

PUBLIC MEETING AGENDA



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

**Wednesday, February 01, 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 of Minutes: January 4, 2012 Sports, Tourism, Recreation, Arts & Cultural Development Committee
3. Cost Effective Youth and Amateur Sports Facilities Update – Oliver Ncube, Public Works
4. Kajakawa Softball Event Update – Travis Dray, Community Services
5. Spring Training Update – Travis Dray, Community Services,
6. Insight Bowl Recap – Travis Dray, Community Services and Stephanie Nowack, Tempe Tourism Office
7. Inaugural Polar Plunge Update – Denise Rentschler, Community Relations
8. Committee List of Accomplishments, Amber Wakeman, Community Relations
9. Future Agenda Items
10. Future Meeting Date – March 7, 2012 (first Wednesday of the month) at 3:00 p.m.

11. 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
January 4, 2012**

Minutes of the Sports, Tourism, Recreation, Arts and Cultural Development Council Committee meeting held on Wednesday, January 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 Kuiper, City Clerk
Travis Dray, Deputy Community Services Director – Recreation
Denise Rentschler, Community Outreach Marketing Coordinator II

Amber Wakeman, Assistant to the City Council
Shelley Hearn, Community Relations Administrator

Guests Present:

Stephanie Nowack, 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 December 7, 2011, were accepted.

Agenda Item 3 – Ironman Update – Hotel/Motel Room Occupancy

Stephanie Nowack, Tempe Convention and Visitors Bureau (TCVB), and Travis Dray, Deputy Community Services Director – Recreation, provided an update regarding the hotel and motel room occupancy for the Ironman event. Presentation and discussion highlights include:

- A report was distributed outlining 2010-11 average daily rate of room occupancy and revenue per available room.
- From 2010 to 2011, the occupancy during the Ironman event increased from 64% to over 71%.
- The average daily room rate increased from \$92 dollars to \$98 dollars.
- Revenue per available room was above \$70 dollars in 2011; in 2010, the revenue per room was less than \$60.
- Individuals participated from all 50 states and 31 countries.
- 3,000 individuals signed up for the 2011 Ironman event.
- Over 2,400 room nights were tracked.
- The 2012 ironman event sold out within 10 minutes.
- Staff was asked to provide a Friday Packet memo updating the City Council on the Ironman and Rock n' Roll marathon events.

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

- February 16, 2012 – staff will update the City Council regarding the City's Special Events Program; the update will include a recap of the Ironman and Rock n' Roll marathon events.
- An economic impact analysis indicates that the Ironman event has an economic impact of over \$5 million dollars; staff was asked to include economic impact data in the Friday Packet memo.
- The City of Tempe contributes \$85,000 in City services and provides an additional \$50,000 in cash; the Ironman is included in the City's budget. TCVB also contributes \$50,000 to the Ironman event.
- Volunteers and previous participants of the 2011 Ironman event automatically receive first right of refusal to available spots for the 2012 event.
- Ironman participants pledge to raise \$5,000 that is dedicated to funding community charities.
- Additional spots were available for purchase online and were sold out within 10 minutes.
- *Chances for Children* organization is one of the benefactors of charitable proceeds.
- Ironman provides community fund money to the City of Tempe.
- In 2010, Tempe Union High Schools received \$5,000 each to apply towards athletics; Salt River Pima Maricopa Indian Community received \$25,000 in community money to apply towards athletics.

Agenda Item 4 – Spring Training Update

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

- The Los Angeles Angels notified City staff that there will be an increase in ticket prices for the upcoming 2012 spring training season as follows:

Pricing	2012	2011
MVP/ Home plate	\$34	\$29
Field MVP	\$29	\$23
Field Box	\$18	\$16
Grandstand	\$14	\$10
Lawn Seating	\$10	\$6

- In comparison to other Cactus League teams, Angles are not the highest or the lowest team in terms of pricing.
- When compared to the Brewers, the Angels well exceed the Brewers prices.
- The City of Tempe has no control of ticket prices. Pricing is solely controlled by Angels ownership.
- The Angels have increased their ticket prices in Anaheim, California, as well.
- There have been no substantial ticket price increases in five years.
- The City of Tempe receives 20% of ticket revenue proceeds; this will increase General Fund revenues.
- Diablos Charity is anticipated to receive a higher percentage of revenue due to their share of parking, tickets, and advertising. All funds are directed back to Tempe children's programs.
- Staff will be meeting with the Angels baseball staff to discuss season expectations.
- January 14, 2012 – tickets will be available for purchase online.
- February 18, 2012 – box office tickets will be available for purchase.
- Season suits and pavilions are currently available for purchase; an increased interest in these options.
- February 21, 2012 – Diablo volunteer appreciation dinner
- February 29, 2012 – Cactus League breakfast
- March 3, 2012 – Diablo Spring Training
- March 6, 2012 – Opening day lunch will be provided for the City Council, Diablos, and the Angels management team; a check presentation to the Boys and Girls Club is included.
- March 6, 2012 – the Charity game is scheduled to begin at 1:00 p.m.; proceeds will be donated to the Boys and Girls Club.
- Angels are anticipating the games to sell out.
- Staff is working with the Police Department to coordinate parking; also working with Motorola representatives on parking options.

Agenda Item 5 – 3rd Annual Play Day at Kiwanis Park Update – February 18, 2012

Denise Rentschler, Community Outreach Marketing Coordinator II, provided an update of the 3rd Annual PlayDay at Kiwanis Park. Presentation and discussion highlights include:

- In September 2011, Tempe was recognized as a Playful City USA by KaBOOM!, a national non-profit organization dedicated to promoting play in children's lives; this is the 3rd time in three years that Tempe has received this recognition.
- February 18, 2012 – PlayDay will be held from 9:00 a.m. to noon at Kiwanis Park.
- The footprint of the event has been modified due to construction activity on the Fiesta Ramada.
- Activities include a sampling of classes available through the Community Services Department. Activities intended to engage families include kayaking, paddle boarding, large chess sets, and giant checkered boards.
- There is a free event.
- Information regarding the event will be posted on the City's website, distributed through the Tempe opportunities brochure, Tempe Newsletter, and the City's water bill.

Agenda Item 6 – Future agenda items

- Spring training
- Kajikawa Classic tournament
- Insight Bowl recap
- Rock n' Roll Marathon

Agenda Item 7 – Future meeting dates

The next meeting is scheduled for Wednesday, February 1, 2012 at 3:00 p.m.

Agenda Item 8 – Announcements

January 28, 2012 – Freeze Your Paws off For a Cause!, (Polar Plunge) event. Proceeds go to the Tempe Special Olympics.

The meeting adjourned at 3:25 p.m.

