City of Scottsdale
Tourism Development Commission
Regular Meeting
Notice & Agenda

9:00 a.m., Tuesday, November 17, 2026
Kiva Forum-City Hall
3939 N. Drinkwater Boulevard
Scottsdale, Arizona 85251

1. **Call to Order/Roll Call**

Chris Montgomery, Chairperson	Stephan Miller	Terri Worthington
Joseph Shershenovich, Vice-Chair	Alex Shelton	
Cathy McKeever	Jim Kisselburg	

2. **Approval of Minutes**
   Commission discussion and action to approve October 20, 2026, regular meeting minutes.

3. **Economic Impact of Golf in Scottsdale**
   Presentation, update, commission discussion, regarding the Economic Impact Golf Study in Scottsdale.
   Presenter: Jim Rounds, President Rounds Consulting Group Inc.
   Staff Contact: Kevin Burke, Senior Director Economic Development & Tourism

4. **West Coast Baseball Tournament**
   Presentation, update, and commission discussion regarding the 2026 West Coast Baseball Tournament.
   Presenters: Mark Massari, Al Grigby, Van Wagner
   Staff Contact: Steve Geiogamah

5. **Good Life AZ Event Funding Request**
   Presentation, Commission discussion, and possible recommendation to City Council for bed tax expenditure up to $250,000 to support a one-year event funding agreement with Good Life Az Foundation Inc. for the Good Life Az event.
   Presenter: Ronen Aviram, Vice President General Manager Valley Ho
   Staff Contact: Steve Geiogamah

6. Forbes Under 30 Summit

Presentation, Commission discussion, and possible recommendation to City Council for bed tax expenditure up to $300,000 to support a one-year event funding agreement with the Arizona Sports & Events Alliance for the Forbes Under 30 Summit.
Staff is recommending up to $150,000 to support a one-year event funding agreement.
Presenter: Kyle Hedstrom, EVP & COO Partnerships Finance & Events
Staff Contact: Steve Geiogamah

7. Event Program Funding Requests

Commission discussion and recommendation on the following applications for event funding:

a. Event Venue Fee Funding Program - Triple Crown Baseball - $12,000
b. Event Venue Fee Funding Program - RSL Ostrich Soccer Tournament - $12,000
c. Event Venue Fee Funding Program - Phoenix Cup Girls - $12,000
d. Event Venue Fee Funding Program - Phoenix Cup Boys - $12,000

Total Request $48,000

e. Community Event Funding Program – Greater Phoenix Jewish Film Festival - $17,500
f. Community Event Funding Program – Arizona Sun Circuit - $27,500
g. Community Event Funding Program – Cactus Reining Classic - $15,000
h. Community Event Funding Program – Scottsdale Fair and Festival - $13,500

Total Request $73,500

Staff Contact: Steve Geiogamah, Tourism Development Manager

8. Staff Reports

Staff presentation and Commission discussion of the following:

a. Staff Bed Tax Hotel Classification Report
b. Tourism Development Fund Budget
c. Program Updates – Post Event Reports

Staff Contact: Steve Geiogamah

9. Commissioners' Report

Commissioners may give a summary of bed tax supported events, activities, and projects. Information only. The Commission cannot discuss or vote on items not on the agenda, including items brought up as Commissioners' Reports. If discussion by the Commission is required, the item should be placed on an upcoming meeting agenda to be consistent with Arizona Open Meeting Law.

10. Public Comment

Written comment cards are accepted for both agendized and non-agendized items and may be submitted to City Staff at any time. Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. Public testimony is limited to three (3) minutes per speaker. Cards submitted after public testimony has begun will be provided to the Public Body at the conclusion of the testimony for that item. Arizona State law prohibits the Tourism Development Commission from discussing or acting on an item that is not on the prepared agenda.

11. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

Adjournment

Next scheduled meeting is December 15, 2026