

**SCOTTSDALE CITY COUNCIL
REGULAR MEETING AND WORK STUDY SESSION MINUTES
TUESDAY, FEBRUARY 24, 2026**



**CITY HALL KIVA
3939 N. DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251**

CALL TO ORDER

Mayor Lisa Borowsky called to order a Regular Meeting and Work Study Session of the Scottsdale City Council at 5:04 P.M. on Tuesday, February 24, 2026 in the City Hall Kiva Forum.

ROLL CALL

Mayor Borowsky asked City Clerk Ben Lane to conduct the roll call.

Present: Mayor Lisa Borowsky; Vice Mayor Adam Kwasman; and Councilmembers Jan Dubauskas, Barry Graham, Kathy Littlefield, Maryann McAllen, and Solange Whitehead

Also Present: City Manager Greg Caton, Interim City Attorney Luis Santaella, City Treasurer Sonia Andrews, Acting City Auditor Lai Cluff, and City Clerk Ben Lane

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Councilwoman McAllen.

INVOCATION

Vice Mayor Kwasman introduced Jake Bennett, the Arizona Regional Director of StandWithUs, to give the invocation.

MAYOR'S REPORT

Mayor Borowsky noted it is event season in Scottsdale, noting the success of the recent Scottsdale Arabian Horse Show and the beginning of baseball's Spring Training season with the San Francisco Giants playing at nearby Scottsdale Stadium. She also discussed the U.S. Men's Hockey Team's accomplishment of winning the gold medal at the Winter Olympics and recognized team member and Scottsdale native Auston Matthews.

NOTE: MINUTES OF CITY COUNCIL MEETINGS AND WORK STUDY SESSIONS ARE PREPARED IN ACCORDANCE WITH THE PROVISIONS OF ARIZONA REVISED STATUTES. THESE MINUTES ARE INTENDED TO BE AN ACCURATE REFLECTION OF ACTION TAKEN AND DIRECTION GIVEN BY THE CITY COUNCIL AND ARE NOT VERBATIM TRANSCRIPTS. DIGITAL RECORDINGS AND CLOSED CAPTION TRANSCRIPTS OF SCOTTSDALE CITY COUNCIL MEETINGS ARE AVAILABLE ONLINE AND ARE ON FILE IN THE CITY CLERK'S OFFICE.

PRESENTATION/INFORMATION UPDATES

- **Experience Scottsdale Update**

Experience Scottsdale will provide an update on Scottsdale's tourism industry and destination marketing.

Presenter(s): Rachel Sacco, Experience Scottsdale President and Chief Executive Officer

Note: The Council may make comments or ask questions to the presenter(s); however, no Council action will be taken.

Experience Scottsdale President and Chief Executive Officer Rachel Sacco gave a PowerPoint presentation (attached) on Experience Scottsdale programs, promotions, and key performance indicators.

MINUTES

Request: Approve the following Council meeting minutes from December 2025:

- a. **Special Meeting Minutes of December 1, 2025**
- b. **Regular Meeting and Work Study Session Minutes of December 1, 2025**
- c. **Regular Meeting Minutes of December 2, 2025**

MOTION AND VOTE - MINUTES

Vice Mayor Kwasman made a motion to approve the Special Meeting Minutes of December 1, 2025; the Regular Meeting and Work Study Session Minutes of December 1, 2025; and the Regular Meeting Minutes of December 2, 2025. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

CONSENT AGENDA

1. **Sam's Mart & Liquor Liquor License (LL-0002-2026)**

Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses & Control for Sampling Privileges for a Series 9 (Liquor Store) and a Series 10 (Beer and Wine Store) for an existing location with a new owner.

Location: 8770 E. McDowell Road

Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210,
tcurtis@scottsdaleaz.gov

2. **Chada Asian Fusion 2 Liquor License (LL-0003-2026)**

Request: Consider forwarding a recommendation of approval to the Arizona Department of Liquor Licenses & Control for a new Series 12 (Restaurant) State liquor license for an existing location with a new owner.