Reviewed by: Amber Wakeman, Assistant to City Council

Brigitta M. Kuiper, City Clerk

Memorandum



City of Tempe

Date: January 30, 2012,
To: Council Committee on Sports, Tourism, Recreation, Arts and Cultural Development
From: Oliver Ncube, Parks Manager
Through: Don Bessler, Public Works Director
John Osgood, Deputy Public Works Director, Field Operations
Subject: Council Committee on Sports, Recreation, Arts and Cultural Development
Action Item 7: Development of Cost Effective Youth and Amateur Sports Facilities

The purpose of this memorandum is to provide background information of past efforts to develop cost-effective youth and amateur sports facilities in Tempe and identify options for future efforts. The city has been exploring strategies for developing these types of facilities since 1998. Table I below is a summary of some of the documented efforts. The majority of these efforts were directed at using the land to the west of the Tempe Center Arts and the Bureau of Land Management and City land to the west of Priest Drive.

Any effort towards new facilities and the state of existing facilities should align with the Council's strategic goals. At its October 6, 2011, Summit the City Council identified 11 strategic goals some of which (bolded) are pertinent to youth and amateur sports. These include:

- 1. Long Term Financial Stability of the city: - that we put in place the processes to create a truly sustainable financial/budget model for our city that can weather the storm and still support our needed growth;
2. Neighborhood Enhancement: - A recognition that quality of our neighborhoods (including all neighborhood amenities) are a critical component of our community and are safe and desirable;
3. Effective Infrastructure: - Systematic Planning and Update of our core infrastructure to support city service and future growth;
4. Sustainable Economic Development: - Focus on attracting and retaining the right businesses, developing skilled workforce and having the right diversity of business for Tempe;
5. Town Lake Development and Downtown Connectivity: - Full development of the town lake potential with great connectivity to downtown Tempe and regional parks;
6. Operational Sustainability and Accountability: - accountability measurement in place to measure operational efficiencies, effectiveness and sustainability for all programs and operations;
7. Advanced Transportation Infrastructure: - A truly regional and multimodal system for Tempe;
8. Implementation Alignment: That our defined and communicated strategies are clearly aligned with the ability of our staffs and operations to implement those strategies;
9. Regional Leverage: - That we act as a team player on issues that affect our regional cities and communities;
10. Education as a Priority: - Consistent commitment to our schools and our districts with a clear priority on education for our youth;
11. Leverage Technology: - As a city we are not only deploying new technologies and systems but we are making advanced technology a priority for our citizens and businesses.

Preserving of existing facilities:

Even as we plan to develop new youth and amateur sports facilities it is equally important to address existing facilities. The city of Tempe currently has several sports facilities that are used for youth and amateur sports. These include Diablo Stadium (although primarily used by the Angels, it is also home

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to many amateur sports), Benedict Sports Complex (soccer, youth football and softball), Kiwanis Recreation Center (basketball, tennis, swimming), McClintock Pool (swimming), Ben Arredondo Sports Complex (soccer, youth football, and softball), Mantei and Luis Gonzales Baseball fields (Little League Baseball) and elementary school district soft ball fields at McKemy and Connelly Schools. It is important for us to preserve these facilities as they form the foundation of city's assets for youth and amateur sports. The Public Works and Community Services Departments are collaborating on, the development of an asset management plan that includes strategies for preserving and maintaining this infrastructure – lighting, maintenance of playing surfaces (turf and hard surfaces), fencing, pathways and other amenities necessary for the successful operation of the facilities.

Table 1: Discussions relevant to the development of youth and amateur sports facilities – summary from “Chronology of Southwest Area Planning in Rio Salado”

Date	Document	Abstract of salient points
May 14, 1998	RFP Development for portions of Rio Salado Project Planning Area (RS 98-1)	155 acres for development and operation of commercial based recreation facilities for private, public or quasi-public uses. Included the land in Rio West business Park and BLM/VORTAC property
March 12, 1999	Council Quarterly Meeting with Rio Salado	Recommended to staff to produce a comprehensive land use analysis of BLM land
April 15, 1999	Issue Review Session Memorandum to Mayor and Council Re: Rio Salado Land Use Analysis	Discussion of alternative development concepts for the BLM property and included the Rio West and SRP property as well. Identified uses included relocation Priest Yard Municipal Services to an alternative site, Commercial Recreation, office, industrial, commercial, public/events parking, golf, and public park. Council rejected all land use options except industrial development. Council wanted to begin generating funds from this land as soon as possible to offset costs of Rio Salado
May 6, 1999	Council Issue Review Minutes	Direction to staff to issue an RFP for smaller (Rio West Business Park) site for a long term lease with purchase. Continue relocation analysis to a portion of the larger tract of BLM land. Remand issue to the Rio Salado Advisory Commission (RSAC) for consideration prior to issuance of RFP.
August 12, 1999	Joint City Council/Rio Salado Committee of the Whole	Minutes reflect RSAC members desire to proceed very slowly regarding BLM land and examine all options thoroughly before making any decisions regarding this property. Council directed staff to study the BLM parcel and return at later date with options
March 31, 2000	RFP for Redevelopment of approximately 15 acres north of Rio Salado Parkway west of the Union Pacific Railroad Bridge for an Aquatic Entertainment and Recreation Facility (RFP-00-103)	Locate on 15 acres west of the Rail Road Bridge the property is offered to encourage the immediate development of a high quality aquatic entertainment and recreational facility. Construction was required to begin by end of 2000.
Early to mid-2002	Task force formed by Mayor Giuliano to look at developing an amateur sports facility in Tempe at Rio Salado.	See study recommendations in APPENDIX I
August 2, 2002	Council Rio Salado Committee of the Whole Meeting Memorandum	Discussion of a competitive sports facility in the Rio Salado Area (at BLM site). Staff presented three concepts – that included land uses for Transit, City of Tempe facilities, Soccer Complex and Commercial, Parking at SRP site, Water Park, Indoor Sports, Volley Ball, Tennis, Hotel (with or without conference space), and the Tempe Center for the Arts/Arts Park. Council directed staff to put together a team to study some proposals for BLM Land.
April 5, 2003	Council Rio Salado Committee of the Whole	Council directed staff to put out RFP's for sports facilities on BLM Land – a partnership will be sought to run the facilities for soccer and tennis, and a RFP to sell 27 acres of land south of Rio Salado Parkway.
June 3, 2003	RFP for development of operation of a multi-use field sport facility (RFP -04-004)	Located on 57 acres north of Rio Salado Parkway and west of Priest. Developer to assist City with design and construction and act as sole proprietor of facility. Tempe was prepared to participate in construction costs and offer the long term use of the site.

