoenix Sky Harbor International Airport to attract new international flight service, ensuring travelers from Canada and Europe have more opportunities to visit the destination. In recent years, Sky Harbor has secured additional service from London, Frankfurt and Montreal, in part, because of Experience Scottsdale and other area destination marketing organizations' commitment to promote the flights. Our team also promotes Scottsdale Airport's fix-based operators and amenities during product training seminars, ensuring luxury travel advisors are aware of this option as private jet travel has become more prevalent.

#### **SERVICES**

We help travel professionals sell Scottsdale by providing complimentary materials such as photos, videos, visitor guides, maps, brochures and itinerary ideas. Many travel professionals include Scottsdale promotional pieces with itineraries for clients who have purchased a Scottsdale vacation.

#### **TOURISM REPRESENTATIVES**

Experience Scottsdale works with trade representatives in the United Kingdom, Germany, France, Canada and Mexico. Our representatives respond to travel industry requests, participate in trade shows, and conduct educational seminars and sales missions to promote tourism to Scottsdale.



# HOW WE TARGET

## CONVENTION SALES

EXPERIENCE SCOTTSDALE PROVIDES DESTINATION EDUCATION TO MEETING PLANNERS AND ASSISTS WITH SECURING SPACE AND SERVICES FOR MEETING AND INCENTIVE PROGRAMS. We help planners understand the opportunities available that meet the needs of their programs, from our venues and off-site attractions to our services and amenities, ensuring their attendees have the best possible experience in the destination.

### LEADS

Experience Scottsdale customizes all meeting planners' requests for accommodations, meeting space and other types of services. We work closely with both clients and

members to ensure a great match between the needs and wants of our clients and the products and services of our members. Because of this, Experience Scottsdale does not produce a convention calendar. In addition to leads generated from our own efforts, Experience Scottsdale also has an agreement with Cvent to generate incremental leads for the destination.

### TRADE SHOWS & SALES MISSIONS

Experience Scottsdale connects face-to-face with meeting planners at select trade shows, which typically generate immediate leads for Experience Scottsdale members. Often in conjunction with a trade show, our

team conducts sales calls to connect with additional planners. Members frequently partner with Experience Scottsdale for these events, increasing Scottsdale's presence in the markets.

#### **FAMILIARIZATION TOURS & SITE INSPECTIONS**

To give clients a firsthand experience of the destination, Experience Scottsdale conducts meeting planner familiarization tours (FAMs) each year. These FAMs provide an opportunity for members to showcase their properties and services to highly qualified meeting planners who are actively considering Scottsdale for future programs. In addition to FAMs, our team arranges smaller and more customized site inspections for qualified clients throughout the year.

#### **CLIENT OUTREACH**

Experience Scottsdale keeps the destination top of mind through client outreach. We contact clients during the year via direct mail, phone calls and emails to generate awareness and provide updates on new amenities and products in Scottsdale.

#### **ADVERTISING & PUBLIC RELATIONS**

Experience Scottsdale reaches meeting planners through advertising, email blasts, digital efforts, social media, and online RFP tools such as Cvent. Experience Scottsdale also works to keep Scottsdale top of mind with media from key meetings publications. In addition, we create meeting planner promotions to promote business during need periods like the summer and to target specific geographic areas, such as Canada and Arizona.

#### **SPORTS TOURNAMENTS & MEGA EVENTS**

Sports tournaments and mega events attract groups and individuals who might not otherwise come to Scottsdale, broadening the destination's exposure and encouraging return travel. We work closely with the city of Scottsdale to promote and secure tournaments for the city's event venues, WestWorld of Scottsdale, Scottsdale Stadium, Scottsdale Sports Complex and Bell194 Sports Complex. Our partnership with the Fiesta Bowl Organization guarantees teams, media and alumni stay at Scottsdale-area hotels and resorts during our holiday need period. Experience Scottsdale also collaborates with partner organizations on bids to secure mega events, such as the Super Bowl and NCAA and Pac-12 tournaments.

#### **DESTINATION SERVICES**

Experience Scottsdale efficiently matches planners' requests for destination management services, off-property venues, speakers, wholesale gifts, and other types of services with member businesses. Our team helps planners boost attendance for their programs by providing complimentary materials such as photos, videos, brochures, visitor guides and welcome letters.

# WHY WE MEASURE

## INDUSTRY OUTLOOK

THE HEALTH OF SCOTTSDALE'S TOURISM INDUSTRY IS LARGELY RELIANT ON THE STRENGTH OF THE NATIONAL AND GLOBAL TOURISM INDUSTRY. Experience Scottsdale monitors research and publications to stay apprised of trends and shifts in the industry-at-large

*"Barring some new setback, the much-awaited shift in mindset among American travelers from 'pandemic' to 'endemic' travel finally may be underway."* – Longwoods International President & CEO Amir Eylon

### COVID-19 IMPACT & RECOVERY

- The pandemic resulted in **\$776 billion** in cumulative losses for the U.S. travel economy through March 2022
- The continual depressed level of travel spending caused a loss of **\$95 billion** in federal, state and local tax revenue
- The leisure and hospitality sector remains **1.5 million** jobs below its pre-pandemic levels as of March 2022

### MEETINGS & BUSINESS TRAVEL

- **75%** of meeting planners anticipate favorable live attendance numbers for the year ahead
- **50%** of meeting planners report their events are shorter than in 2019
- **3 in 4** travel managers expect business travel volume to be higher in 2022 than it was in 2021

### LEISURE TRAVEL

- More than **54%** of American travelers plan to spend more than they did pre-pandemic
- Nearly **3 in 5** American travelers are willing to pay more in fees to make a trip sustainable, and **50%** would choose a less crowded destination to reduce the effects of overtourism
- **76%** of travelers will spend more on travel for well-being and health
- **7 in 10** travelers in the U.S. anticipate visiting an outdoor destination such as a beach, lake, mountain or desert

### INTERNATIONAL TRAVEL

- 2021 was the second worst year on record for global tourism with international arrivals down **72%** from pre-pandemic levels
- **58%** of global experts expect a rebound for international travel in 2022, while **64%** see international arrivals returning to 2019 levels in 2024 or later
- The pandemic inspired **83%** of global travelers to make sustainable travel a priority in the future

*"2022 is going to be a very positive year. I've said multiple times, with [the] reopening of international travel, we have every piece of the demand segment now that we need to put the pieces of the puzzle back together for a full recovery."* – STR President Amanda Hite

LODGING INDUSTRY FORECASTS			
	2022 STR Forecast	2023 STR Forecast	2024 STR Forecast
Occupancy	63.8%	66.1%	66.8%
Average Daily Rate	\$134	\$140	\$146
Revenue Per Available Room	\$86	\$92	\$97

U.S. Travel Association and Tourism Economics | Bureau of Labor Statistics | Expedia | AMRGT Global | World Travel & Tourism Council | IATA | Global Business Travel Association | Business Travel News | United Nations World Tourism Organization | STR. © 2022 CoStar Group



# WHY WE MEASURE

## LOCAL OUTLOOK

EXPERIENCE SCOTTSDALE AND THE CITY OF SCOTTSDALE COMMISSION RESEARCH AND REPORTS FROM MARKET LEADERS IN BENCHMARKING, DATA ANALYSIS AND ECONOMIC IMPACT. Data shows that the Scottsdale market area has continued rebounding from the COVID-19 pandemic, with promotions helping move the needle in a positive direction.

### WHY WE MEASURE: INDUSTRY IMPACT

INFORMATION BASED ON 2020 VISITATION



**8.2 million** domestic and international visitors generated an economic impact of **\$2 billion**



Visitor-paid tax dollars accounted for **15%** of the city's privilege tax collections



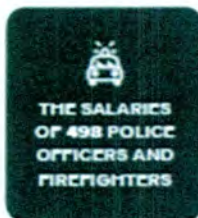
**15,602** jobs were directly attributable to Scottsdale's tourism industry

### WHY WE MEASURE: ORGANIZATIONAL IMPACT

On average, Experience Scottsdale's annual direct economic impact to the community is **\$247 million.**

Experience Scottsdale's tourism promotions directly generate an average of **\$31.4 million** in annual state and local tax revenue.

THIS REVENUE SUPPORTS ESSENTIAL PUBLIC SERVICES AND IS ENOUGH MONEY TO PAY FOR:



OR



OR



OR



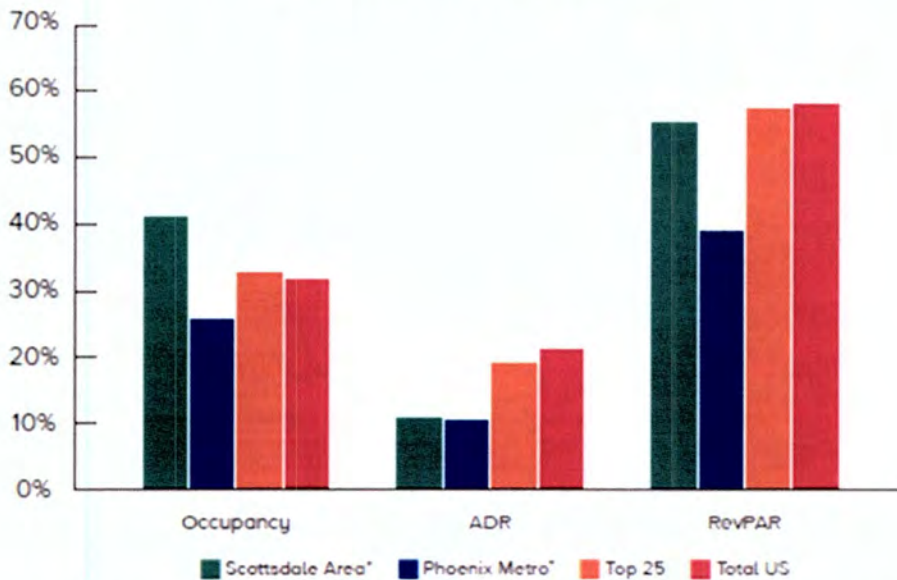
Without these travel-generated revenues, each Scottsdale household would have to pay an average of **\$307** more in state and local taxes every year to maintain the same level of services.

City of Scottsdale Applied Economics 2020 Visitor Statistics | Tourism Economics and Longwoods International Organizational Impact Study. Information based on 2019 impact and inflation.