Location: 6204 N. Scottsdale Road, Suite 107

Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210,
tcurtis@scottsdaleaz.gov

3. **Alpio's at Troon Event Center Bar Conditional Use Permit (7-UP-2025)**

Request: Adopt Resolution 13594 approving a Conditional Use Permit for a bar use on a ±3,925 square foot site with Central Business Environmentally Sensitive Land Overlay (C-2 ESL) zoning.

Location: 10452 E. Jomax Road

Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210,
tcurtis@scottsdaleaz.gov

(Moved to Regular Agenda, see page 5)

4. 114th Street Abandonment (6-AB-2024)

Request: Adopt **Resolution No. 13595** authorizing the abandonment of the southern 25-foot and eastern 30-foot of rights-of-way located on a property with Single-Family Residential (R1-35) zoning.

Location: 11345 E. Beryl Avenue

Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210,
tcurtis@scottsdaleaz.gov

5. Interim Accounting Consultant Services Contract

Requests: Adopt **Resolution No. 13597** authorizing the following:

1. Contract No. 2026-023-COS, in an amount not to exceed \$75,000 per year, for the initial one-year term with the option to extend for four additional one-year periods, with Osuch Consulting, PLLC to provide interim accounting consulting services.
2. The City Treasurer, or designee, to execute any other documents and take such other actions as necessary to carry out the intent of this Resolution.

Staff Contact(s): Sonia Andrews, City Treasurer, 480-312-2364,
sandrews@scottsdaleaz.gov

6. Investment Management Services Contract

Request: Adopt **Resolution No. 13599** authorizing:

1. Contract No. 2026-024-COS, in an estimated amount of \$250,000 to \$400,000 per year depending on portfolio size for the initial three-year term with the option to extend for two additional one-year periods, with U.S. Bancorp Asset Management, Inc. to provide investment management services.
2. The City Treasurer, or designee, to execute any other documents and take such other actions as necessary to carry out the intent of this Resolution.

Staff Contact(s): Sonia Andrews, City Treasurer, 480-312-2364,
sandrews@scottsdaleaz.gov

7. Healthcare Benefit Consulting Services Contract Extension

Request: Adopt **Resolution No. 13605** authorizing:

1. Contract No. 2026-029-COS, in the annual amount of \$62,240, to extend the term of Administrative Contract No. 21RP007 to March 23, 2027, with the option to extend for an additional one-year period.
2. The City Manager, or designee, to execute any other documents and take such other actions as necessary to carry out the intent of this Resolution.

Staff Contact(s): Monica Boyd, Human Resources Senior Director, 480-312-2615,
mboyd@scottsdaleaz.gov

8. HOME Investment Partnership Program Intergovernmental Agreement

Request: Adopt **Resolution No. 13589** authorizing:

1. Contract No. 2020-101-COS-A1, the first amendment to the consortium intergovernmental agreement between the City, Maricopa County, the Cities of Avondale, Chandler, Glendale, Peoria, Surprise, and Tempe, and the Town of Gilbert, adding the City of Goodyear as a party to the agreement and to continue operating as a

consortium to receive federal funding under the HOME Investment Partnership Program.

2. The City Manager, or designee, to execute any other documents and take such other actions as necessary to carry out the intent of this Resolution.

Staff Contact(s): Mary Witkofski, Interim Human Services Director, 480-312-2479, mwitkofski@scottsdaleaz.gov

9. Scottsdale Unified School District Intergovernmental Agreement Extension

Request: Adopt **Resolution No. 13607** authorizing:

1. Contract No. 2021-023-COS-A4, the fourth amendment to the intergovernmental agreement with the Scottsdale Unified School District No. 48 to extend the contract term to June 30, 2027 for future audits.
2. The City Auditor, or designee, to execute any related documents and take such other actions as necessary to carry out the intent of this Resolution.