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Table I (continued): Discussions relevant to the development of youth and amateur sports facilities – summary from “Chronology of Southwest Area Planning in Rio Salado”

Date	Document	Abstract of salient points
June 3, 2003	RFP for development and operation of a Tennis Tournament Facility (RFP-04-005)	Located on 15 acres at the northeast corner of Rio Salado and Priest between TCA and Priest Yard. Tempe was prepared to participate in construction costs and offer the long term use of the site. This site is currently (2011) under discussion for a sports field complex in partnership with ASU.
January 15, 2004	Five Keys to unlock the future of Destination Tempe presented by the Mayor’s Destination Tempe Task Force	Action items discussed the need to contribute towards indoor and outdoor sports facilities targeted at the amateur sports market and to apply for TSA funding to support construction.
October 22, 2004	Council Central City Development Committee of the Whole - minutes	Presentation of Tempe Town Lake Southwest Master Plan Options. Options presented included land uses for a relocated Public Works Facility, Sports Field Facility, Commercial, Mixed Use, Water Park and other activities.
November 4, 2004	Council Central City Development Committee of the Whole - minutes	Presentations regarding development status of Central Core – Downtown Future Policy Issues and Rio Salado. Action items included a proposal to conduct a revenue generation study for any recreation based activity that would be self-sustaining and revenue generation.
May 5, 2005	Council Central City Development Committee of the Whole - minutes	Presentation of feasibility of relocating the Public Works Facility (Priest Yard). Council directed staff to proceed with feasibility study and land appraisal. Council discussed previous failed RFP’s for the site.
September 28, 2005	RFP for development and operation of an Indoor Sports Facility located at 1600 W Rio Salado Parkway (RFP 06-072)	Located on approximately 18 acres. City sought developer to propose a multi-use tournament quality indoor sports facility that can be designed, financed, constructed and operated by the developer.
January 2007	Town Hall meeting	Mayor and Council led a discussion with large public attendance on the future of city land in the Rio Salado. Consensus reached to develop land west of the Tempe Center for the Arts for art and land west of Priest for Amateur Athletic facilities.
May 2007 (approx.)	RFP development and operation of 52 acres Amateur Sport Facility at 1850 W Rio Salado Parkway (RFP08 -004)	One respondent, for 12 acres for indoor sport facility was received but no award was made.

The 2001 Parks & Recreation master plan indicated a standard of

- Soccer fields 1/2000 population
- Football Fields 1/10,000 population

Sports fields in general lend themselves to multi-use however the 2001 inventory indicated an inventory of 60 (including Diablo Stadium) public facilities and a shortage of approximately 39 fields for an estimated population of 167,000. Although there are standards for sports amenities, the National Recreation and Parks Association is now encouraging more community engagement to determine what is needed in each community.

Level of Use Existing Sports Fields (2008 through 2011):

Chart I: Yearly ball field use (hours)

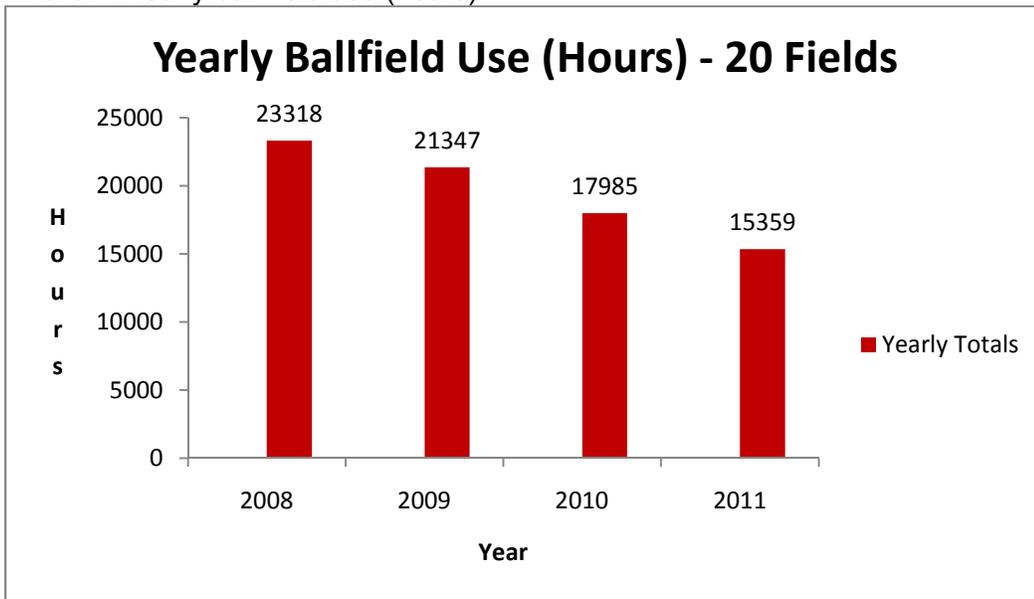
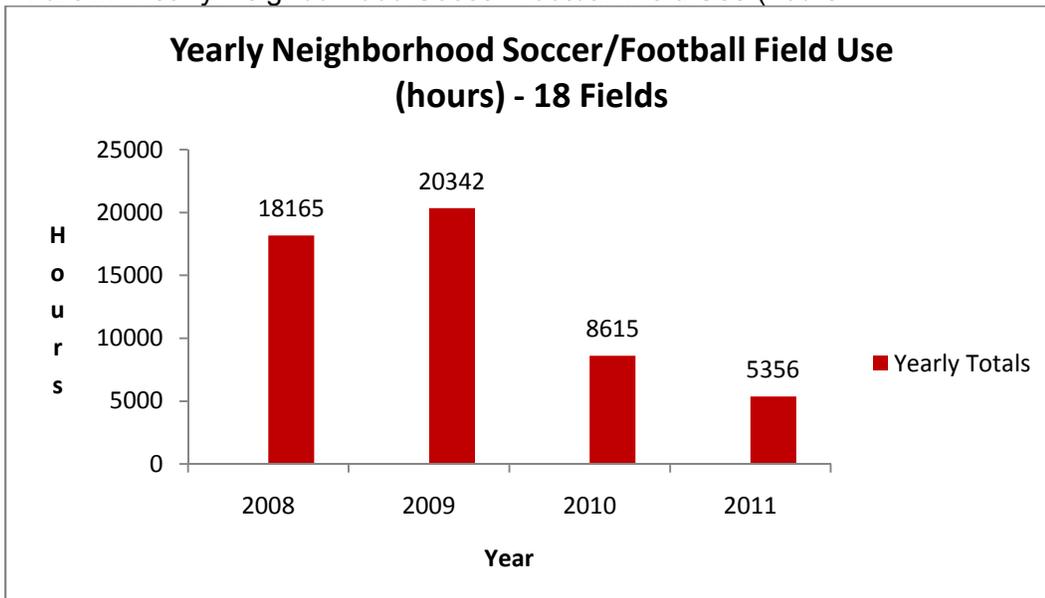