WHY WE MEASURE: **LODGING PERFORMANCE**

SCOTTSDALE VS. OTHER U.S. MARKETS				
2021 (January – December)				
	Scottsdale Area*	Phoenix Metro*	Top 25 Markets	Total U.S.
Occupancy	66.6%	63.0%	66.8%	67.7%
Average Daily Rate	\$227.13	\$128.17	\$196.29	\$124.68
Revenue Per Available Room	\$128.24	\$80.73	\$77.44	\$71.88

SCOTTSDALE VS. OTHER U.S. MARKETS  
Percent Change – 2021 vs. 2020

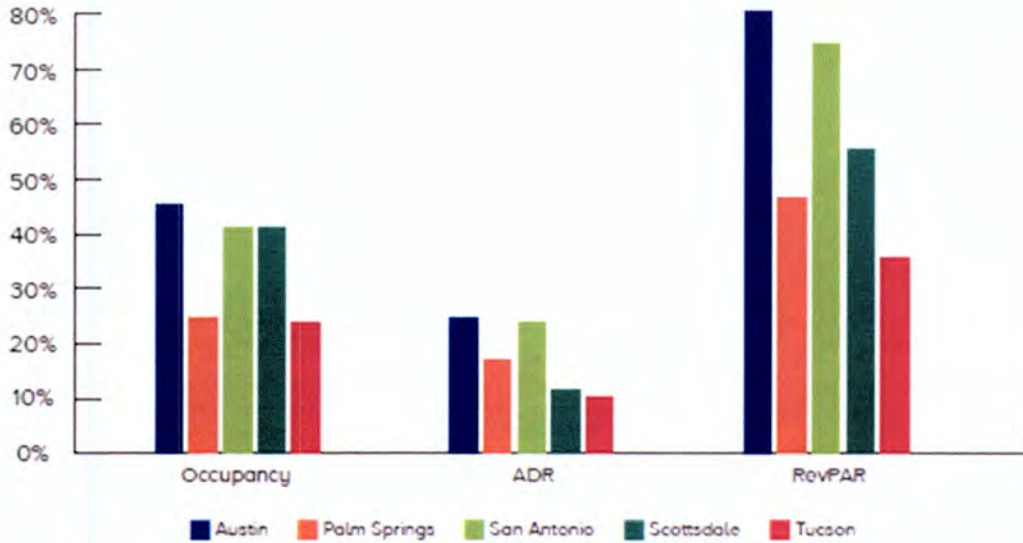


\*Includes all hotels in Experience Scottsdale's membership, including properties in Scottsdale, Paradise Valley, Salt River Pima-Maricopa Indian Community, and a few in Phoenix

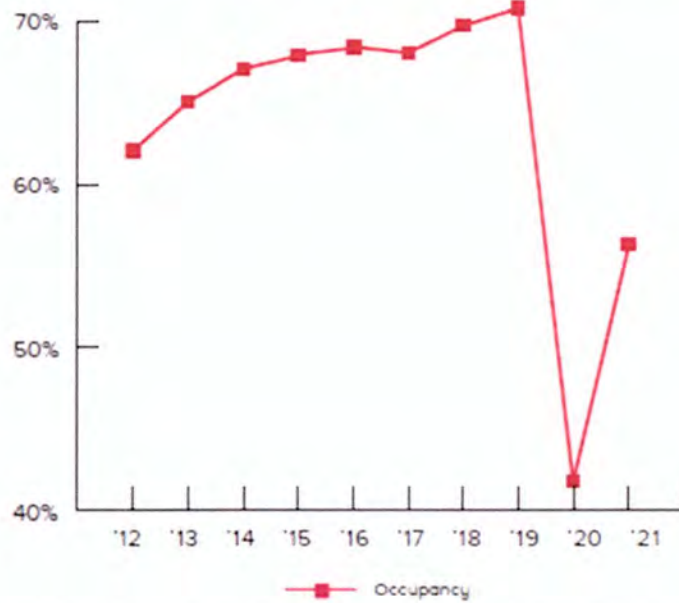
\*Includes Scottsdale area

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**SCOTTSDALE VS. WARM WEATHER COMPETITORS**  
 Percent Change – 2021 vs. 2020

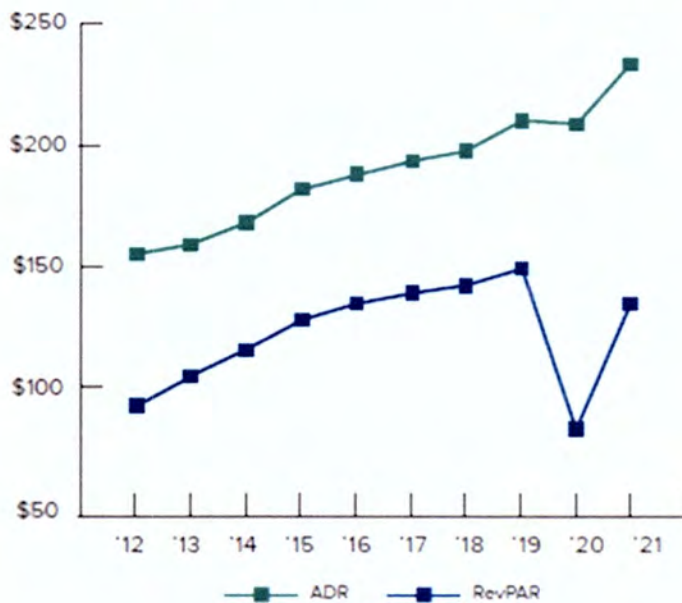


**10-YEAR SCOTTSDALE AREA TOURISM INDUSTRY MEASUREMENTS**



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10-YEAR SCOTTSDALE AREA TOURISM INDUSTRY MEASUREMENTS



WHY WE MEASURE: **LODGING FORECAST**

In 2022, Scottsdale-area hotels and resorts are projected to experience growth in occupancy, average daily rate (ADR) and revenue per available room (RevPAR). Actual ADR and RevPAR are forecasted to be much higher than years past.

SCOTTSDALE LODGING FORECASTS	
Occupancy	66.0% (+16.3%)
Average Daily Rate	\$274.66 (+17.6%)
Revenue Per Available Room	\$178.69 (+36.4%)

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# THANK YOU

## EXPERIENCE SCOTTSDALE'S BOARD OF DIRECTORS

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*Macerich*

\*Joe Iturri, Vice Chair  
*The Saguaro Scottsdale*

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*Rainbow Ryders Hot Air  
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+\*Rachel Sacco  
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\*Mike Surguine  
*Sanctuary on Camelback Mountain,  
A Gurney's Resort & Spa*

+City Manager Jim Thompson  
*City of Scottsdale*

Dr. Gerd Wuestemann  
*Scottsdale Arts*

\*Executive Committee Member  
\*Ex-officio Member

## EXPERIENCE SCOTTSDALE'S MEMBERS AND COMMUNITY PARTNERS





### 2022-23 Media Schedule

*This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.*

#### **JULY 2022**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Summer Campaign Advertising

#### **AUGUST 2022**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Summer Campaign Advertising

#### **SEPTEMBER 2022**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Hopper.com Advertising
- Summer Campaign Advertising
- Scottsdale Republic
- AFAR – Sep/Oct
- Elite Traveler
- Meetings Advertising - digital

#### **OCTOBER 2022**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Hopper.com Advertising
- Food & Wine
- Travel + Leisure
- Golf Digest
- Los Angeles Television – Oct/Nov
- Chicago Television – Oct/Nov
- New York Television – Oct/Nov

**NOVEMBER 2022**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Food & Wine
- Travel + Leisure
- Holiday Campaign Advertising

**DECEMBER 2022**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Holiday Campaign Advertising
- Independent Newspapers
- Elite Traveler Magazine

**JANUARY 2023**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Scottsdale Republic
- AFAR – Jan/Feb
- Golf Digest – Jan/Feb
- AOT Visitors Guide
- Meetings Advertising - digital

**FEBRUARY 2023**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Food & Wine
- Scottsdale Republic
- Travel + Leisure
- Canada Television - Feb/Mar
- Canada Television Traffic sponsorship – Feb/Mar
- Canada Weather Channel – Feb/Mar
- New York Television - Feb/Mar
- Chicago Television – Feb/Mar
- Los Angeles – Feb/Mar
- Denver Television – Feb/Mar
- Minneapolis Television – Feb/Mar
- Seattle Television – Feb/Mar
- Dallas Television – Feb/Mar
- Houston Television – Feb/Mar
- Chicago out-of-home – Feb/Mar
- New York out-of-home – Feb/Mar

**MARCH 2023**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Hopper.com Advertising

**APRIL 2023**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Meetings Advertising - digital

**MAY 2023**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Summer Campaign Advertising
- Scottsdale Progress

**JUNE 2023**

- Pay-Per-Click Advertising
- Social Media Advertising
- YouTube.com Advertising
- Summer Campaign Advertising





## 2022-23 Communications Program of Work

*This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.*

*(\*open to member participation)*

### JULY 2022

#### **\*It's that Hot! – Summer Paid Storytelling**

The past few years, the communications team has been partnering with bloggers and other influencers on paid storytelling. We will host media visits and work with content creators who know the destination to refresh their content and encourage their audiences to consider Scottsdale when they are ready to travel.

- Participation Cost: Donated services
- Estimated Media Attendance: 1-2 North American content creators
- Location: Scottsdale, AZ
- Experience Scottsdale Contact: Emily Lawrence at [elawrence@experiencescottsdale.com](mailto:elawrence@experiencescottsdale.com) or 480-424-1958

#### **\*Arizona Governor's Conference on Tourism "GCOT" – July 13-15, 2022**

The annual Arizona Governor's Conference on Tourism provides the state's tourism stakeholders the opportunity to network with peers, learn from expert panelists, draw inspiration from keynote speaker, and celebrate our industry's accomplishments.

- Participation Cost: Donated services
- Participation Cost: Varies with sponsorship <http://azgcot.com/>
- Location: JW Marriott Camelback Inn, Scottsdale, AZ
- AOT Contact: Alena Hicks at [ahicks@tourism.az.gov](mailto:ahicks@tourism.az.gov)

### AUGUST 2022

### SEPTEMBER 2022

#### **Seattle Media Mission**

Experience Scottsdale will conduct media appointments with key editors and freelance writers to pitch Scottsdale story ideas and keep the destination top-of-mind with travel, culinary and lifestyle journalists. Washington continues to be in the top 10 states for visitation.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: 10 Seattle-area journalists
- Location: Seattle, WA
- Experience Scottsdale Contact: Emily Lawrence at [elawrence@experiencescottsdale.com](mailto:elawrence@experiencescottsdale.com) or 480-424-1958

**Denver Media Mission with Visit Phoenix – TBD**

Experience Scottsdale will partner with Visit Phoenix to host a series of small gatherings and appointments with Denver-area media. This event will give Experience Scottsdale the opportunity to present Scottsdale news and story ideas to media in this key feeder market. While Denver is a small media market, according to recent Datafy reports, it ranks sixth for domestic feeder cities to Scottsdale and ranks third for luxury hotel customers. Increased direct flights from Denver to Phoenix, Colorado Rockies spring training at the Salt River Fields at Talking Stick, and Experience Scottsdale's targeted marketing in the region have led to a steady increase in Denver-area visitation to Scottsdale. It is also particularly important to lure these visitors as their cold fall and winter seasons approach.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: 12-15 Denver-area journalists
- Location: Denver, CO
- Experience Scottsdale Contact: Christina Dickson at [cdickson@experiencescottsdale.com](mailto:cdickson@experiencescottsdale.com) or 480-889-2709

**Travel Classics West – September 22-25**

Travel Classics West is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. This conference attracts top-notch editors from publications such as *Travel + Leisure*, *Conde Nast Traveler*, *Food & Wine*, *AFAR* and more. Travel Classics West alternates annually between Scottsdale, Arizona and another western destination in North America.

- Participation Cost: Varies per sponsorship; participation limited to event sponsors. Visit [www.travelclassics.com/conferences](http://www.travelclassics.com/conferences) or contact Maren Rudolph at [maren@travelclassics.com](mailto:maren@travelclassics.com) or 914-591-4503 for sponsorship opportunities.
- Estimated Media Attendance/Interaction: 18-20 top editors and 45 freelance writers
- Location: Grand Hyatt Vail, CO
- Experience Scottsdale Contact: Laura McMurchie at [lmcmurchie@experiencescottsdale.com](mailto:lmcmurchie@experiencescottsdale.com) or 480-429-2253

**OCTOBER 2022**

**New York City Mission – Week of Oct. 10**

Experience Scottsdale will conduct media appointments with key editors and freelance writers to pitch Scottsdale story ideas and keep the destination top-of-mind with travel, culinary and lifestyle journalists. Working with The Brandman Agency, Experience Scottsdale will foster existing media relationships as well as tap into new contacts. New York is the media hub of the U.S. and Scottsdale's top revenue generating market.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: 20 New York-area journalists
- Location: New York, New York
- Experience Scottsdale Contact: Christina Dickson at [cdickson@experiencescottsdale.com](mailto:cdickson@experiencescottsdale.com) or 480-889-2709

**\*UK Group Press Trip – Oct. 13-18**

Experience Scottsdale will host magazine and newspaper travel media from the UK market to share the best of Scottsdale, including resorts, restaurants and attractions.