Staff Contact(s): Lai Cluff, Acting City Auditor, 480-312-7851, lcluff@Scottsdaleaz.gov

10. Procurement Code Amendment

Request: Adopt **Ordinance No. 4702** amending Scottsdale Revised Code, Chapter 2, Article IV, Division 4, Section 2-180 to allow the Purchasing Director to delegate authority for employee benefit contracts to a third-party consultant.

Staff Contact(s): Jenn Myers, Purchasing Director, 480-312-5706, jmyers@scottsdaleaz.gov

11. 2026 Primary and General Elections

Request: Adopt **Resolution No. 13590** calling the City of Scottsdale's Primary Election for Tuesday, July 21, 2026, and the City's General Election, if necessary, for Tuesday, November 3, 2026 for the purpose of electing three Councilmembers.

Staff Contact(s): Ben Lane, City Clerk, 480-312-2411, blane@scottsdaleaz.gov

12. Notice of Intention to Increase Water and Wastewater Rates

Request: Adopt notice of intention to increase water and wastewater rates, increase miscellaneous water charges, and make housekeeping adjustments to Chapter 49 City of Scottsdale Revised Code for Fiscal Year 2026/27 and establish May 19, 2026, as the date for a public hearing.

Staff Contact(s): David Walby, Water Resources Senior Director, 480-312-7931, dwalby@scottsdaleaz.gov

13. Monthly Financial Report

Request: Accept the Fiscal Year 2025/26 Monthly Financial Report as of December 2025.

Staff Contact(s): Scott Selin, Budget Department Director, 480-312-2603, sselin@scottsdaleaz.gov

PUBLIC COMMENT – CONSENT AGENDA

There was no public comment on the Consent Agenda items.

MOTION AND VOTE – CONSENT AGENDA

Councilwoman McAllen requested that Item No. 3 [Alpio's at Troon Event Center Bar Conditional Use Permit (7-UP-2025)] be considered as part of the Regular Agenda.

Councilwoman Whitehead made a motion to approve Consent Agenda Items 1, 2, and 4 through 13, noting that Item No. 3 [Alpio's at Troon Event Center Bar Conditional Use Permit (7-UP-2025)] would be considered as part of the Regular Agenda. Councilwoman McAllen seconded the motion, which carried 7/0, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

REGULAR AGENDA

3. Alpio's at Troon Event Center Bar Conditional Use Permit (7-UP-2025)

Request: Adopt **Resolution 13594** approving a Conditional Use Permit for a bar use on a ±3,925 square foot site with Central Business Environmentally Sensitive Land Overlay (C-2 ESL) zoning.

Location: 10452 E. Jomax Road

Staff Contact(s): Tim Curtis, Current Planning Director, 480-312-4210,
tcurtis@scottsdaleaz.gov

Note: This item was considered as part of the Regular Meeting Agenda.

Note: Councilwoman Dubauskas recused herself due to a conflict of interest and departed the dais at 5:33 P.M.

Senior Planner Chris Zimmer gave a PowerPoint presentation (attached) on the proposed Alpio's at Troon Event Center Bar Conditional Use Permit.

Applicant Representative Terri Virga Triebwasser gave a presentation on the proposed Alpio's at Troon Event Center Bar Conditional Use Permit.

PUBLIC COMMENT – ITEM 3

Mayor Borowsky opened public comment on this item.

The following individuals spoke in opposition to this item:

- Doug DaCosta, Scottsdale resident
- David Durfee, Scottsdale resident
- Dave Loaney, Scottsdale resident
- Howard Lein, Scottsdale resident
- Larry Bonnell, Scottsdale resident
- Robin Farrell, Scottsdale resident
- Dan Postal, Scottsdale resident
- Tim La Sota, on behalf of REMAX Properties

Mayor Borowsky closed public comment on this item.

MOTION AND VOTE – ITEM 3

Councilwoman McAllen made a motion to continue this item to a future Council meeting. Councilwoman Whitehead seconded the motion, which carried 6/0, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Graham, Littlefield, McAllen, and Whitehead voting in the affirmative. [Councilwoman Dubauskas previously declared a conflict of interest and did not participate in the discussion or the vote on this item.]

