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**Minutes  
City Council's Tourism &  
Amateur Sports Committee  
February 14, 2007**

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Minutes of the City Council's Tourism and Amateur Sports Committee held on Wednesday, February 14, 2007, 3:00 p.m., in the 3<sup>rd</sup> Floor Conference Room, Tempe City Hall, 31 E. 5<sup>th</sup> Street, Tempe, Arizona.

**Committee Members Present:**

Councilmember Mark Mitchell, Chair  
Councilmember Ben Arredondo

**City Staff Present:**

Tom Canasi, Community Svcs Mgr  
Travis Dray, Deputy Mgr, Recreation  
Shelley Hearn, Community Rel Mgr  
Mark Richwine, Parks & Rec Mgr  
Nancy Ryan, Rio Salado Mgr  
Chris Salomone, Community Dev Mgr  
Jody Ulich, Cultural Svcs Dir

**Guests Present:**

Stephanie Nowack, Tempe Convention & Visitors Bureau  
Terry Gustafson, Greenfield Scenario  
Bruce Williams, Greenfield Scenario  
Virgil Renzouli, ASU

***Councilmember Mitchell called the meeting to order at 3:11 p.m.***

**Agenda Item 1 – Public Appearances**

**Bruce Williams and Terry Gustafson, representing Greenfield Scenario, an indoor turf recreation business, re: Item #6.** Greenfield Scenario works primarily with indoor soccer, but has branched into community recreation. The company is locally based, and their mission is to enter into partnerships with local municipalities. There are 600 of these facilities around the U.S., but only one in Phoenix. They have a national expert who has built and operated four of these in the past. Their proposal is to enter into a public/private partnership where they develop and donate the facility to the city. They are not in the facility as an owner, but they want to make the event and venue happen and manage what goes on inside it. As a result, it not only streamlines the RFP process but can even help eliminates the need to go through a formal RFP process. The Rio Salado park location would be suitable.

**Agenda Item 2 – Insight Bowl Recap**

Shelley Hearn summarized as follows:

- Staff met with the Diablos and their hope is to help build this into a bigger game. They felt that they missed the personal interaction with the schools and the alumni and that connection is important. The Fiesta Bowl changed the concept (for example, lack of alcohol). They would be willing to do something without alcohol, but they want to have a role.
- The marketing group met with Insight, TCVB, and DTC. Insight felt there was less TV viewership because it was on the NFL network. The numbers were good for occupancy, but the businesses did not profit as much as with the Fiesta Bowl. The alumni went on their own and operated independently.
- If the Diablos would have been allowed to develop a relationship with the teams, it would have been more coordinated.

Councilmember Mitchell suggested working with ASU in terms of our own alumni association because it is a peer group. They could contact the alumni associations from the other universities who will be playing in the game.

Ms. Hearn summarized other suggestions made during the meetings:

- Develop a notebook, "Game Plan for Insight", and send out monthly inserts. It needs to include information on what Insight is.
- Block Party banners need to go up early to create excitement and the stadium should be draped early.
- This year the Block Party and the Insight Bowl will be connected.
- There was a lot of brand confusion because they kept changing the name. It needs to be "Tempe" and it needs to be "Insight Bowl."

Councilmember Mitchell suggested including ASU and finding out who to talk to about their experiences. Tempe, TCVB, DTC and ASU all need to go to the Fiesta Bowl to discuss ideas.

Councilmember Arredondo added that an offer was made last year to call it "Insight Technology Bowl" which would help brand them and help brand the City, but they felt it was risky to change the names. We would have tried to make some effort to do something whether it involved high school students or displays, etc., to stress technology.

Ms. Hearn added that there was discussion about taking advantage of having the Block Party and the game on the same day this year. The pep rally could be held there to utilize the event more, and it would be important to have a big, active block party. This might be an opportunity for them to take a look at the block party and retool it.

**DIRECTION:** Staff was directed to get ASU's input and determine how to move forward.

Councilmember Arredondo made the following suggestions:

- The Diablos weren't a signature part of the Fiesta Bowl agreement this time, and they need to be moved into that position. We need to talk to John Junker about that now, not six months from now. The Diablos can then decide what they want to do.
- Tempe has to become less territorial and ASU needs to be the same. It needs to be "Tempe – Home of ASU". We want to be known that way.

- Contact Insight and get the game for free on TV. People are used to getting TV coverage for free.
- What is the economic impact on a single stadium event and how many more days can we use the stadium? Average use is possibly 9 days.

Stephanie Nowack added that the challenge is having access to the facility in order to be able to use it.

Councilmember Arredondo suggested doing a projected economic impact for maybe 80 days to narrow it down.

Virgil Renzali added that ESPN agreed to televise the ASU/USC game on Thanksgiving night and that's a major event. He suggested putting together a Tempe/Insight Bowl commercial to air.

### **Agenda Item 3 – Super Bowl Update** *0108-01-11 No Minutes*

Travis Dray provided an update on the "ball display" idea. The application is being reviewed and they will get back to him in two to three weeks. He also submitted to the Host committee an aerial of the downtown district as well as an event resume of all the events held in the downtown and they will respond soon.

Tom Canasi added that a commissioners' reception is scheduled to be held at the Arts Center and Arts Park on February 1, 2008. The facility will be available to use both the inside and outside.

Councilmember Arredondo added that both of the practice sites are on this side of town and he suggested taking advantage of that and letting them know we have made arrangements for parking, police, etc. People like to watch these practices the week before the Super Bowl.