- Participation Cost: Donated Services
- Estimated Media Attendance/Interaction: 6 UK/Irish journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Laura McMurchie at [lmcmurchie@experiencescottsdale.com](mailto:lmcmurchie@experiencescottsdale.com) or 480-429-2253

**Toronto + Montreal Media Mission – Oct. 24-28**

Experience Scottsdale will coordinate a series of small media functions and meetings with key editors and freelance writers to pitch Scottsdale story ideas to travel, culinary and lifestyle journalists. Despite more air lift from cities in Canada's Western provinces, Toronto remains Scottsdale's top city of origin and top city for spend and Montreal continues to gain strength.

- Participation Cost: NA
- Estimated Media Attendance/Interaction: approximately 20
- Location: Toronto, Ontario and Montreal, Quebec, Canada
- Experience Scottsdale Contact: Laura McMurchie at [lmcmurchie@experiencescottsdale.com](mailto:lmcmurchie@experiencescottsdale.com) or 480-429-2253

**NOVEMBER 2022**

**Chicago Media Mission – TBD early November**

Experience Scottsdale's communications team will conduct one-on-one meetings and small events to connect with Chicago-area media. Chicago is an important market for Scottsdale, particularly in our peak season when rates are at a premium. Chicago consistently ranks in the top three DMAs in both visitation and revenue for Scottsdale and according to recent Datafy data, ranks in the top 10 for both luxury and upper moderate hotel customers.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: 12-15 Chicago-area journalists
- Location: Chicago, IL
- Experience Scottsdale Contact: Christina Dickson at [cdickson@experiencescottsdale.com](mailto:cdickson@experiencescottsdale.com) or 480-889-2709

**\*Art in the Desert: Canal Convergence FAM(s) – Individual or Small Group Press Trips**

Experience Scottsdale will craft an experience around the importance of art in Scottsdale. The trip will focus on everything from hotels with art galleries to the galleries of Old Town themselves, as well as Scottsdale Public Art and UNESCO World Heritage Site Taliesin West. Itineraries will include a celebration of 10 years for water + art + light at Canal Convergence, a free, large-scale public art event, taking place each evening from Friday, Nov. 4, through Sunday, Nov. 13.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 2-4 North American journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Emily Lawrence at [elawrence@experiencescottsdale.com](mailto:elawrence@experiencescottsdale.com) or 480-424-1958

**\*Canadian Group Press Trip – TBD (over Canal Convergence)**

Experience Scottsdale will host magazine and newspaper travel media from the Canadian market to share the best of Scottsdale, including resorts, restaurants and attractions.

- Participation Cost: Donated Services
- Estimated Media Attendance/Interaction: 6 Canadian journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Laura McMurchie at [lmcmurchie@experiencescottsdale.com](mailto:lmcmurchie@experiencescottsdale.com) or 480-429-2253

**\*Scottsdale for the Holidays Paid Storytelling – November/December**

Introduce new content creators to Scottsdale to encourage their audiences to consider a desert holiday when the weather is perfect, and the resorts are dressed in holiday cheer. This strategic partnership will bolster seasonal values messaging and include both blog and social content.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 1-3 North American content creators
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Christina Dickson at [cdickson@experiencescottsdale.com](mailto:cdickson@experiencescottsdale.com) or 480-889-2709

**DECEMBER 2022**

**\*Golf Group Press Trip - The Art of the Course - TBD**

Experience Scottsdale will host key golf journalists for an architecture-focused group press trip, highlighting the course architects.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 4 North American journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Emily Lawrence at [elawrence@experiencescottsdale.com](mailto:elawrence@experiencescottsdale.com) or 480-424-1958

**\*Scottsdale Showcase – Early December**

Each year, Experience Scottsdale conducts missions in top media markets with the hope these face-to-face pitch meetings will result in confirmed assignments for magazines, newspapers and online publications. In 2020-21, Experience Scottsdale will offer travel and lifestyle writers exclusive, experiential pitches – but instead of bringing Scottsdale to them, we'll bring them to Scottsdale. Experience Scottsdale will flip the media mission model by inviting California writers to a two-day media showcase. Rather than hear about Scottsdale from behind their desks, journalists will enjoy Scottsdale's hospitality firsthand and become acquainted with the depth and breadth of the destination's offerings during a trade show in Scottsdale, meeting with a variety of members to learn about the latest news and amenities.

- Participation Cost: TBD
- Estimated Media Attendance/Interaction: Approximately 40 journalists from Scottsdale's top DMAs
- Location: Scottsdale, Arizona
- Experience Scottsdale Contact: Christina Dickson at [cdickson@experiencescottsdale.com](mailto:cdickson@experiencescottsdale.com) or 480-889-2709

**\*20th Annual Golf Media Classic – Dec. 4-7**

Experience Scottsdale will sponsor golf writer/personality Bill Huffman's golf media event and play host to approximately 70 golf journalists and 14 spouses. Featured Scottsdale partners include Troon North, Grayhawk and the Waste Management Phoenix Open.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 70 writers
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Emily Lawrence at [elawrence@experiencescottsdale.com](mailto:elawrence@experiencescottsdale.com) or 480-424-1958. To participate, contact: Bill Huffman at [bhuffman777@gmail.com](mailto:bhuffman777@gmail.com).

**JANUARY 2023**

**TravMedia International Media Marketplace (IMM) – Jan. 25-26**

Scottsdale will meet with top editors and freelancers in pre-scheduled one-on-one-appointments to share news at this two-day networking and relationship-building event.

- Estimated Media Attendance/Interaction: 24 North American journalists
- Location: New York, New York
- Experience Scottsdale Contact: Emily Lawrence at [elawrence@experiencescottsdale.com](mailto:elawrence@experiencescottsdale.com) or 480-424-1958

**AOT Mexico Trade and Media Mission – TBD**

Experience Scottsdale will participate in a series of AOT-organized meetings in Mexico City and Guadalajara, to educate media about Arizona's world-class tourism amenities.

- Participation Cost: \$2,500
- Location: Mexico City and Guadalajara
- Experience Scottsdale Contact: Laura McMurchie at [lmcmurchie@experiencescottsdale.com](mailto:lmcmurchie@experiencescottsdale.com) or 480-429-2253

**\*German Group Press Trip – Old West Meets New West – TBD**

Experience Scottsdale will host magazine and newspaper travel media from the German-speaking markets to share the best of Scottsdale, including resorts, restaurants and attractions.

- Participation Cost: Donated Services
- Estimated Media Attendance/Interaction: 3-5 German-speaking journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Christina Dickson at [cdickson@experiencescottsdale.com](mailto:cdickson@experiencescottsdale.com) or 480-889-2709

**FEBRUARY 2023**

Super Bowl LVII – Feb. 13

**Los Angeles + San Diego Media Mission – TBD**

Experience Scottsdale will conduct media appointments with key editors and freelance writers to pitch Scottsdale story ideas and keep the destination top-of-mind with travel, culinary and lifestyle journalists. Working with The Brandman Agency, Experience Scottsdale will foster existing media relationships as well as tap into new contacts. Los Angeles and San Diego are important media markets and top visitation markets for Scottsdale.

- Participation Cost: N/A

- Estimated Media Attendance/Interaction: 20 Los Angeles and San Diego-area journalists
- Location: Los Angeles and San Diego, CA
- Experience Scottsdale Contact: Christina Dickson at [cdickson@experiencescottsdale.com](mailto:cdickson@experiencescottsdale.com) or 480-889-2709

### **MARCH 2023**

#### **IMM Berlin TravMedia Day – March 7**

IMM TravMedia is a self-registering event. IMM is established as the industry's leading event for the media to meet travel and tourism brands. Exhibitors each enjoy a dedicated branded table where they can meet top travel journalists, editors and broadcasters to discuss their news, events and developments. As a single-day networking and relationship-building opportunity for journalists and travel & tourism brands, IMM is unrivaled. Visit <https://travmedia.com/immgermany> for more info.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: Approx. 25 German-speaking journalists
- Location: Berlin, Germany
- Experience Scottsdale Contact: Christina Dickson at [cdickson@experiencescottsdale.com](mailto:cdickson@experiencescottsdale.com) or 480-889-2709

#### **ITB Trade Show Germany – March 8-10**

Experience Scottsdale's German-speaking rep will attend the International Tourismus Borse (ITB), an annual trade show that involves more than 50,000 tourism professionals from around the world, including travel agents, tour operators and media. Pre-scheduled appointments are arranged through Arizona's German representative. North America is the primary markets for visitation to Arizona; however, the long-haul markets listed above are important visitors in key periods such as spring, holidays and summer. In addition, overseas visitors tend to stay longer and spend more money than North American visitors.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: Approx. 40 German-speaking journalists
- Location: Berlin, Germany
- Experience Scottsdale Contact: Christina Dickson at [cdickson@experiencescottsdale.com](mailto:cdickson@experiencescottsdale.com) or 480-889-2709

#### **\*Ditch Day FAM(s) – Individual or Small Group**

The Communications team will host a few short-lead media, bloggers and influencers to experience the ease of a quick Scottsdale getaway during Scottsdale's idyllic spring seasons for a one-night stay in Scottsdale.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 2-4 LA or San Francisco-based journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Emily Lawrence at [elawrence@experiencescottsdale.com](mailto:elawrence@experiencescottsdale.com) or 480-424-1958

**APRIL 2023**

**Dallas Media Mission – TBD**

Experience Scottsdale will conduct media appointments with key editors and freelance writers to pitch Scottsdale story ideas and keep the destination top-of-mind with travel, culinary and lifestyle journalists. Dallas-Fort Worth DMA is a sizeable media market and an important one for Scottsdale, as it ranks within the top five markets in visitation and revenue. According to recent Datafy data, Dallas also ranks among the top 10 cities for the luxury and upper moderate categories.

- Participation Cost: TBD
- Estimated Media Attendance/Interaction: 20 Dallas-area journalists
- Location: Dallas, TX
- Experience Scottsdale Contact: Christina Dickson at [cdickson@experiencescottsdale.com](mailto:cdickson@experiencescottsdale.com) or 480-889-2709

**MAY 2023**

**US Travel Association's IPW San Antonio, TX – May 20-24**

IPW, organized by the US Travel Association, is the premier international trade show in the US attracting nearly 1,200 international tour operators and 250 travel journalists from more than 70 countries each year. Experience Scottsdale will meet with journalists at the Media Marketplace, which is typically held on the first day of the show, as well as in additional meetings on the trade show floor and at off-site venues. Experience Scottsdale will also coordinate custom itineraries for individual press trips before and after the show.

- Participation Cost: N/S
- Estimated Media Attendance/Interaction: 250 Domestic and International Media
- Location: San Antonio, TX
- Experience Scottsdale contact: Laura McMurchie at [lmcmurchie@experiencescottsdale.com](mailto:lmcmurchie@experiencescottsdale.com) or 480-429-2253

**UK Media Mission – TBD**

Experience Scottsdale will conduct a media mission in London focusing on editorial meetings with key UK freelance writers and editors. The United Kingdom is one of Arizona's top overseas market for visitation. British Airways recently expanded service on the London Heathrow flight into Phoenix Sky Harbor International Airport.