Chart II: Yearly Neighborhood Soccer/Football Field Use (hours)



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Chart III: Yearly Sports Complex Soccer/ Football Use

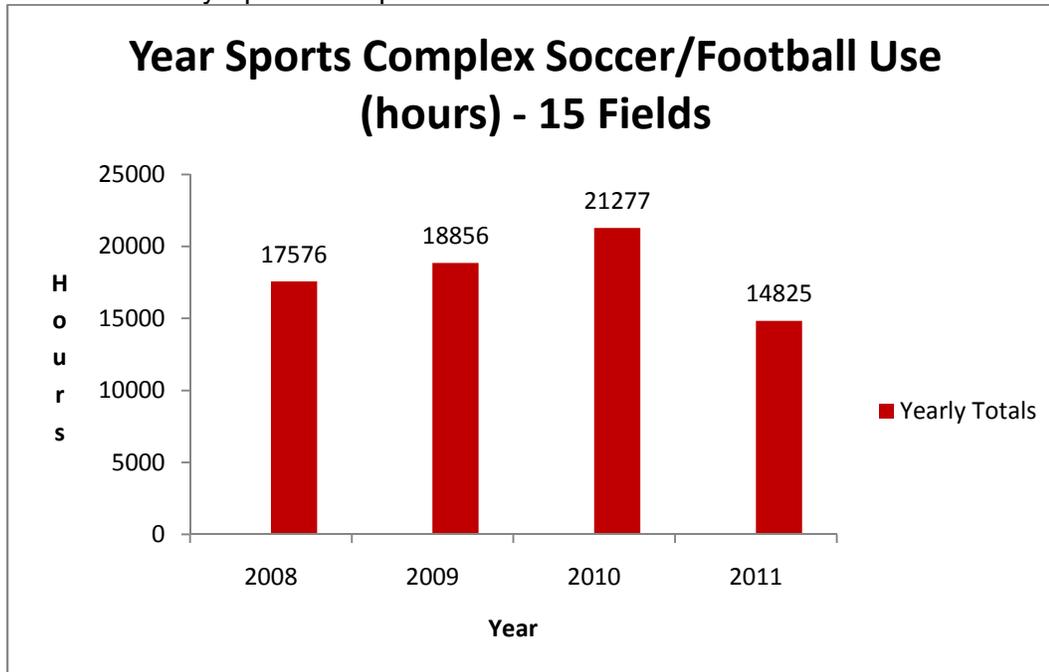


Chart I, II and III above illustrate the demand trends for sports field use between the years 2008 to 2011. Detailed data are shown in Appendices II, III and IV below. The demand for baseball and soft ball fields trends downwards from 2008 to 2011. During this time frame the city began requiring that teams include Tempe residents in order to be eligible to reserve fields and levying lights fees for all users and field fees non-Tempe groups. The users responded by scheduling only those times they needed to play instead of requesting blocks of time when they would be required to pay for lights, when they were not actually using the fields. The demand for neighborhood soccer/football fields trended upward between 2008 and 2009 and then downwards through 2011. The upward trend is attributable to other local cities imposing stricter residency requirements for use of public fields and teams migrating to Tempe, when similar stricter rules were imposed in 2010 this resulted in a downward trend. The declining economy also played a role as some teams were unable to raise sufficient funding to pay for reservations and lights. The sports complexes saw similar upward trends but did not see downward trends until 2010 when the current fee structure was implemented. Prior to this, adult teams paid nominal fees for light and field reservation and youth teams paid nothing.

Dialogue with programming managers for the sports fields suggests that there are enough fields for local needs but no tournament quality fields that will bring external organizations, similar to the *Reach 11 Soccer Complex* in Phoenix. There is a need for that.

In developing and implementing youth and amateur sport facilities the city needs to answer the following questions:

1. Will the city or a private entity be the sole developer?
2. Which and how much land is the city willing to “contribute?”
3. Who will own the land?
4. What type and scale of land uses should occur adjacent to the facility?
5. What will the impact be on the value of adjacent property?
6. Who will provide capital funding for the project?
7. Who will provide operations and maintenance for the facilities?

8. How well will these facilities compete with existing facilities in Tempe and the region as a whole.
9. Who will bear the costs for providing police, fire, public works and other support during events?
10. Is the city willing to forgo revenue from a higher value project on the same land?
11. How many Tempe hotel rooms will be needed to support the events?
12. Who will be responsible for marketing and advertising for events at the facilities?
13. How will the operation of this facility affect the costs and revenues of the existing recreational facilities in Tempe?

As outlined in **Table I** above, the city has spent over 10 years trying to develop and implement youth and amateur sports facilities. The city is currently in discussions with ASU for a potential sports field facility west of the Tempe Center for the Arts. Below are some recommendations for moving forward.

1. Align and prioritize effort to develop and implement new youth and amateur sports facilities in support of the Mayor and Council's current strategic process to establish the city's top organizational priorities.
2. Involve a variety of internal stakeholders, including but not limited to, Council Committees and city departments in the development and implementation. Additionally, the city should identify external stakeholders, for example, the Tempe Convention and Visitors Bureau and the Parks, Recreation & Golf Advisory Board
3. Develop a strategic position and criteria for addressing the 13 (and may be other) questions above. While a number of RFP's have been issued, none have produced a viable project. In 2002 an internal team studied the issues related to constructing a sports facility and came up with recommendations listed in Appendix I. No third party feasibility study was commissioned.
4. To successfully embark on a parks facility expansion program, city policy makers and staff must be able to ensure that a well-conceived and actionable asset management plan exists for parks facilities to reflect good stewardship best practices by the city.

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APPENDIX I: Study Team Recommendations (2002):

1. Consider sale of land carefully, keeping in mind today's value compared with potential future value of this property. Recognize what uses will result on these 27 acres as a result of the land lease/sale.
2. Proceed only after:
 - a. Long term lease or sale of city's 27 acres is committed to.
 - b. Formation of an RFP to find private partner to possibly help construct and definitely operate the proposed facility.
 - c. Explore use of SRP property for parking and/or turf use.
3. Pursue land lease/sale concurrent with project RFP
4. Proceed with sale only if:
 - a. Land offering is successful.
 - b. RFP process yields partner who successfully demonstrates required capacities and commitments to ensure project operational success to the satisfaction of council. At a minimum respondents should successfully address:
 - i. Proof of financial capability.
 - ii. Past experience.
 - iii. Letters of intent for facility use.
 - iv. Business Plan.
 - v. Operations Plan.
 - vi. Grants to be pursued.
 - vii. Sponsorship expectations.
5. Operation is contingent on revenue generated by facility. The city should be prepared to step in to address a default situation.
6. Design, program and market facility with management partner.
7. Build facility.