### **Agenda Item 4 – Spring Training Update** *0108-02-07 No Minutes*

Travis Dray summarized that:

- The pitchers and catchers arrive tomorrow.
- A Kids Clinic for ages 5 and up was held on January 24<sup>th</sup> and a skills clinic was conducted by Angels coaching staff with T-shirts, autographs, etc.
- First game will be on March 1<sup>st</sup>, with the Tempe Diablos hosting, and all proceeds will go to benefit the Boys and Girls Club.
- A new community relations outreach will be free tickets for youth and families of Tempe for the first four games of spring training. Participating programs thus far are Kid Zone, Escalante, Kiwanis Recreation Center, Boys and Girls Clubs of East Valley, Boys and Girls Clubs West Side, Tempe YMCA, TCH, plus other organizations still in progress. The response has been overwhelming.
- This Friday, staff will meet with the Angels staff, the Diablos and staff from Luke Air Force Base. The Air Force has asked Tempe and Diablo Stadium about hosting their 60<sup>th</sup> anniversary including a flyover, first pitch, and national anthem on the 21<sup>st</sup> or 22<sup>nd</sup>, and the Angels are considering discounted tickets to the men and women of the Air Force. Staff will update via Council calendar and aides to make sure Council and Mayor are out there.

**DIRECTION:** Councilmember Arredondo asked staff to draft a letter for Councilmember Mitchell's and his signatures to Artie telling him how grateful we are for what he put into our community with Little League, Guadalupe, and Victory Acres. Have the letter delivered to him next week. Staff was also directed to extend a written invitation to the Town Manager and Mayor of Guadalupe to participate.

Ms. Hearn suggesting working with the Angels staff for a give-away that relates to the event.

Stephanie Nowack added that the TCVB produced a spring special brochure that lists all of the games and has hotel packages included to promote games and travel to Tempe.

**Agenda Item 5 – Visioning Meeting Outcomes and Sports Facility RFP Process**

Chris Salomone summarized that the Town Hall Meeting was held on January 20<sup>th</sup> and was attended by about 100 people. 0112-12-13  
no meeting

- Council voted unanimously to look at utilizing the property west of Priest for youth and amateur sports activities. That public input into the RFP process came out of the previous RFP.
- Council also indicated that the property adjacent to the Center for the Arts could be used for arts-related uses and they directed staff to look at relocating the public works yard at Rio Salado and Priest. Staff has begun those processes.

Mr. Salomone continued that an RFP that encompassed the area adjacent to the VORTAC was previously issued. Staff would seek the Committee's direction on reissue of that RFP. The experience in the past was to seek a long-term lease and create a revenue stream and he suggested relooking at that. That seems to be the stumbling block in every instance. Financing generally requires fee ownership or site control and as with Pier 202 and 5<sup>th</sup> & Farmer, those have been put on the market for sale. We may not get fair market value, but we need to give ownership.

Councilmember Mitchell stated that if that option is selected, it should be contingent upon a youth and amateur sports facility per Council's direction. He wouldn't want to limit it to indoor, but open it up to other ideas regarding the field space east of the VORTAC for the opportunities there as well. We talked about the arts-related uses west of the Arts Center, but what about west of that between Priest and the arts-related uses (the City yard, etc.)?

Mr. Salomone responded that Council directed staff to begin finding options for relocating the City Yard and Public Works is in the process of hiring a consultant to begin that process.

Councilmember Mitchell asked about the land north of the City Yard (not including the arts park) and whether that would also be included in the RFP as well.

Mr. Salomone responded that he understood, from the direction at the Town Hall meeting, that the City-owned property west of Priest could be offered for youth and amateur sports. We have the previous RFP as a boilerplate, and we will expand it to include more acreage and the opportunity for fee ownership to be negotiated.

Councilmember Mitchell stated that staff will be working through our federal legislation program and with our congressional delegation to identify possible grants for recreation uses. If we can get something there, then we can work with a public/private partnership.

Mr. Salomone added that Council also directed staff to do an environmental study regarding noise and other environmental issues, and that study is underway.

Councilmember Mitchell noted that a study has been done before.

Ms. Ryan responded that there was a study done on noise readings and a Phase II environmental study was also done. She asked about uses for the site.

Councilmember Mitchell responded that he was looking for indoor/outdoor. The other RFP was strictly indoor with some outdoor fields with potential to expand. If we are changing the RFP process in terms of the land aspect, that will help us.

Ms. Ryan continued that in the last proposal, questions came up during the negotiation process whether we allow for selling the sports goods. Do we allow for school or other kind of partner uses or ancillary uses?

Councilmember Mitchell responded that we do. Also, there needs to be accessibility for City leagues. It might be “pay-for-play” but it might also be because the City works with City groups. Staff should think about that. There needs to be an agreement from the recipient of the RFP to work with the City.

Ms. Ryan added that it had been directed at the Town Hall meeting that a sports facility RFP would go back out to the community through the Rio Salado Commission and the Parks & Recreation Board and the arts-related development would go back out to the community through the Municipal Arts Commission.

Councilmember Mitchell agreed that there should be a public process involved.

**DIRECTION:** Staff to return to the Committee with RFP parameters before going to Council.

#### **Agenda Item 6 – Home Courts - Facility Update**

This item was continued.

#### **Agenda Item 7 – Future Agenda Items**

- Block Party Update
- RFP parameters
- Economic impact on uses of Sun Devil Stadium (Stephanie Nowack)
- Update on Worldwide Sustainability (Live-Aid) Concert (Virgil Renzali)
- Stadium renovation
- Post wrap-up of the lacrosse event (Travis Dray)
- Spring Training Recap

***Meeting adjourned at 3:45 p.m.***

Prepared by: Connie Krosschell

Reviewed by: Shelley Hearn



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Jan Hort  
City Clerk