- Participation Cost: N/A
- Estimated Media Attendance/Interaction: Approximately 15 UK journalists
- Location: London, England
- Experience Scottsdale Contact: Laura McMurchie at [lmcmurchie@experiencescottsdale.com](mailto:lmcmurchie@experiencescottsdale.com) or 480-429-2253

**Travel Classics International – TBD**

Travel Classics International is a premier travel writer conference that allows freelance travel writers the opportunity to meet with the industry's top editors. There is a low writer-to-editor ratio and pre-scheduled appointments, which gives the writers ample opportunities to have one-on-one time with the editors. This conference attracts top-notch editors from publications such as *Travel + Leisure*, *Conde Nast Traveler*, *Food & Wine*, *AFAR* and more. Travel Classics West alternates annually between Scottsdale, Arizona and another western destination in North America.

- Participation Cost: Sponsorships vary

- Estimated Media Attendance/Interaction: Approximately 18 editors and 45 freelance writers
- Location: Ireland
- Experience Scottsdale Contact: Laura McMurchie at [lmcmurchie@experiencescottsdale.com](mailto:lmcmurchie@experiencescottsdale.com) or 480-429-2253

**\*Spring Meeting Planner FAM – TBD**

The Communications team will work with the Convention Sales team to host 1-3 meetings journalists as part of this meeting planner familiarization tour. This FAM trip gives media the opportunity to discover Scottsdale's meeting venues and amenities as well as to interact with their readers, the meeting planners.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 1-3 journalists covering the meetings market
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Christina Dickson at [cdickson@experiencescottsdale.com](mailto:cdickson@experiencescottsdale.com) or 480-889-2709

**\*It's That Hot – Summer in Scottsdale FAM(s) and Paid Storytelling**

The Communications team will host a few short-haul market journalists with short lead times or content creators to experience the quality, quantity and value of Scottsdale's summer offers and publish before June 30, 2021.

- Participation Cost: Donated services
- Estimated Media Attendance/Interaction: 2-4 North American journalists
- Location: Scottsdale, Ariz.
- Experience Scottsdale Contact: Emily Lawrence at [elawrence@experiencescottsdale.com](mailto:elawrence@experiencescottsdale.com) or 480-424-1958

**Western Canada Media Mission (Calgary/Vancouver/Edmonton) – TBD**

- Experience Scottsdale Contact: Laura McMurchie at [lmcmurchie@experiencescottsdale.com](mailto:lmcmurchie@experiencescottsdale.com) or 480-429-2253

**JUNE 2023**





## 2022-23 Tourism Program of Work

*This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.*

### JULY 2022

#### ASTA Fiesta in the Desert – July 15-16

This event welcomes advisors and suppliers from all over the US to attend this annual tradeshow and conference. The weekend includes roundtable discussions and an interactive tradeshow component where suppliers have the opportunity to meet face to face with likeminded advisors.

- Participation Cost: \$375 (to register, visit [www.azasta.org](http://www.azasta.org))
- Location: Scottsdale, AZ
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

#### Arizona Governor's Conference on Tourism – July 13-15

This conference provides a forum for professionals from destination marketing organizations, tour operators, attractions, airlines, accommodations, and other hospitality related organizations to review marketing strategies and critical issues facing the Arizona tourism industry.

- Participation Cost: \$650 (to register, visit [www.azgcot.com](http://www.azgcot.com))
- Location: Scottsdale, AZ
- Contact: Emily Wininger at [ewininger@experiencescottsdale.com](mailto:ewininger@experiencescottsdale.com) or 480-889-2705

#### GTM Flagship Marketplace – July 28-31

Global Travel Flagship Marketplace (GMT Flagship) is an elite appointment-only event that connects the most influential travel advisors in North America with global travel suppliers in face-to-face meetings as well as boardroom sessions.

- Participation Costs: \$6000 (to register: [www.gtmflagship.com](http://www.gtmflagship.com))
- Location: Ft. Lauderdale, FL
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

### AUGUST 2022

#### Connect Travel RTO International Marketplace – August 8-10

Connect Travel RTO International Marketplace is an international travel show that combines the right timing for product development in a unique format that creates an efficient and effective environment to expedite the sales process and close business along with a robust educational track to inspire and inform industry leaders in a rapidly evolving global market.

- Participation Cost: \$3,950 (to register: <https://www.connectmeetings.events/event.cfm?id=3407>)
- Location: Detroit, MI
- Contact: Emily Wininger at [ewininger@experiencescottsdale.com](mailto:ewininger@experiencescottsdale.com) or 480-889-2705

**Virtuoso Travel Week – August 13-19**

Virtuoso Travel Week is the ultimate annual global luxury travel event. Exclusive to the Virtuoso network, it features an entire week of personal one-on-one appointments with luxury travel advisors, extensive professional development opportunities, and a celebration of the world's top luxury travel network.

- Participation Cost: (invitation only)
- Location: Las Vegas, NV
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

**SEPTEMBER 2022**

**ILTM North America Trade Show – Sept. 19-22**

ILTM North America is an invitation-only event, where the very best travel agents and advisors from across the USA, Canada and Mexico meet the world's very best luxury travel experiences via pre-scheduled appointments.

- Participation Costs: \$10,000 (plus travel expenses) (register at [www.iltm.com](http://www.iltm.com))
- Location: Riviera Maya, Mexico
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

**Brand USA Global Marketplace's Travel Week Europe – Sept. 26-29**

Experience Scottsdale will participate in Brand USA's tourism trade show, Travel Week Europe, for the United Kingdom and European. The event will consist of B2B meetings and will showcase the very best the United States has to offer in an engaging, unique, and interactive environment. This dedicated U.S. event will be at the forefront of what is next in the travel space, providing partners the opportunity to promote their product to UK, Ireland, and European hosted buyers.

- Participation Cost: \$7,500 (plus travel expenses)
- Location: Frankfurt, Germany
- Contact: Emily Wininger at [ewininger@experiencescottsdale.com](mailto:ewininger@experiencescottsdale.com) or 480-889-2705

**OCTOBER 2022**

**TravelBrands Roadshow & Canadian Sales Mission – Oct. 3-7**

Experience Scottsdale will travel to Canada to conduct sales calls and host a client event for top tour operators and travel advisors. This mission will give participating members the chance to present their company's information to travel agents in this important feeder market. In addition to the sales mission Experience Scottsdale will be participating in the TravelBrands Roadshow taking place in Toronto (10/4) and Montreal (10/6).

- Participation Cost: \$850 (plus travel expenses)/ \$200 brochure distribution only – space is limited  
Travel Brands Roadshow Cost: \$2500
- Location: Canada
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

**East Coast Travel Advisor Sales Mission – Oct. 17-21**

Experience Scottsdale will travel to the New York tri-state area to conduct sales calls with top producing travel advisors. This mission will provide participating members the opportunity to present their company information to clients in this important feeder market.

- Participation Cost: \$850 (plus travel expenses) / \$150 brochure distribution only
- Location: TBD
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

**NBAA Annual Conference – Oct. 18-20**

Experience Scottsdale teams up with the Scottsdale Airport to promote the destination for corporate and leisure travel. NBAA is a diverse group of entrepreneurs and organizations located around the United States and makes up the majority of America's business aviation fleet. Scottsdale will host a 40'x40' booth with a Barrett Jackson Collector Car as the centerpiece.

- Participation Cost: \$200 brochure distribution only
- Location: Orlando, FL
- Contact: Emily Wininger at [ewininger@experiencescottsdale.com](mailto:ewininger@experiencescottsdale.com) or 480-889-2705

**NOVEMBER 2022**

**International Scottsdale Showcase – TBD**

Experience Scottsdale will host a virtual tradeshow for international tour operators for member participation. This three-day event will consist of one-on-one appointments and training opportunities.

- Participation Cost: \$150 (participation only)
- Location: Virtual
- Contact: Emily Wininger at [ewininger@experiencescottsdale.com](mailto:ewininger@experiencescottsdale.com) or 480-889-2705

**Las Vegas and Los Angeles Receptive Sales Mission – TBD**

The Experience Scottsdale tourism team will conduct sales calls to receptive tour operators in Las Vegas. These high-volume clients are responsible for sending thousands of visitors to Scottsdale from all international markets.

- Participation Cost: \$100 brochure distribution only
- Location: Las Vegas, NV and Los Angeles, CA
- Contact: Emily Wininger at [ewininger@experiencescottsdale.com](mailto:ewininger@experiencescottsdale.com) or 480-889-2705

**Mid-West Travel Advisor Sales Mission – Nov. 14-18**

Experience Scottsdale will travel to Minneapolis & Chicago to conduct sales calls and host client events with top producing travel advisors. This mission will provide participating members the opportunity to present their company information to clients in this important feeder market.

- Participation Cost: \$650 (plus travel expenses) / \$150 brochure distribution only
- Location: Minneapolis & Chicago
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

**DECEMBER 2022**

**ILTM Europe Trade Show – Dec. 5-8**

Experience Scottsdale will exhibit at ILTM Europe part of ILTM's World Tour, a hybrid show designed specifically for a highly targeted, highly qualified cohort within the luxury travel industry in the Europe, Middle East and Africa regions.

- Participation Cost: \$11,893 (register online [www.iltm.com](http://www.iltm.com))
- Location: Cannes, France
- Contact: Emily Wininger at [ewininger@experiencescottsdale.com](mailto:ewininger@experiencescottsdale.com) or 480-889-2705

### JANUARY 2023

#### Texas Sales Mission – TBD

Experience Scottsdale will travel to Dallas, Austin and Houston for a sales mission. This effort will give participating members the chance to present their company information to travel agents in this important feeder market.

- Participation Cost: \$850 (plus travel expenses) – \$150 brochure distribution only
- Location: Dallas, Austin & Houston, Texas
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

### FEBRUARY 2023

#### Go West Summit – Feb. 27 – March 2

Go West Summit provides a unique business setting structured specifically to give Western U.S. suppliers the chance to promote their product to tour operators from around the world and receptive operators from the United States. This show consists of two days of one-on-one appointments, tourism industry seminars and networking sessions.

- Participation Cost: \$2495 (register online [www.GoWestSummit.com](http://www.GoWestSummit.com))
- Location: Anchorage, AK
- Contact: Emily Winger at [ewinger@experiencescottsdale.com](mailto:ewinger@experiencescottsdale.com) or 480-889-2705

### MARCH 2023

#### Unite Visit USA – TBD

Experience Scottsdale will participate in Unite Visit USA. This 'one-stop-shop' event brings together UK based tour operators to hold pre-booked one-to-one meetings with tourist boards, airlines, hoteliers, attractions, tour providers, cruise and rail companies from throughout the United States in one place.

- Participation Cost: \$675 (plus travel expenses) / \$200 brochure distribution only
- Location: London, UK
- Contact: Emily Winger at [ewinger@experiencescottsdale.com](mailto:ewinger@experiencescottsdale.com) or 480-889-2705

#### United Kingdom Sales Mission – TBD

Experience Scottsdale will conduct tour operator sales calls and destination product trainings in the UK. Members are invited to join in this sales effort and meet face-to-face with key accounts in the UK.

- Participation Cost: \$1000 (plus travel expenses) / \$200 brochure distribution only
- Location: Edinburgh, Scotland; Manchester, England; Chester, England; and London, United Kingdom
- Contact: Emily Winger at [ewinger@experiencescottsdale.com](mailto:ewinger@experiencescottsdale.com) or 480-889-2705

### APRIL 2023

#### Southern California Sales Mission – TBD

Experience Scottsdale will travel to Southern California to conduct sales calls with travel advisors in this key markets. This mission will provide participating members the opportunity to present their company's information to clients in this important market.