APPENDIX II

Ball Fields Hrs. of Usage													
Year	2008			2009			2010			2011			
	Spring	Summer	Fall										
TSC NE	565	407	584	484	333	361	474	391	429	371	366	336	
TSC NW	569	402	582	484	334	357	477	394	431	367	366	328	
TSC SE	550	379	530	471	333	328	457	375	400	333	341	285	
TSC SW	556	378	533	467	335	330	463	376	400	342	349	314	
Kiwanis NE	689	464	520	657	508	544	154	508	510	481	335	394	
Kiwanis NW	605	384	487	548	415	518	150	462	487	388	462	357	
Kiwanis SE	720	476	500	661	506	555	160	538	571	465	512	422	
Kiwanis SW	615	380	468	597	355	479	156	419	491	460	332	391	
Papago	202	355	324	506	291	134	446	150	234	165	192	381	
McKemy N	389	290	339	397	364	252	307	195	147	258	155	152	
McKemy S	372	309	227	431	347	207	313	192	126	274	151	161	
Connolly N	467	344	318	365	290	48	208	52	109	224	106	177	
Connolly S	383	338	318	339	259	119	198	52	146	254	75	139	
Daley E	662	440	429	453	334	401	620	258	361	287	155	120	
Daley W	402	241	427	443	366	402	562	595	349	294	219	243	
Mantei	298	285	236	366	155	348	364	259	137	381	218	49	
Gonzo	288	241	263	358	306	266	212	220	53	286	139	74	
Jaycee	290	227	231	344	254	294	297	157	148	225	108	110	
Escalante	341	154	235	348	239	160	242	34	24	116	22	8	
Palmer Park	52	196	62	0	4	197	392	71	82	232	71	41	
Total Hours	9,015	6,690	7,613	8,719	6,328	6,300	6,652	5,698	5,635	6,203	4,674	4,482	
Yearly Totals	23,318			21,347			17,985			15,359			Fees & Residency Use Requirements

Spring = January to April

Summer = May to August

Fall = September to December

Number of Fields = 20

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APPENDIX III

Complex Soccer Fields- Hrs. of Usage												
Field	2008			2009			2010			2011		
	Spring	Summer	Fall	Spring	Summer	Fall	Spring	Summer	Fall	Spring	Summer	Fall
Benedict 1	129	0	393	532	18	576	540	145	331	454	251	382
Benedict 2	177	0	671	464	8	575	5699	181	264	602	235	327
Benedict 3	517	250	512	644	271	656	453	19	323	484	210	402
Benedict 4	407	240	485	548	485	592	683	224	423	519	289	318
Benedict 5	453	306	645	542	360	639	563	169	332	518	309	300
TSC 1	606	249	787	165	283	633	612	514	431	350	312	578
TSC 2	521	201	837	216	285	603	501	320	586	345	270	593
TSC 3	603	257	711	153	520	623	477	275	574	456	232	660
TSC 4	562	261	706	215	601	643	428	273	552	490	226	573
TSC 5	582	201	742	198	311	622	563	234	452	347	183	607
TSC 6	564	248	812	196	601	582	489	214	388	402	142	655
TSC 7	524	245	770	204	605	593	500	269	432	478	225	329
TSC Sp Evts*	392	68	413	198	540	294	102	403	97	169	41	132
Diablo #7 – lights	0	0	439	567	355	584	418	337	228	173	127	107
Diablo #8 – No lights	0	0	90	194	152	210	113	136	10	4	19	0
Totals	6,037	2,526	9,013	5,036	5,395	8,425	12,141	3,713	5,423	5,791	3,071	5,963
Yearly Total	17,576						21,277			14,825		

Spring = January to April

Summer = May to August

Fall = September to December

Number of Fields = 15

APPENDIX IV

Neighborhood Soccer Fields - Hrs of Usage													
Year	2008			2009			2010			2011			
	Spring	Summer	Fall										
Estrada	610	609	707	663	575	666	615	352	304	476	360	355	
Gaickt*	457	373	443	201	58	57	257	0	6	10	0	6	
Goodwin	675	604	462	339	0	483	603	348	260	51	0	24	
Hanger - East	706	256	686	582	500	480	219	287	52	232	102	168	
Hanger - West	592	158	446	484	624	346	209	30	0	50	0	0	
Harelson	418	418	686	642	740	493	585	0	104	178	0	290	
Kiwanis 1	109	200	180	608	126	372	0	92	97	207	150	175	
Kiwanis 2	139	200	160	610	134	364	0	88	25	137	134	69	
Kiwanis 3	130	194	78	528	126	364	0	24	48	135	124	65	
Kiwanis North	609	203	116	284	126	330	108	126	19	245	150	24	
Optimist*	0	61	36	272	0	269	219	0	0	0	0	6	
Stroud	455	166	614	332	500	378	135	240	244	0	0	392	
Svob	0	6	170	42	0	196	54	0	0	0	0	0	
Celeya	508	585	286	649	207	210	449	345	244	340	276	372	
Corbell E	675	582	162	520	639	492	501	203	0	7	0	0	
Corbell W*	501	538	462	255	436	278	340	111	0	0	0	0	
Waggoner E*	0	275	0	484	252	508	433	48	16	0	0	0	
Waggoner W*	94	325	40	571	692	255	111	57	7	40	0	6	
Totals	6,678	5,753	5,734	8,066	5,735	6,541	4,838	2,351	1,426	2,108	1,296	1,952	
Yearly Total	18,165			20,342			8,615			5,356			Fees & Residency Use Requirements

Spring = January to April

Summer = May to August

Fall = September to December

Number of Fields = 18

Cost Effective Youth and Amateur Sports Facilities

**Sports, Tourism, Recreation, Arts & Cultural
Development
February 1, 2012**

Purpose

- Provide background information of past efforts.
- Identify options for future efforts.

