

Sports, Tourism, Recreation, Arts and Cultural Development Council Committee

**Wednesday, May 02, 2012
3:00 PM**

**Harry E. Mitchell Government Center
Third Floor Conference Room
31 East Fifth Street
Tempe, AZ 85281**

AGENDA

Chair: Councilmember Mark Mitchell

Call to Order

1. Public Appearances – The committee welcomes public comment. According to the Arizona Open Meeting Law, the Committee may only discuss matters listed on the agenda. Matters brought up by the public under public appearances that are not listed on the agenda cannot be discussed by the Committee. A 3-minute limit per person will be in effect.
2. Review Minutes: April 4, 2012 minutes for Sports, Tourism, Recreation, Arts and Cultural Development
3. Spring Training Update – Travis Dray, Community Services and Stephanie Nowack, Tempe Tourism Office
4. Update on Field Use for 2011 – Travis Dray, Community Services
5. Update on Tennis Courts – Travis Dray, Community Services
6. Recap of Arbor Day 5K, Denise Rentschler, Community Relations
7. Future Agenda Items
8. Future Meeting Date – June 6, 2012 (first Wednesday of the month) at 3:00 p.m.
9. Announcements

The City of Tempe endeavors to make all public meetings accessible to persons with disabilities. With 72 hours advance notice, special assistance can also be provided for sight and/or hearing impaired persons at public meetings. Please call 350-2905 (voice) or 350-2750 (TDD) to request an accommodation to participate in this meeting.



**Minutes
Sports, Tourism, Recreation, Arts & Cultural
Development Council Committee
April 4, 2012**

Minutes of the Sports, Tourism, Recreation, Arts and Cultural Development Council Committee meeting held on Wednesday, April 4, 2012, 3:00 p.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Member Present:

Councilmember Mark Mitchell, Chair

City Staff Present:

Brigitta M. Kuiper, City Clerk

Travis Dray, Deputy Community Services Director – Recreation

Denise Rentschler, Community Outreach Marketing Coordinator II

Amber Wakeman, Assistant to the City Council

Keith Burke, Social Services Manager

Michael Crusa, Assistant to Mayor

Guests Present:

Stephanie Nowack, President & CEO, Tempe Convention and Visitors Bureau (TCVB)

Councilmember Mitchell called the meeting to order at 3:02 p.m.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Review of Minutes

The meeting minutes from February 1, 2012, were accepted.

Agenda Item 3 – Kajakawa Softball Event Update

Travis Dray, Deputy Community Services Director – Recreation, and Stephanie Nowack, President & CEO, Tempe Convention and Visitors Bureau (TCVB) provided an update regarding the Kajakawa Softball event. Presentation and discussion highlights include:

- Stephanie Nowack, City staff and Bill Kennedy, Arizona State University (ASU) representative, met to discuss changes to the Kajakawa Softball event.
- ASU staff is in transition; partnership between ASU, TCVB and City staff is being explored.
- Ideas to expand the tournament are currently being considered.
- The number of room nights was half of what they were in 2011; this prompted a series of discussions with ASU.
- Improved internal communication at ASU may remedy the situation for next year.
- ASU was disappointed with the execution of this event.
- TCVB and ASU representatives are working on collaborating on contacting hotels and teams in preparation for next year's event.
- Staff provided Mr. Kennedy with data regarding room nights and economic impact.
- Positive feedback of the event was received. The goal is to have ASU sign an agreement with the City of Tempe before the completion of this school semester.
- Councilmember Mitchell asked staff to keep him informed of event updates.

Agenda Item 2.

Sports, Tourism, Recreation, Arts & Cultural Development Council Committee Minutes
April 4, 2012

Agenda Item 4 – Spring Training Update

Travis Dray, Deputy Community Services Director – Recreation, provided a Spring Training update. Presentation and discussion highlights include:

- Staff provided an unofficial report of Spring Training room night data; an event recap will be presented at an upcoming City Council Issue Review Session. The recap will include attendance, hotel room nights, trolley ride numbers, promotions and overall economic impact.
- 130,000 individuals attended Spring Training games over the course of 15 games; the previous season record was 118,000 in attendance for 17 games.
- Diablo Stadium is the second smallest stadium in the league but ranks in the top five in Cactus League attendance.
- Media coverage included ESPN, Sports Illustrated and local articles.
- The Angels have increased attendance by 47%; average attendance rose from 4,000 to 8,700 per game.
- Jerry Hall, Senior Recreation Coordinator, was commended for an outstanding job of managing Spring Training activities.
- Staff will provide a recap to the Committee in May regarding revenue numbers, including Tempe Diablos revenue, final cactus league numbers and team rankings.
- Diablos Stadium is an intimate stadium; spectators are close to the field.

Agenda Item 5 – Recap of Rock n' Roll Marathon

Travis Dray, Deputy Community Services Director – Recreation, and Stephanie Nowack, President & CEO, Tempe Convention and Visitors Bureau (TCVB) provided an update regarding the Rock n' Roll Marathon. Presentation and discussion highlights include:

- There have been significant changes to the course; the start of the race and the half marathon was located in Tempe.
- Staff worked through logistical issues with the light rail.
- There was a sharp decline in event participants; 28,000 participants in 2011; 23,000 participants in 2012; out of state participants declined from 11,500 to fewer than 9,000 participants.
- The decline from out of state participants has a significant economic impact.
- The Competitive Group is open to constructive criticism in regard to the decline in participants.
- The Competitive Group has prepared an extensive 2013 marketing preview; their highest demographic is women; they will work with non-profit organizations and gyms; will establish a national partnership with Lifetime Fitness.
- The upcoming race is its 10th anniversary.
- The Competitive Group has requested that the City of Tempe re-write and re-negotiate a five year contract; one more year is left on the existing contract. Staff is working with the City Attorney's Office and the TCVB to prepare the agreement. Agreement changes include a change in marketing and re-negotiating The Competitive Group Las Vegas race, which resulted in competition for the Tempe event.
- The Las Vegas race attracted 44,000 runners in a month, which affected the overall outcome of the Arizona race.
- Tempe staff will review its calendar due to the Women's Half Marathon which affects total participants in the Rock n' Roll Marathon.
- The Competitive Group will prepare crossover data and review the loss of runners due to the Women's Half Marathon, which is estimated to be between 1,400 and 1,500 athletes.
- The Competitive Group has shifted their marketing strategy from targeting elite athletes to the general population, which has resulted in a reduction of prize money.
- The Rock n' Roll Marathon received positive feedback regarding the course design from the runners; additional promotion will be done for the 2013 event.
- Revenue per available room has decreased. The occupancy in January decreased 6% from the year prior; however, average daily room rate slightly increased.
- A daily report was presented along with the January 2011 and 2012 revenue comparisons.

Agenda Item 6- Neighborhood Facility Room Rentals

Keith Burke, Social Services Manager, provided a Neighborhood Facility Room Rentals update. Presentation and discussion highlights include:

- In 2009, the City Council approved a resolution establishing Pyle Adult Center (PAC) user fees.
- Staff provided a presentation to the Parks, Recreation and Golf Advisory Board regarding implementation of consistent fees for neighborhood community center facilities. Board members were in agreement with the proposed fee structure.
- Proposed fees were illustrated on a spreadsheet, outlined in red. Aside from the Kiwanis Recreation Center, there is no fee structure in place for the use of community center rooms in Tempe.
- Normal hours of operation for a majority of community centers are 8:00 a.m. to 9:00 p.m. on weekdays; Saturday 10:00 a.m. to 5:00 p.m. and Sunday 1:00 p.m. to 6:00 p.m.
- Currently, there is no funding for staff to oversee facilities during after-hours activities.
- Fees will also be used to fund tournaments, gym use and use of classrooms.
- Fees will be based on size of the community room/facility and type of amenity.
- Non-profit organizations such as Tempe Community Action Agency (TCAA) will not be charged for use of a facility that they are currently operating in.
- User fees are similar to the Pyle Adult Recreation Center fees for the remaining community centers in Tempe.
- A Friday Information Packet memo will be distributed to Council before this item is placed on a Formal Council Meeting agenda.

Agenda Item 7 – KaBOOM Update

Denise Rentschler, Community Outreach Marketing Coordinator II, provided a KaBOOM update. Presentation and discussion highlights include:

- Staff distributed a re-cap of the KaBOOM Play Day event.
- Saturday, February 18, 2012 – Kiwanis Park; more than 1,500 participants.
- In September of 2011, Tempe was recognized by KaBOOM as a Playful City USA community, the third time Tempe has received this recognition.
- Tempe was 1 of 151 cities nationwide to be recognized; 11 of which are located in Arizona.
- KaBOOM is a national non-profit organization dedicated to play.
- Spring registration numbers will be compared to fall registration numbers.
- Activities included kayaking, tennis, football, softball, dance activities, bubbles, and jump roping.
- Positive feedback was received from the community.
- 12 activity stations; a passport card was given to participants to win prizes.
- Staff submitted an application for Playful City USA, with the intent to become recognized as a Playful City USA.

Agenda Item 8 – Arbor Day 5K Update

Denise Rentschler, Community Outreach Marketing Coordinator II, provided an Arbor Day 5K Update. Presentation and discussion highlights include:

- Friday, April 27, 2012 – Third annual Arbor Day 5K at Giuliano Park; a single Loop around Tempe Town Lake
- This is a fund raising event for the Trees for Tempe program.
- The event is zero cost to the City; sponsors cover event costs.
- Salt River Project (SRP) will be the presenting partner for the third year.
- Additional partners include: Parsons Brinckerhoff, DHL Express, Tempe Leadership Class 27, Dick's Sporting Goods and Sunflower Farmer's Markets.
- Every two runners fund one tree.
- More than 1,200 individuals attended the inaugural Arbor Day 5K
- Averages 600 participants per event.
- The goal for 2012 is to have 800 participants. Staff is working on enhanced marketing for this event. Event is being promoted to the YMCA, Arizona State University (ASU) School of Sustainability, ASU undergraduates, and ASU Student Union. Perhaps seek the assistance of ASU representative, Stephanie Salazar.
- Over \$30,000 has been raised for the Trees for Tempe program.

Agenda Item 2.

Sports, Tourism, Recreation, Arts & Cultural Development Council Committee Minutes
April 4, 2012

Agenda Item 9 – Future Agenda Items

- Spring Training update
- Use of fields update
- Arbor Day 5K recap
- Kiwanis Recreation Center tennis court update

Agenda Item 6 – Neighborhood Facility Room Rentals

A few groups have expressed concern regarding the fees at the Pyle Adult Center. Compared to surrounding cities, Tempe's fees are low.

Agenda Item 10 – Future Meeting Dates

The next meeting is scheduled for Wednesday, May 2, 2012 at 3:00 p.m.

Agenda Item 11 – Announcements

None.

The meeting adjourned at 3:37 p.m.

Reviewed by: Amber Wakeman, Assistant to City Council

Brigitta M. Kuiper
City Clerk