- Participation Cost: \$600 (plus travel expenses) / \$150 brochure distribution only
- Location: TBD
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

**MAST Annual Conference & Tradeshow – TBD**

Experience Scottsdale will participate in this four-day event that gives suppliers a one-of-a-kind opportunity to network with qualified travel agency owners from the mid-west. Participants will have the opportunity to showcase their destination on the trade show floor, reserve face-to-face meetings with top producers and attend networking events throughout the week.

- Participation Cost: \$1800 (plus travel expenses)
- Location: TBD
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

**MAY 2023**

**German Sales Mission – TBD**

Experience Scottsdale will conduct tour operator sales calls and destination product trainings in Germany. Members are invited to join the in this sales mission and meet face-to-face with key accounts in Germany.

- Participation Cost: \$1000 (plus travel expenses) / \$200 brochure distribution only
- Location: Hamburg, Hannover, Frankfurt, Munich, Germany
- Contact: Emily Winingler at [ewiningler@experiencescottsdale.com](mailto:ewiningler@experiencescottsdale.com) or 480-889-2705

**GTM West – TBD**

Global Travel Marketplace West (GTM West) is an elite appointment-only event that connects the most influential travel advisors in North America with global travel suppliers in face-to-face meetings as well as boardroom sessions.

- Participation Costs: \$5500 (to register: [www.gtmflagship.com](http://www.gtmflagship.com))
- Location: TBD
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

**Scottsdale Local Travel Professional Event – TBD**

Experience Scottsdale will hold a local client tradeshow. This trade show/agent training day is a great way to educate and refresh local Arizona agents on our Scottsdale hotel and attractions product.

- Participation Costs: \$75 local event (includes table for trade show) / \$50 brochure distribution only
- Location: Scottsdale, Ariz.
- Contact: Nicole Krekeler at [nkrekeler@experiencescottsdale.com](mailto:nkrekeler@experiencescottsdale.com) or 480-949-2161

**June 2023**

**U.S. Travel Association IPW Trade Show – June 21-24**

IPW is the largest and most important international trade show held in the United States. Experience Scottsdale will have pre-scheduled appointments with top international and domestic tour operators from Asia, Australia, Canada, France, Italy, Germany, Latin America, Mexico and United Kingdom.

Experience Scottsdale will have a booth and invite members to participate.

- Participation Cost: \$3000 (plus travel expenses) – space is limited
- Location: San Antonio, Tex.
- Contact: Emily Winingler at [ewiningler@experiencescottsdale.com](mailto:ewiningler@experiencescottsdale.com) or 480-889-2705



### 2022-23 Convention Sales Program of Work

*This plan is subject to change. Experience Scottsdale maintains the right to cancel or reschedule programs at any time.*

#### JULY 2022

#### AUGUST 2022

- Connect Marketplace Trade Show, & Sports Market Focus Group (Detroit)
- Maritz NEXT & Global Events Partner Meeting (Tampa)
- MPI Educon Trade Show
- Canadian Virtual Event

#### SEPTEMBER 2022

- Pharma Forum, Northeast Focus Group, and Multi-DMO Client Event (Boston)
- Prestige Trade Show (Minneapolis & Phoenix)
- Connect West
- Local Meeting Planner Familiarization Tour
- Sales Calls (Michigan)

#### OCTOBER 2022

- IMEX America Trade Show (Las Vegas)
- GPS Events (Denver, Phoenix & Salt Lake City)
- Sales Calls (Salt Lake City)
- Sales Mission, Client Event & Focus Group (Pittsburgh & Philadelphia)

#### NOVEMBER 2022

- FICP Annual Meeting (Boston)
- HPN Partner Meeting (Denver)
- INTER[action] AmEx Supplier Showcase (Houston)
- GPS Events (Kansas City & St. Louis)
- Prestige Trade Show (San Jose)
- Fall Meeting Planner Familiarization Tour

#### DECEMBER 2022

- SITE Southeast Education Summit (Louisville)
- Conference Direct CEO Summit
- Connect Trade Show & Focus Group (Washington D.C.)
- GPS Events (Portland & Seattle)
- Maritz Familiarization Tour

- Sales Calls (New York & Connecticut)
- Local Multi-DMO Meeting Planner Holiday Event
- HPN Virtual Event

**JANUARY 2023**

- PCMA Convening Leaders Trade Show
- FICP Winter Symposium Trade Show
- Fiesta Bowl Sports Familiarization Tour

**FEBRUARY 2023**

- Sales Mission & Client Event (Minnesota)
- Sales Mission (Rocky Mountains)
- Sales Calls (Texas)

**MARCH 2023**

- Destination Showcase (Washington D.C.)
- MPI-NCC Annual Conference & Expo
- Retreat Resources Southeast
- Client Event (San Francisco)

**APRIL 2023**

- Prestige Annual Meeting
- Cvent Connect Trade Show
- Conference Direct Annual Partner Meeting
- Elite Meetings Trade Show
- Customer Advisory Board Meeting
- Sales Calls (Chicago)
- Sales Mission, Client Event, Focus Group (Toronto)
- Sales Calls (Rhode Island & Massachusetts)
- Client Event (Washington D.C.)

**MAY 2023**

- HelmsBriscoe Trade Show
- Sports ETA (Kansas City)
- Northstar Meetings Incentive Trade Show
- Sensational Familiarization Tour
- Local Meetings & Travel Professionals Trade Show

**JUNE 2023**

- MPI-WEC Trade Show
- PCMA Educon
- FEA Trade Show
- Retreat Resources (Florida)
- FICP Summer Symposium
- Local Meetings Familiarization Tour
- Client Events (Orange County & San Diego)



## 2022-23 Performance Standards

*Experience Scottsdale will use 2022-23 to set a baseline for these performance measures as several have not been tracked or reported on previously.*

Experience Scottsdale's mission is to enhance the local community by promoting the Scottsdale area as a luxury destination for meetings, events, and leisure travel. While Experience Scottsdale is a membership-based organization, our marketing and promotional efforts aim to provide our visitors with the most relevant destination-wide content to inspire them to consider Scottsdale.

Experience Scottsdale's performance standards are determined for the subsequent year by both Experience Scottsdale and the city's contract administrator based on multiple factors, including the organization's overall budget (including revenue changes from all sources), our prior year performance, priority areas where revenue will be deployed in the coming year, economic and business cycles, and the capacity of our staff and resources. We aim to exceed these measures each year by setting higher requirements for individual staff performance to provide the city with the greatest return on investment possible.

Some performance standards are based on Experience Scottsdale's overall outcomes for the Scottsdale market area, which means all businesses located in Scottsdale and its surrounding areas that are part of Experience Scottsdale's membership, including members located in other communities. Other performance standards are for businesses, entities, and areas within Scottsdale city limits only. These are indicated as such.

**CONTRACT RECITAL:** Establish the City of Scottsdale as a year-round luxury leisure and meetings travel destination by providing effective destination marketing to attract and generate visitor-related economic activity.

**DESTINATION MARKETING ACTIVITY:** Marketing. Experience Scottsdale shall position Scottsdale as a luxury world-class vacation, meetings and group travel destination by using a variety of methods as determined by Experience Scottsdale in its reasonable discretion, but which may include print, radio, TV, digital and online advertising; website; publications; emails; social media, event marketing; and visitor services.

**PERFORMANCE STANDARDS:**

- Number of website user sessions: 2,851,926
- Number of website pageviews: 5,103,189



- Number of printed/downloaded/flip book official visitor guide requests: 18,500
- Number of printed/downloaded/flip book requests for Old Town-specific maps and guides: 43,000
- Number of opened emails: 450,000

**CONTRACT RECITAL:** Provide relevant visitor information and a quality visitor experience to increase visitor volume, length of stay and visitor spending for the City of Scottsdale and the Scottsdale market area.

**DESTINATION MARKETING ACTIVITY:** Visitor Services. Experience Scottsdale shall provide relevant visitor information and a quality visitor experience by using a variety of methods as noted under Marketing, as well as visitor services to respond in a timely manner, make information readily available, and provide destination information to visitors, regardless of whether the information provided pertains to a business that is a member of Experience Scottsdale.

**PERFORMANCE STANDARD:**

- Number of chats: 4,000

**CONTRACT RECITAL:** Garner positive national and international publicity for the City of Scottsdale and the Scottsdale market area as a luxury travel and meetings destination to develop awareness and generate national and international exposure to the City of Scottsdale.

**DESTINATION MARKETING ACTIVITY:** Communications. Experience Scottsdale shall garner national and international positive publicity for Scottsdale as a premier travel and meetings destination in print, broadcast, online and social mediums through building relationships with media, pitching stories ideas, attending media missions and trade shows, hosting media familiarization tours, and offering photos and videos for media use.

**PERFORMANCE STANDARDS:**

- Number of media placements about the Scottsdale market area: 1,200
- Number of media placements that include entities within Scottsdale city limits: 780

*The number of media placements that include entities within Scottsdale city limits will only include articles that mention a specific Scottsdale business, attraction, event, or entity, including mention of the McDowell Sonoran Preserve and Old Town. Articles that include or even highlight Scottsdale, but do not name specific entities within the city, are not included in the second performance standard, but are accounted for in the first. These articles often include high-value TV segments, accolades for the city, and other critical brand recognition media placements.*

**CONTRACT RECITAL:** Provide destination education about the City of Scottsdale and the Scottsdale market area to travel trade professionals to generate overnight visitors, visitor spending and economic impact for the City through booking group and individual leisure travel.

**DESTINATION MARKETING ACTIVITY:** Tourism. Experience Scottsdale shall provide destination education to travel trade professionals to help them best capture the Scottsdale experience for their clients and to ensure that Scottsdale stands out as a unique destination in travel company product inventories throughout the world through generating leads, building relationships with clients, attending trade shows and sales missions, hosting familiarization tours and site inspections, conducting product training seminars, creating trade cooperative marketing campaigns, and providing materials and services to clients.

**PERFORMANCE STANDARDS:**

- Number of domestic and international travel trade leads and services for Scottsdale market area businesses: 1,500
- Number of travel trade accounts with activity (client reach) for Scottsdale market area businesses: 3,000
- As a subset of the above, number of travel trade professionals trained about Scottsdale specifically via product training seminars: 800

**CONTRACT RECITAL:** Provide destination education about the City of Scottsdale and the Scottsdale market area to meeting and event planners to generate overnight visitors, visitor spending and economic impact for the City of Scottsdale by working in partnership with the City and Scottsdale area hotels, privately owned facilities, and City-owned event venues, including WestWorld, Scottsdale Stadium, and Scottsdale Sports Complex, to influence bookings of meetings and events.

**DESTINATION MARKETING ACTIVITY:** Convention Sales & Services. Experience Scottsdale shall provide destination education to meeting and event planners and assist with securing space and services for meetings and events through generating leads, building relationships with clients, attending trade shows and sales missions, hosting familiarization tours and site inspections, and providing materials and services to clients.