Efforts in the Past

- Exploring strategies for developing these types of facilities since 1998.
- Efforts were directed at using the land to the west of the Tempe Center Arts and the Bureau of Land Management and City land to the west of Priest Drive.
- Current effort in Partnership with ASU west of TCA

Alignment With Council Strategic Goals

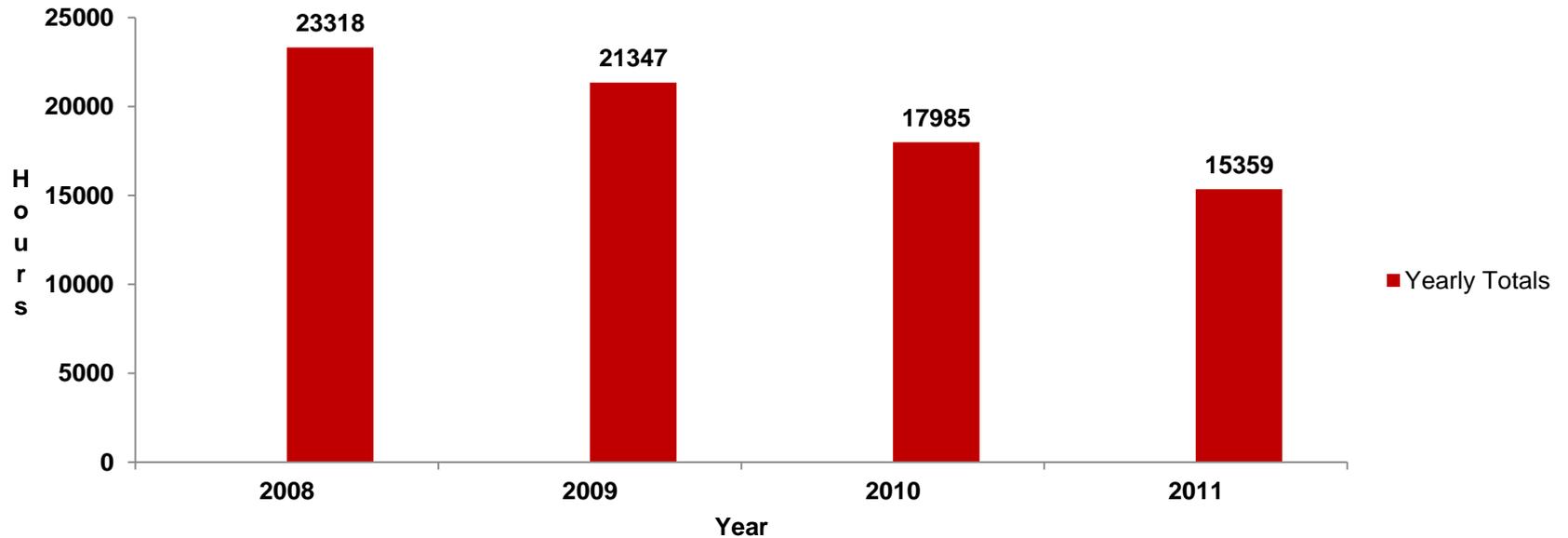
- Long Term Financial Stability of the city
- Neighborhood Enhancement
- Effective Infrastructures
- Sustainable Economic Development
 - Town Lake Development and Downtown Connectivity
- Operational Sustainability and Accountability
 - Advanced Transportation Infrastructure
- Implementation Alignment
- Regional Leverage
 - Education as a priority
 - Leverage Technology

Preserving of Existing Assets

- **Collaborating between Public Works and Community Services Departments**
- **Development of an asset management plan**
- **Includes strategies for preserving and maintaining this infrastructure – Buildings, Electrical, Surfaces, Fences, Irrigation**