**PERFORMANCE STANDARDS:**

- Number of convention sales leads for Scottsdale market area properties: 1,680
- Number of convention sales leads for properties within Scottsdale city limits: 1,428
- Number of meetings booked into Scottsdale market area properties: 420
- Number of meetings booked into properties within Scottsdale city limits: 210
- Number of estimated room nights from meetings booked into Scottsdale market area properties: 96,000

- Number of estimated room nights from meetings booked into properties within Scottsdale city limits: 38,400

*Most meetings booked into the Scottsdale market area come from corporate and association meetings, which typically request luxury and upper-moderate accommodations with ample meeting space, full-service food and beverage, and in-house audio/visual. Smaller social and sports groups, which make up a lesser portion of Scottsdale market area meetings, will consider moderate accommodations as their meeting space, food and beverage, and audio/visual needs are not as extensive. Prior to the pandemic, the average group size was 325 room nights. A total of 47% of all luxury and upper-moderate properties represented in the Scottsdale market area by Experience Scottsdale are within Scottsdale city limits. These properties account for 47% of rooms and 46% of meeting space in the Scottsdale market area. A total of 11 properties in the Scottsdale market area have more than 300 room nights; four of these properties are in Scottsdale.*

**CONTRACT RECITAL:** Assist the City in the City's efforts to promote Old Town as a key destination within the City of Scottsdale.

**DESTINATION MARKETING ACTIVITY:** Old Town Promotions. Experience Scottsdale will assist the City in its efforts to promote Old Town as a key destination within Scottsdale by incorporating Old Town into its programming, including marketing, communications, and tourism and convention sales activities.

**PERFORMANCE STANDARDS:**

- Percent of communications, tourism and convention sales clients who visit Old Town as part of group and individual familiarization tours: 70%

**CONTRACT RECITAL:** Guide, educate and support tourism-related businesses located within the City, regardless of whether the business is a member of Experience Scottsdale, to generate visitor-related revenue and economic activity.

**DESTINATION MARKETING ACTIVITY:** Local Business Support and Services. Experience Scottsdale shall guide, educate, and support tourism-related businesses located within the City, regardless of whether the business is a member of Experience Scottsdale, to generate visitor-related revenue and economic activity by using a variety of methods as determined by Experience Scottsdale in its reasonable discretion to provide appropriate access and exposure to the travel and tourism marketplace, which may include partnership opportunities, meetings and events, research, and industry news.

**PERFORMANCE STANDARDS:**

- Number of registered attendees (excluding Experience Scottsdale and city staff) at Experience Scottsdale-hosted tourism meetings and networking events: 750

**Hospitality and Promotional Agreement  
Scottsdale Convention & Visitors Bureau and Fiesta Bowl**

THIS AGREEMENT is made and entered into this 28th day of August, 2006, by and between the Scottsdale Convention & Visitors Bureau, Inc., an Arizona non-profit corporation ("SCVB"), and Fiesta Events, Inc. (d.b.a. Fiesta Bowl), an Arizona non-profit corporation ("Fiesta Bowl").

WITNESSETH

A. The Fiesta Bowl and the Scottsdale community have had a long, mutually beneficial relationship. Fiesta Bowl teams have stayed in Scottsdale resorts and practiced at Scottsdale-area facilities for the past two decades.

B. SCVB and Fiesta Bowl desire to enter into an Agreement whereby both Fiesta Bowl football teams will lodge and practice in the Scottsdale area for the next twenty (20) Fiesta Bowl games beginning in January 2007. SCVB and Fiesta Bowl desire to enter into an Agreement whereby both football teams that participate in the next five (5) Bowl Championship Series (or commensurate governing body's) National Championship games staged in Maricopa County, Arizona will lodge and practice in the Scottsdale area at any time these games occur beginning in January 2007. SCVB and Fiesta Bowl desire to enter into an Agreement whereby one Insight Bowl football team will lodge and practice in the Scottsdale area for at least the next four (4) Insight Bowl games beginning in December 2006. Lodging for Fiesta Bowl and National Championship teams must meet Bowl Championship Series' (or commensurate governing body's) customary standards with teams assigned to resorts as outlined in Section 1.1 of this Agreement. The teams include the traveling party representing the participating teams, including all university athletes, coaches and officials representing the football teams.

C. This Agreement is intended to benefit SCVB and the City of Scottsdale, an Arizona municipal corporation ("City") by promoting Scottsdale and tourism in Scottsdale during the Fiesta Bowl and at other times.

NOW THEREFORE, in consideration of the mutual promises and obligations set forth herein, the parties hereto agree as follows:

1. **HOSTING.** Fiesta Bowl shall do the following during the entire term of this agreement:

1.1 Fiesta Bowl shall cause both Fiesta Bowl and both National Championship teams to lodge during the majority of their visit to Arizona in resorts that pay bed tax to City or to the Town of Paradise Valley. Fiesta Bowl shall also cause one Insight Bowl team to lodge during the majority of their visit to Arizona in a resort that pays bed tax to City or to the Town of Paradise Valley for the next four Insight Bowl games beginning in December 2006. Should Fiesta Bowl not be able to secure lodging for both Fiesta Bowl and both National Championship teams in City or Town of Paradise Valley resorts that

meets Bowl Championship Series' (or commensurate governing body's) customary standards, Fiesta Bowl shall have the right to locate one Fiesta Bowl team per year or one National Championship team per year in years when a National Championship game is staged in Maricopa County, Arizona, in a SCVB-member resort that does not pay bed tax to City or Town of Paradise Valley. Fiesta Bowl is required to exhaust all possibilities for lodging within resorts that pay bed tax to City or Town of Paradise Valley prior to consideration of SCVB-member resorts that do not pay bed tax to City or Town of Paradise Valley. Should Fiesta Bowl cause a Fiesta Bowl or National Championship team to lodge in a SCVB-member resort that does not pay bed tax to City or Town of Paradise Valley, Fiesta Bowl, in that year, shall cause a minimum of one additional Fiesta Bowl group as defined in Section 1.4 to lodge for the majority of their visit to Arizona in a hotel or resort that pays bed tax to City or to the Town of Paradise Valley.

1.2 Fiesta Bowl shall cause both Fiesta Bowl and both National Championship teams to conduct the majority of their practices, scrimmages and rehearsals at facilities within City and/or in facilities near City that are mutually agreeable between SCVB and Fiesta Bowl. Fiesta Bowl shall also cause one Insight Bowl team to conduct the majority of their practices, scrimmages and rehearsals at facilities within City and/or in facilities near City that are mutually agreeable between SCVB and Fiesta Bowl for the next four (4) Insight Bowl football games beginning in December 2006. City and SCVB agree to not unreasonably withhold approval of practice sites necessary to provide the best service possible to Fiesta Bowl, National Championship and Insight Bowl teams.

1.3 Fiesta Bowl shall be responsible for securing and renting its Scottsdale and Scottsdale area practice facilities. No additional funds or reimbursement for practice facilities' renovations or maintenance will be provided by SCVB or City.

1.4 Fiesta Bowl shall cause a minimum of five (5) Fiesta Bowl or Insight Bowl-related groups per year representing a minimum of 2,000 hotel or resort room nights per year to lodge during the majority of their visit to Arizona in resorts that pay bed tax to City or to the Town of Paradise Valley. A minimum of three (3) of these groups per year, representing a minimum of 1,200 hotel or resort room nights per year, must be affiliated with the Fiesta Bowl, instead of the Insight Bowl. In those years that Fiesta Bowl stages a National Championship game in Maricopa County, Arizona, Fiesta Bowl shall also cause a minimum of five (5) National Championship-related groups per year representing a minimum of 2,000 hotel or resort room nights per year, to lodge during the majority of their visit to Arizona in resorts that pay bed tax to City or to the Town of Paradise Valley. As outlined in Section 1.1, should Fiesta Bowl cause a Fiesta Bowl or National Championship team to lodge in a SCVB-member resort that does not pay bed tax to City or Town of Paradise Valley, Fiesta Bowl, in that year, shall cause a minimum of one additional Fiesta Bowl or National Championship, not Insight Bowl, group representing a minimum of 400 hotel or resort room nights to lodge for the majority of their visit to Arizona in a hotel or resort that pays bed tax to City or to the Town of Paradise Valley. For purposes of this paragraph, a group consists of a block of hotel or resort room nights documented by Fiesta Bowl and consumed by media, university alumni associations, university tour operator groups, university bands, corporate and sponsor groups,

television networks, Bowl Championship Series (or commensurate governing body) or conference officials, who travel to Maricopa County, Arizona for the primary purpose of attending or participating in the Fiesta Bowl, National Championship or Insight Bowl games. Fiesta Bowl, National Championship and Insight Bowl teams are excluded from this definition of a group and are addressed separately in this Agreement. For purposes of this paragraph, a room night is one hotel or resort room consumed for one night.

**2. PROMOTION.** Fiesta Bowl shall provide to SCVB and City the following promotional benefits during the entire term of this agreement:

2.1 SCVB shall be the exclusive convention and visitors bureau and hotel reservations service listed and/or promoted by Fiesta Bowl for the Fiesta Bowl and National Championship games.

2.2 Fiesta Bowl shall promote within all Fiesta Bowl promotional and collateral materials, and any National Championship game promotional and collateral materials produced by Fiesta Bowl, the SCVB's website address for an accommodations-booking page located on [www.experiencescottsdale.com](http://www.experiencescottsdale.com).

2.3 Fiesta Bowl shall refer all Fiesta Bowl and National Championship game customers, including callers and e-mail inquiries, seeking accommodations information to the accommodations-booking page on [www.experiencescottsdale.com](http://www.experiencescottsdale.com).

2.4 Fiesta Bowl shall provide a prominent link from the home page of its website to SCVB's accommodations-booking page on [www.experiencescottsdale.com](http://www.experiencescottsdale.com).

2.5 Fiesta Bowl shall promote the accommodations-booking page on [www.experiencescottsdale.com](http://www.experiencescottsdale.com) to all incoming Fiesta Bowl and National Championship game groups, such as alumni associations, booster groups, dignitaries and fans.

2.6 Fiesta Bowl shall grant SCVB power to appoint one representative to be part of any committee that involves communicating/meeting with Fiesta Bowl and National Championship game groups regarding game-related accommodations. Fiesta Bowl or Insight Bowl officials shall remain the sole point of contact for discussions with bowls' football teams, the Bowl Championship Series, Bowl Championship Series' conferences and television networks for lodging arrangements.

2.7 Fiesta Bowl shall allow SCVB to take part in any promotional trips scheduled by Fiesta Bowl to the markets of the participating or proposed participating teams for Fiesta Bowl and the National Championship game. SCVB will pay for all of its expenses related to these trips.

2.8 Fiesta Bowl shall cause SCVB to receive a minimum of five (5) public address announcements during each Fiesta Bowl and each National Championship football game. The Fiesta Bowl and SCVB shall mutually agree as to the content of these messages.

2.9 Fiesta Bowl shall provide to SCVB two (2) 30-second video board spots during each Fiesta Bowl football game and during each National Championship game.

2.10 Fiesta Bowl shall provide to SCVB one (1) full-page advertisement in all official Fiesta Bowl and Insight Bowl football game programs, Fiesta Bowl Entertainment Guides and National Championship football game programs.

2.11 Fiesta Bowl shall prominently list "City of Scottsdale" and "Scottsdale Convention & Visitors Bureau" on the sponsor recognition page in the Fiesta Bowl game program, and in any other Fiesta Bowl and National Championship game publications, websites, and collateral materials where Fiesta Bowl sponsors are listed or recognized.

**3. HOSPITALITY.** Fiesta Bowl shall provide to SCVB the following hospitality benefits during each year of this Agreement, which SCVB shall use to entertain meeting and travel planner clients, and also as fulfillment for Fiesta Bowl-related consumer promotions established to generate Scottsdale visitor inquiries:

3.1 One (1) in-stadium suite with a minimum of 20 tickets for that suite to each Fiesta Bowl football game and each National Championship football game for sole use by SCVB. SCVB shall be responsible for all food and beverage expenses incurred for this suite.

3.2 Thirty (30) tickets to each Fiesta Bowl football game and National Championship football game. All of the tickets will be located in the best available "non suite" category of seating.

3.3 Fifty (50) tickets to each Fiesta Bowl's "College Football's Biggest Party" or equivalent pre-game party celebration for each Fiesta Bowl football game and National Championship football game.

3.4 Eight (8) tickets to each Fiesta Bowl Pre-Game Party or equivalent event for each Fiesta Bowl football game and National Championship football game.

3.5 Eight (8) parking passes to each Fiesta Bowl football game and National Championship football game.

3.6 Eight (8) game tickets to each Insight Bowl.

3.7 Two (2) parking passes to each Insight Bowl.

3.8 Four (4) tickets to each Fiesta Bowl Ball.

3.9 SCVB and City agree that no Fiesta Bowl, Insight Bowl or National Championship game tickets, suites, passes or advertising may be sold or resold by either SCVB or City to any outside person or agency.

**4. FIESTA BOWL BENEFITS.** SCVB shall provide to Fiesta Bowl the following benefits during each year of this Agreement.

4.1 SCVB shall cause City to provide Scottsdale police escorts to and from daily practices and to and from all Fiesta Bowl, Insight Bowl and National Championship football games to all teams that stay in hotels or resorts that pay bed tax to City or to the Town of Paradise Valley. The police escorts will be provided at no charge to Fiesta Bowl or the applicable teams or universities.

4.2 SCVB shall cause City to designate a Scottsdale police department representative to inform and assist Fiesta Bowl, Insight Bowl and National Championship game teams staying in Scottsdale with matters of public safety and security regarding the teams' respective stays in City.

4.3 SCVB shall aid Fiesta Bowl annually, upon request, with locating practice facilities within City for use by Fiesta Bowl, Insight Bowl and National Championship teams during their stays at SCVB-member resorts.

4.4 SCVB shall aid Fiesta Bowl annually, upon request, with securing room blocks and rates at Scottsdale and Paradise Valley resorts at or under guideline rates set by the Bowl Championship Series (or commensurate governing body) for Fiesta Bowl, Insight Bowl and National Championship game teams.

4.5 SCVB shall secure annually for Fiesta Bowl's use a block of 250 room nights at resorts that pay bed tax to City or Town of Paradise Valley that can be used by Fiesta Bowl throughout the year. Fiesta Bowl will pay a substantially-discounted rate for these room nights, the exact rate to be paid by Fiesta Bowl for these room nights will be mutually agreeable to Fiesta Bowl and SCVB. Fiesta Bowl will not be required to utilize these room nights unless needed by and acceptable to Fiesta Bowl.

4.6 SCVB shall feature Fiesta Bowl and National Championship games within SCVB's destination marketing materials, including its web site ([www.scottsdalecvb.com](http://www.scottsdalecvb.com)) with a link to Fiesta Bowl's web site.



4.7 SCVB shall pay Fiesta Bowl as follows for the hosting, promotional, and hospitality benefits outlined in this Agreement.

**Fiesta Bowl Games**

1<sup>st</sup> Game--\$210,000  
One Time--\$500,000  
2<sup>nd</sup> Game--\$218,400  
3<sup>rd</sup> Game--\$227,136  
4<sup>th</sup> Game--\$236,221  
5<sup>th</sup> Game--\$245,670  
6<sup>th</sup> Game--\$255,497  
7<sup>th</sup> Game--\$265,717  
8<sup>th</sup> Game--\$276,346  
9<sup>th</sup> Game--\$287,400  
10<sup>th</sup> Game--\$298,896  
11<sup>th</sup> Game--\$310,852  
12<sup>th</sup> Game--\$323,286  
13<sup>th</sup> Game--\$336,217  
14<sup>th</sup> Game--\$349,666  
15<sup>th</sup> Game--\$363,653  
16<sup>th</sup> Game--\$378,199  
17<sup>th</sup> Game--\$393,327  
18<sup>th</sup> Game--\$409,060  
19<sup>th</sup> Game--\$425,422  
20<sup>th</sup> Game--\$442,439

**National Championship Games**

1<sup>st</sup> Championship Game--\$210,000  
2<sup>nd</sup> Championship Game--\$245,670  
3<sup>rd</sup> Championship Game--\$287,400  
4<sup>th</sup> Championship Game--\$336,217  
5<sup>th</sup> Championship Game--\$393,327

Grand Total Cash after twenty (20) Fiesta Bowl Games, twenty (20) Insight Bowl Games, and five (5) National Championship Games: \$8,226,018

In-Kind Police Services for twenty (20) Fiesta Bowl Games, twenty (20) Insight Bowl Games, and five (5) National Championship Games: \$300,000

4.8 Should the Bowl Championship Series (or commensurate governing body) adjust its model for the hosting of championship games to an arrangement where the National Championship game is played within the Fiesta Bowl game, Fiesta Bowl will receive its regularly-scheduled payment for that Fiesta Bowl game, plus an additional \$50,000 from SCVB per National Championship game played within the Fiesta Bowl game. No other separate or additional National Championship game payments will be made for National Championship games played within Fiesta Bowl games.

**5. PAYMENT SCHEDULE.** Fiesta Bowl shall deliver to SCVB on or before October 1, 2006 an invoice for a one-time \$500,000 payment indicating payment is due on or before November 1, 2006. Fiesta Bowl shall deliver to SCVB on or before October 1 and January 1 of each year—beginning October 1, 2006—a payment request for 50 percent of the cash amount due to Fiesta Bowl for that fiscal year, based on the payment amounts

listed in Section 4.7 of this Agreement. Payments will be due to Fiesta Bowl no later than November 1 and February 1 for each game.

**6. TERM AND EXTENSION.** The term of this Agreement shall begin August 2006 and expire the earlier of August 31, 2030, or the date that 20 Fiesta Bowl football games, 20 Insight Bowl football games, and five National Championship football games have been played.

**7. GAME INTERRUPTION.** The parties believe that the Fiesta Bowl and the Insight Bowl will be played in Maricopa County, Arizona every year and that the National Championship Game will be played every fourth year in Maricopa County, Arizona beginning in January 2007. Should any of these regularly-scheduled football games not be played in Maricopa County, Arizona, during any year of this Agreement, SCVB shall not be obligated to provide Fiesta Bowl with any payment or other performance for that year for that football game and Fiesta Bowl shall not be obligated to provide SCVB with any of the promotion, hospitality benefits or other performance for that year for that football game. The game payments shall be made in the order and in the amounts listed in paragraph 4.7. For example, if the National Championship Game is not played in Maricopa County, Arizona in 2015, then 1) no payment shall be made for the National Championship Game in 2015; 2) the amount of the next National Championship Game payment shall be the amount that would have been paid in 2015 had the National Championship Game been played in 2015; and 3) the amount of each subsequent National Championship Game payment shall be the next unpaid National Championship Game payment amount listed in paragraph 4.7. For another example, if the Fiesta Bowl Game is not played in Maricopa County, Arizona in 2007, then 1) no payment shall be made for the Fiesta Bowl Game in 2007; 2) the amount of the next Fiesta Bowl Game payment shall be the amount that would have been paid in 2007 had the Fiesta Bowl Game been played in 2007; and 3) the amount of each subsequent Fiesta Bowl Game payment shall be the next unpaid Fiesta Bowl Game payment amount listed in paragraph 4.7. For purposes of this paragraph, the annual non-championship payment shall be allocated 90 percent to the Fiesta Bowl Game and 10 percent to the Insight Bowl Game. The one-time \$500,000 payment is payable regardless of game cancellation. All other provisions of this Agreement shall remain in effect.

**8. SCVB TERMINATION.** Should City terminate its contract for Convention & Visitors Bureau services with the SCVB during the term of this Agreement and funds are not appropriated by City to continue its contract with SCVB, SCVB may terminate this Agreement. SCVB agrees to give thirty (30) days written notice to Fiesta Bowl regarding its intent to terminate this Agreement should City terminate its contract for Convention & Visitors Bureau services with SCVB.

**9. THIRD PARTY BENEFICIARY.** City is not a party to this Agreement, but is a third party beneficiary to this Agreement. Any termination or modification of this Agreement shall require City's formal prior written consent.

10. **ENTIRE AGREEMENT.** This Agreement constitutes the entire understanding of the parties and supersedes all previous representations, written or oral, with respect to the services specified herein. This Agreement may not be modified or amended except by a written document, signed by authorized representatives of each party.

11. **ARIZONA LAW.** This Agreement shall be governed and interpreted according to the laws of the State of Arizona.

12. **ASSIGNMENT.** Services covered by this Agreement shall not be assigned or sublet in whole or in part without the prior written consent of the other party.

13. **SUCCESSORS AND ASSIGNS.** This Agreement shall extend to and be binding upon both parties, its successors and assigns, including any individual, company, partnership, or other entity with or into which either party shall merge, consolidate, or be liquidated, or any person, corporation, partnership, or other entity to which either party shall sell its assets.

14. **ATTORNEY'S FEES.** In the event either party (or City) brings any action for any relief, declaratory or otherwise, arising out of this Agreement, or on account of any breach or default hereof, the prevailing party (or City) shall be entitled to receive from the other party reasonable attorney's fees and reasonable costs and expenses, determined by the court sitting without a jury, which shall be deemed to have accrued on the commencement of such action and shall be enforceable whether or not such action is prosecuted to judgment. Should either party (or City) believe any breach or default has occurred, it shall notify the other party (and City) in writing as to the nature of the dispute. The parties will have a 30-day period, upon receipt of notice, to remedy the breach or default. An independent mediator or arbitrator, as agreed upon by both parties (and City), shall be used, prior to either party taking legal action, to settle any such disputes.

15. **INDEPENDENT CONTRACTOR.** The relationship between SCVB and Fiesta Bowl shall be that of independent contractors for purposes including tax law purposes and engagement law purposes and not that of employer-employee, principal-agent, partners, joint ventures, or otherwise.

16. **NOTICES.** All notices or demands required to be given pursuant to the terms of this Agreement shall be given to the other party in writing, delivered by hand or registered or certified mail, with a copy to City, at the addresses set forth below, or to such other address as the parties may substitute by written notice given in the manner prescribed in this paragraph.

In the case of Fiesta Bowl:  
Fiesta Events, Inc.  
7135 East Camelback Road, Suite 290  
Scottsdale, AZ 85251

With a copy to:  
Snell & Wilmer L.L.P.  
One Arizona Center  
400 East Van Buren  
Phoenix, AZ 85004-2202  
Attention: Craig K. Williams, Esq.

In the case of Scottsdale Convention & Visitors Bureau:  
Scottsdale Convention & Visitors Bureau  
Galleria Corporate Centre  
4343 N. Scottsdale Rd., Suite 170  
Scottsdale, AZ 85251

In the case of City:  
Attention: Tourism Development Manager  
City of Scottsdale  
7447 E. Indian School Road, Suite 200  
Scottsdale, AZ 85251

Notices shall be deemed received on date delivered if delivered by hand and on the delivery date indicated on receipt if delivered by certified or registered mail.

17. **CAPTIONS**. The captions used in this Agreement are solely for the convenience of the parties, do not constitute a part of this Agreement, and are not to be used to construe or interpret this Agreement.

18. **SEVERABILITY**. If any term or provision of this Agreement shall be found to be illegal or unenforceable, then notwithstanding such illegality or unenforceability, this Agreement shall remain in full force and effect and such term or provision shall be deemed to be deleted.

19. **AUTHORITY**. Each party hereby warrants and represents that it has full power and authority to enter into and perform this Agreement, and that the person signing on behalf of each has been properly authorized and empowered to enter into this Agreement. Each party further acknowledges that it has read this Agreement, understands it, and agrees to be bound by it.