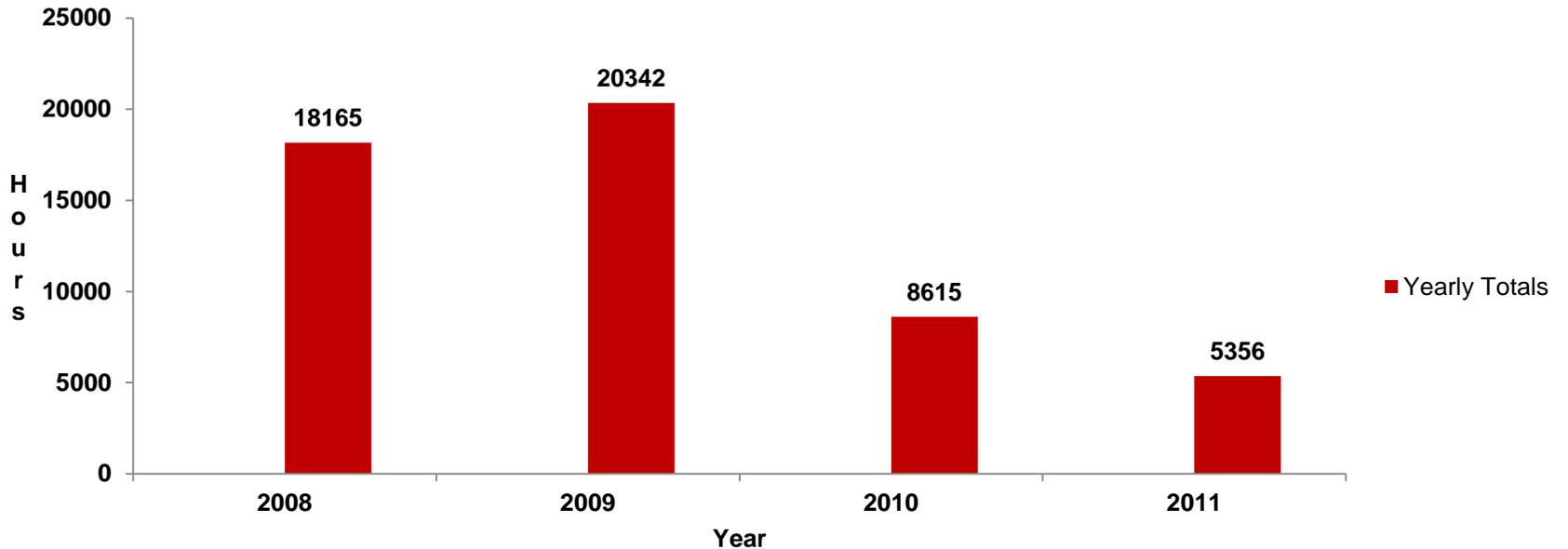
Use Trends - Ball Fields

Yearly Ballfield Use (Hours) - 20 Fields



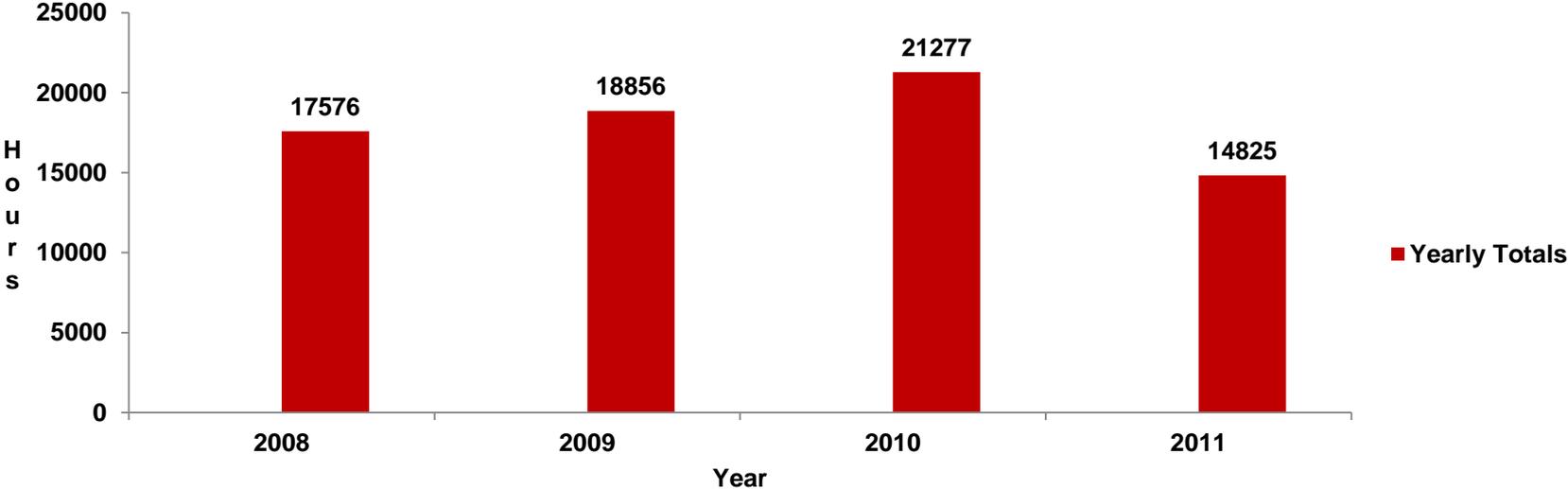
Use Trends - Neighborhood Fields

Yearly Neighborhood Soccer/Football Field Use (hours) - 18 Fields



Use Trends - Sports Complex Fields

Year Sports Complex Soccer/Football Use (hours) - 15 Fields



Summary of Questions to Answer

- **Partnership (Public/Private)**
- **Whose Land? - Public/Private**
- **Alternative Uses for the Land**
- **Funding – Capital/O & M/Event Support**
- **Impacts on Existing Programs**
- **Hospitality Industry Needs**
- **Regional Competition or Synergy**

Recommendations for Moving forward

- **Align effort to the eleven (11) Strategic Initiatives Identified by the City Council.**
- **Involve a Variety of Internal and External Stakeholders**
- **Address Questions Raised Through the Various Efforts Above – Feasibility Study?.**
- **Ensure any System Expansion Reflects upon Good Stewardship and Best Practices of the City's Current Assets.**

Discussion

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

List of Accomplishments/Progress

Chair: Councilmember Mark Mitchell

Address opportunities for economic and cultural development, including programs and related capital projects associated with professional, youth and amateur sports and recreation, and arts and cultural opportunities. Work plan should include oversight of:

- (1) Development, coordination and assessment of arts programs and services, including programs resulting from partnerships with community and regional organizations, such as MPAC;
 - Action Item #1 has been completed, which established a comprehensive inventory of arts programs and services. Information compiled includes numbers of annual events, attendance, audience and artist age ranges, partnership identification, program expense and associated revenue generated.
 - TCA collaborated with KAET/Arizona PBS to establish an agreement for broadcast of TCA's Songwriters' Showcase on a regular basis. The initially executed contract has been reviewed for a second season with the addition of several more Showcase segments. A contract has been executed to expand broadcast coverage to include the Tucson region through an agreement with KUAT, Tucson.
 - A comprehensive inventory of arts programs and services was conducted. Information compiled includes numbers of annual events, attendance, audience and artist age ranges, partnership identification, program expense and associated revenue generated.
 - Findings, based on 2009-2010 data, indicate:
 - More than 140,000 people were reached through 221 city-produced events and 357 events produced through partnership or sponsorship with other organizations,
 - Art Education workgroups produced 11 free events, and 219 classes provided a variety of visual and performing arts experiences for more than 4,300 participants.
 - The arts grants program provided awards totaling \$151,500 to help sustain 20 non profit arts organizations and 6 schools.
 - Recommendations based on findings have been compiled and will be presented in the near future.
- (2) TCA operations;
 - Action Item #2 (Enhance Tempe Center for the Arts operations) is nearing completion. Progress to date includes:
 - Use and revenue assessment has been created and information for 2009-2010 season was presented to STRACD Committee. Further data collection continues.

Agenda Item 8. Staff collaborated with Behavior Research Center (BRC) and Pioneer Marketing Research (PMR) to develop and complete two survey projects to better understand community attitudes and opinions about the TCA facility, the services it provides and its operational priorities.

- BRC completed 600 demographically-based telephone interviews.
- PMR completed an online survey targeted to community members in leadership roles including, but not limited to boards and commissions members, business organization directors (e.g. TCVB, DTC, Chamber of Commerce) and other community leaders.
- Results from community survey projects are being compiled for analysis.
- Staff anticipates reporting findings to STRACD Committee in early 2012.

(3) Planning, development and implementation, in conjunction with Rio Salado Foundation, of community fundraising for public amenities within the Tempe Papago Park and Lake District;

- The Papago Park Regional Master Plan has been completed and can be found at www.discoverpapagopark.com
- The efforts to relocate the O'Connor House have been completed – Rio Salado Foundation
- Efforts are currently underway to restore and repurpose the Eisendrath House – Rio Salado Foundation
 - Mark Vinson is involved with this project
- The Cross Cut Canal Phase 2 improvements completed in Papago Park
 - Eric Iwersen was the project lead

(4) Planning, development and oversight of programs for Historic Museum, Library facilities and Vihel Center;

- The History Museum has increased programming and consequently has seen an increase in attendance since the re-opening. Lectures are offered once a month on the third Thursday and during the lunch hour on the second Wednesday. The museum also has established a monthly Performance at the Museum series that is geared toward a family audience. Yoga and sports classes for toddlers have been offered in the Community Room in partnership with Recreation.
- The Vihel Center staff will continue partnerships for specialized classes with the museum. Increased activity is anticipated as a result of the departmental reorganization and the shifting of Recreation's programming staff to the Vihel Center.
- The Library has partnered with Recreation to offer computer classes for the intermediate level and above for the first time.