20. **PUBLICITY**. Except as may be required by law or any governmental authority, or to obtain any consents or approvals required by this Agreement, the parties hereto shall not, without the consent of the other party, make any public disclosure of the existence of this Agreement, the parties hereto, the terms hereof or any other matter related hereto.

**21. INTELLECTUAL PROPERTY.** Each party hereby grants the other party a non-exclusive license to use the trademarks, trade names and related intellectual property rights related to the promotion requirement and obligations under this Agreement; provided, however, prior to the use of any such trademarks, trade names, logos or intellectual property rights, both parties shall mutually agree on the use of any and all such property rights so as to maintain the integrity and goodwill of the parties to this Agreement. Notwithstanding anything contained herein, neither party shall have any ownership rights in the other party's trademarks, trade names, logos or other intellectual property rights.

[SIGNATURE PAGE FOLLOWS]

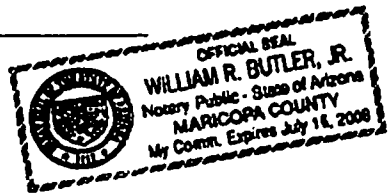
IN WITNESS WHEREOF, SCVB and Fiesta Bowl have hereunto subscribed their names as of the date first above stated.

SCOTTSDALE CONVENTION & VISITORS BUREAU, INC.

By: *Rachel R. Sacco*  
Rachel R. Sacco, President & CEO

Subscribed and sworn to before me this 28 day of August, 2006 to certify which witness my hand and seal of office.

*William R. Butler, Jr.*  
NOTARY PUBLIC

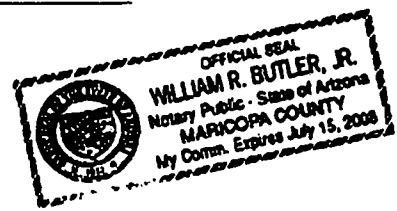


FIESTA EVENTS, INC.

By: *John Junker*  
John Junker, President & CEO

Subscribed and sworn to before me this 28th day of August, 2006 to certify which witness my hand and seal of office.

*William R. Butler, Jr.*  
NOTARY PUBLIC



Experience Scottsdale  
Budget

	FY 2020-21* Actuals (Cash Basis)	FY 2021-22* Proposed Budget	FY 2021-22* Reforecasted Budget	FY 2022-23 Proposed Budget Negotiated Fee (45% Bed Tax)
<b>BEGINNING CASH BALANCES</b>				
<b>Operating Accounts</b>				
Checking & Savings Accounts	1,866,899	3,664,720	3,664,720	2,983,028
<b>TOTAL Operating Accounts</b>	<b>1,866,899</b>	<b>3,664,720</b>	<b>3,664,720</b>	<b>2,983,028</b>
<b>Board-Designated Accounts**</b>				
Private-Sector Reserve	694,882	694,882	694,882	694,882
Public-Sector Reserve*	-	-	-	703,102
Super Bowl Fund	250,000	250,000	250,000	250,000
Opportunity Fund	472,102	197,102	197,102	762,102
Technology Fund	116,578	116,578	116,578	116,578
<b>TOTAL Board-Designated Accounts</b>	<b>1,633,682</b>	<b>1,268,682</b>	<b>1,268,682</b>	<b>2,629,884</b>
<b>TOTAL Beginning Cash</b>	<b>3,400,461</b>	<b>4,923,282</b>	<b>4,923,282</b>	<b>5,509,632</b>
<b>REVENUE</b>				
<b>City of Scottsdale (per contract)</b>				
Forecasted Bed-Tax Collections	7,423,605	10,818,615	10,818,615	11,250,000
Balance of Bed-Tax Collections	-	1,179,454	1,471,594	-
Fiesta Bowl Pass-Through	163,644	189,100	189,100	196,664
<b>TOTAL City of Scottsdale</b>	<b>7,687,249</b>	<b>12,187,179</b>	<b>12,479,309</b>	<b>11,446,664</b>
<b>Town of Paradise Valley (per contract)</b>				
Forecasted Bed-Tax Collections	900,000	900,000	900,000	2,026,000
Balance of Bed-Tax Collections	-	-	459,004	1,094,500
<b>TOTAL Town of Paradise Valley</b>	<b>900,000</b>	<b>900,000</b>	<b>1,359,004</b>	<b>3,110,500</b>
<b>Other Revenue</b>				
State of Arizona (per Prop. 302)	1,152,304	1,227,203	2,294,521	2,200,000
PPP Loan	75,000	-	-	-
Salt River Pima-Maricopa Indian Community	-	-	75,000	75,000
Visit Arizona Initiative Grant (per Gov. Ducey)	-	-	499,647	-
Membership Dues & Participation Fees	551,786	450,000	560,300	400,000
<b>TOTAL Other Revenue</b>	<b>2,674,889</b>	<b>1,677,203</b>	<b>3,429,468</b>	<b>2,675,000</b>
<b>TOTAL Revenue</b>	<b>11,062,118</b>	<b>14,764,382</b>	<b>17,267,801</b>	<b>17,232,164</b>
<b>EXPENSES</b>				
<b>Departments / Programs</b>				
Marketing	3,043,859	5,876,591	8,134,839	7,910,836
Marketing - Fiesta Bowl, City Pass-Through	163,644	189,100	189,100	196,664
Marketing - Fiesta Bowl, Experience Scottsdale	163,644	189,100	189,100	196,664
Marketing - Super Bowl	-	-	-	250,000
Communications	353,511	560,000	600,000	680,000
Tourism	181,629	285,000	440,000	385,000
Convention Sales & Services	452,496	825,636	995,000	1,200,000
Community & Government Affairs	106,037	235,000	240,000	130,000
Membership & Destination Development	8,917	20,000	20,000	25,000
<b>TOTAL Departments / Programs</b>	<b>4,612,737</b>	<b>8,280,427</b>	<b>10,808,939</b>	<b>10,874,164</b>
<b>Operational/Administration</b>				
	881,416	1,200,000	1,000,000	873,000
<b>Personnel</b>				
Salaries	3,312,693	3,945,336	3,945,336	4,625,000
Taxes	228,578	263,016	263,016	300,000
Benefits	603,873	685,000	665,000	710,000
<b>TOTAL Personnel</b>	<b>4,144,144</b>	<b>4,893,362</b>	<b>4,873,362</b>	<b>5,635,000</b>
<b>TOTAL Expenses</b>	<b>9,539,297</b>	<b>14,373,779</b>	<b>16,681,391</b>	<b>17,482,164</b>
<b>Net</b>	<b>1,522,821</b>	<b>390,603</b>	<b>586,410</b>	<b>(250,000)</b>
<b>ENDING CASH BALANCES</b>				
<b>Operating Accounts</b>				
Checking & Savings Accounts	3,664,720	3,362,221	2,983,028	2,983,028
<b>TOTAL Operating Accounts</b>	<b>3,664,720</b>	<b>3,362,221</b>	<b>2,983,028</b>	<b>2,983,028</b>
<b>Board-Designated Accounts**</b>				
Private-Sector Reserve	694,882	694,882	694,882	694,882
Public-Sector Reserve*	-	703,102	703,102	703,102
Super Bowl Fund	250,000	250,000	250,000	-
Opportunity Fund	197,102	197,102	197,102	762,102
Technology Fund	116,578	116,578	116,578	116,578
<b>TOTAL Board-Designated Accounts</b>	<b>1,268,682</b>	<b>1,861,684</b>	<b>2,629,884</b>	<b>2,279,684</b>
<b>TOTAL Ending Cash</b>	<b>4,923,282</b>	<b>5,313,885</b>	<b>5,509,632</b>	<b>5,209,632</b>

NOTES:

\* COVID years

\*\* Board-designated accounts are not available for general expenses and require executive committee approval to use; see fund policies for further details.

\* The public-sector reserve includes money from both city of Scottsdale and town of Paradise Valley.

Private and public sector reserves total \$1,397,984, or 36 days expenses.

In FY 2022-23, all compensation fully restored, including incentives. Also includes two replaced positions, and one new position in marketing.

EXPERIENCE SCOTTSDALE  
Budget

	Actual FY 2021/22 (Accrual Basis)	Actual FY 2021/22 Expense Program %	Budget FY 2022/23	Reforecasted FY 2022/23 as of XX/XX	Proposed FY 2023/24	Proposed FY 2023/24 Expense Program %
<b>BEGINNING CASH BALANCE</b>						
Checking and Savings Accounts						
<b>Board-Designated Accounts<sup>11</sup></b>						
Private-Sector Reserve						
Public-Sector Reserve						
Super Bowl Fund						
Opportunity Fund						
Technology Fund						
<b>Total Board-Designated Accounts</b>	-		-	-	-	
<b>TOTAL BEGINNING CASH BALANCE</b>	-		-	-	-	
<b>REVENUE</b>						
City of Scottsdale (45% per contract)						
City of Scottsdale (Fiesta Bowl pass-through)						
Town of Paradise Valley (per contract)						
State of Arizona (per Proposition 302)						
Salt River Pima-Maricopa Indian Community (grant)						
Private Sector						
Other Revenue						
<b>TOTAL REVENUE</b>	-		-	-	-	
<b>EXPENSES</b>						
<b>Marketing</b>						
Salaries, wages, benefits and payroll taxes						
Advertising (including all Prop 302)						
TBD <sup>14</sup>						
TBD						
TBD						
TBD						
Allocated expenses						
Other expenses						
<b>Total Marketing</b>	-	%	-	-	-	%
<b>Convention Sales &amp; Services</b>						
Salaries, wages, benefits and payroll taxes						
TBD						
TBD						
TBD						
Allocated expenses						
Other expenses						
<b>Total Convention Sales &amp; Services</b>	-	%	-	-	-	%
<b>Communications</b>						
Salaries, wages, benefits and payroll taxes						
TBD						
TBD						
TBD						
Allocated expenses						
Other expenses						
<b>Total Communications</b>	-	%	-	-	-	%
<b>Tourism</b>						
Salaries, wages, benefits and payroll taxes						
TBD						
TBD						
TBD						
Allocated expenses						
Other expenses						
<b>Total Tourism</b>	-	%	-	-	-	%



**EXPERIENCE SCOTTSDALE**  
Budget

	Actual FY 2021/22 (Accrual Basis) <sup>3</sup>	Actual FY 2021/22 Expense Program %	Budget FY 2022/23	Reforecasted FY 2022/23 as of XX/XX	Proposed FY 2023/24	Proposed FY 2023/24 Expense Program %
<b>Management and General<sup>2</sup></b>						
Salaries, wages, benefits and payroll taxes						
TBD						
TBD						
TBD						
Allocated expenses						
Other expenses						
<b>Total Management and General</b>	-	%	-	-	-	%
<b>TOTAL EXPENSES</b>	-		-	-	-	
Net	-		-	-	-	
<b>ENDING CASH BALANCE</b>						
Checking and Savings Accounts						
<b>Board-Designated Accounts<sup>11</sup></b>						
Private-Sector Reserve						
Public-Sector Reserve						
Super Bowl Fund						
Opportunity Fund						
Technology Fund						
<b>Total Board-Designated Accounts</b>	-		-	-	-	
<b>ENDING CASH BALANCE</b>	-		-	-	-	

<sup>11</sup> Board-designated accounts require executive committee approval to be used.  
<sup>12</sup> Includes non-program expenses only.  
<sup>3</sup> Accrual basis matches audited financials; budget, reforecasted and proposed columns are all cash basis.  
<sup>4</sup> Significant budget line items will be determined each year.