(5) Rehabilitation of historic properties;

- The efforts to relocate the O'Connor House have been completed – Rio Salado Foundation (listed in number 3)
- Efforts are currently underway to restore and repurpose the Eisendrath House – Rio Salado Foundation (listed in number 3)

- (6) Development and implementation of veterans outreach programs and efforts **Agenda Item 8.** including, in conjunction with Rio Salado Foundation, planning, development and community fundraising for Veterans Memorial in, on Ash Avenue Bridge Outlook;
- Through the joint effort of City of Tempe, Rio Salado Foundation and the Veterans Memorial - Tempe LLC, restoration of the Ash Avenue Bridge abutment is underway as the part of the first phase of the Veterans Memorial project.
 - On November 11, 2011 a groundbreaking ceremony featured veterans organizations at the State and local levels joining the Mayor and Council's initiating the start of the Veterans Memorial – Tempe.
 - Mayor and City Council participated in the Veteran's Day Parade and visited the Vietnam Traveling Memorial Wall in Tempe Beach Park on November 11, 2011.
- (7) Development and implementation of cost-effective youth and amateur sports facilities;
- Public Works will make a presentation to Committee at the February meeting.
- (8) Development of new, and improvements to existing, regional parks, including Warner-Hardy Sports Complex, Kiwanis Park, and Rio Salado Park area;
- Replacement of the entire sports lighting system at Diablo Stadium, plus improved lighting in the west Stadium parking lot;
 - Leveling of the Diablo Stadium infield, and improvements/repairs to the Diablo Stadium field drainage system;
 - Completed the testing of all steel sports lighting poles at the various City sports fields, and have begun addressing the pole replacements and other issues identified in the reports.
 - Replacement of the electrical SES and controls at the Benedict Sports Complex;
 - Begun the design of the Kiwanis Park ballfields sports lighting system replacement (Replacement of 2 of the 4 fields lighting systems planned for Summer, 2012);
 - Structural issue discovered in the Kiwanis Park Fiesta Ramadas will be resolved beginning in January, 2012. In addition, at the same time ADA accessibility to the southern half of the ramadas will also be addressed, and the northern half of the ramadas will be addressed in a second phase in 2012-13.
- (9) Work on hotel conference meeting space in conjunction with the Technology, Economic & Community Development Council Committee;
- Staff is working on proposals from two separate groups.
 - Each proposal is programmed with a conference facility of at least 40,000 square-feet.
 - Both proposals both contain a 20,000 square-foot ballroom for large meetings.
 - The developers for both proposals are conducting market studies to further define demand and sizing.

Agenda Item 8.

(10) Oversee golf program operations and capital improvement programs for enhancing and stabilizing golf program revenues and expenses;

- Created and implemented new business model for the Golf Enterprise
- Diversified revenue sources (in the past the city received greens fees and rent only)
 - Green Fees
 - Carts
 - Range
 - Recurring transfer from for water supply emergency reduction
- Maintain sustainable operations where revenues support expenditures. Current revenues are tracking above monthly target goals.
- Position courses to be market competitive and created a Golf Tempe marketing strategy.
- Implemented a transparent fee and charge system with consistent reward philosophy
- Set up strategies for maintaining and growing our customer base
- Included a fund for capital improvement for the courses
- Working in cooperation with a private entity in a public/ private partnership. The city has overall oversight of the golf enterprise. A private entity manages the restaurant and the golf operations and the city manages the course maintenance
- Instituted enhanced fiscal controls for the fund
- Improved conditions at both golf courses. We are getting compliments for the way the courses look.

(11) Efforts to enhance Insight Bowl, Spring Training, and other sporting events; and

- Staff and Tempe Tourism Office completed this item. Details provided below for Spring Training and Insight Bowl.
- For Spring Training Tempe Tourism Office:
 - Created promotional inserts which were distributed to Angels season ticket holders
 - Partnered with Southwest Airlines and Simon Shopping Malls on a comprehensive promotion in N. California and Colorado. The campaign included: In mall spring training promotion with sky banners, elevator wraps, floor clings, table tents in the food court, radio campaign in Colorado along with a Text to Win Contest – more than 1500 entries were received, advertising in AAA publications.
- For Spring Training City staff:
 - Reorganized the parks service to create a full time maintenance supervisor for Diablo,
 - Reconditioned and re-leveled all fields,
 - Completed the main stadium drainage project,
 - Implemented a number of energy savings electrical improvements -State of the art lighting installed at Diablo Stadium, bringing the lighting to major league standards.
 - Continue to work with Angels Baseball on facility upgrades that are requested
 - Work with Angels baseball to prepare for 2012 spring training – stadium operations, parking and traffic logistics, fan friendly atmosphere

- For Insight Bowl Tempe Tourism Office:
 - Launched an Events tab on our Facebook to ensure Facebook users see the main events in Tempe including Insight Bowl and Block Party
 - ESPN – Mobile banner advertising – targeting the fans for both Iowa and Oklahoma – 2 million impressions guaranteed- we had more than 12,000 clicks to our site Rivals.com – banner advertising on the site’s pages dedicated to Iowa and Oklahoma – 1.4 million impressions guaranteed
 - Contacted the Alumni Associations for both schools to offer assistance
 - Developed a mobile landing page as an informational resource for mobile users
 - Pay-per-click advertising on Google, Yahoo and Bing promoting the game

 - For Insight Bowl City staff:
 - Produced, with partners like DTC, Tourism Office, ASU and Fiesta Bowl staff, the “Tempe Bowl Insider,” a full-color, magazine-style publication that acts as a modern version of a press kit. It contained information and stories about the Insight Bowl matchup and history, the Fiesta Bowl Block Party, transit and tourism in Tempe, Sun Devil Stadium and more. It was distributed to approximately 600 media contacts in the geographic areas surrounding the Insight Bowl teams, as well as to select national contacts. The publication also was distributed to the Tourism Office and the team and media hotels.
 - Produced a color pamphlet on transportation and parking in downtown Tempe. It was distributed by the DTC, Tourism Office and the city. It also was included in the information provided to visiting journalists at the Fiesta Bowl/Insight Bowl media hotel.
 - Aired basic details about the game and block party on the Tempe 11 bulletin board.
 - Posted social media notices related to the game and block party.
 - Published game and block party information in the Tempe Today water bill newsletter.
- (12) In conjunction with Arizona State University, to enhance and expand community use of ASU facilities for youth and amateur sports programs, including Senior Olympics, Arizona State Games and similar programs.
- Staff worked in collaboration with Arizona State University (ASU) to have youth sports basketball played at the ASU women’s basketball facility.
 - Staff and ASU continue to work to build Kajikawa softball into one of the premier NCAA sporting events.
 - Staff continues to work with ASU’s athletic department to recruit athletes to provide coaching and or clinics for youth sports.