Note: Councilwoman Dubauskas returned to the dais at 6:25 P.M.

14. State Legislative Update – Bills of Interest to the City of Scottsdale

Request: Presentation, discussion, and possible direction or action to City staff and the City's state lobbying services contractor, who will provide the City Council with an update as to how the State legislative session is progressing.

Presenter(s): Sara Sparman, Government Relations Manager and Dr. Marc Osborn, Kutak Rock, LLP

Staff Contact(s): Sara Sparman, Government Relations Manager, 480-312-2511, ssparman@scottsdaleaz.gov

Government Relations Manager Sara Sparman and Dr. Marc Osborn, with Kutak Rock, LLP, gave a PowerPoint presentation (attached) on the State Legislative bills of interest to the City of Scottsdale.

PUBLIC COMMENT – ITEM 14

There was no public comment on this item.

COUNCILMEMBER COMMENTS – ITEM 14

Councilmembers made the following observations, requests, and suggestions:

- Provide information on bills related to school closures, affordable housing, churches, and senior living facilities.

15. Scottsdale Arts Management Services Agreement and Financial Participation Agreement

Requests:

1. Adopt **Resolution No. 13577** authorizing Contract No. 2026-012-COS with Scottsdale Arts, a management services agreement for advisory and management services regarding the City's Arts and Cultural Programs for the period from July 1, 2026 to June 30, 2031.
2. Adopt **Resolution No. 13578** authorizing Contract No. 2026-013-COS with Scottsdale Arts, a financial participation agreement for Fiscal Year 2026/27, in the amount of \$6,297,114, to be allocated for activities consistent with Contract No. 2026-012-COS for the period of July 1, 2026 to June 30, 2027.

Presenter(s): Judy Doyle, Deputy City Manager

Staff Contact(s): Kevin Burke, Economic Development & Tourism Senior Director, 480-312-2533, kburke@scottsdaleaz.gov

Deputy City Manager Judy Doyle gave a PowerPoint presentation (attached) on the proposed Scottsdale Arts Management Services Agreement and Financial Participation Agreement.

PUBLIC COMMENT – ITEM 15

There was no public comment on this item.

MOTION NO. 1 – ITEM 15

Councilwoman McAllen made a motion to:

1. Adopt Resolution No. 13577 authorizing Contract No. 2026-012-COS with Scottsdale Arts, a management services agreement for advisory and management services regarding the City's Arts and Cultural Programs for the period from July 1, 2026 to June 30, 2031 and
2. Adopt Resolution No. 13578 authorizing Contract No. 2026-013-COS with Scottsdale Arts, a financial participation agreement for Fiscal Year 2026/27, in the amount of \$6,297,114, to be allocated for activities consistent with Contract No. 2026-012-COS for the period of July 1, 2026 to June 30, 2027.

Councilwoman Whitehead seconded the motion.

ALTERNATE MOTION – ITEM 15

Councilwoman Dubauskas made an alternate motion to adopt Resolution Nos. 13577 and 13578 with the following amendments to Contract No. 2026-012-COS, the management services agreement:

- Exhibit F: under Management and Programming of Cultural Venues Key Performance Indicators (KPI)
 - KPI B – Attendance by Venue – change the standard / target to note that paid attendance is greater than the paid attendance of the prior fiscal year
 - KPI C – Earned Revenue Ratio – change the standard / target to delete “maintain or” and have the standard be to exceed prior fiscal year baseline
- Section 9.2 – Government Enhancement – update this section to read that it shall include the addition of a member of Scottsdale City Council to the Board of Trustees. The member will be selected by a majority of the Scottsdale City Council.
- The term of the contract shall be changed from a five-year term to a three-year term with two one-year extensions.
- Authorize the City Manager and Interim City Attorney to make any necessary conforming changes to the contracts and resolutions consistent with the alternate motion.

Councilman Graham seconded the motion.

FRIENDLY AMENDMENT TO ALTERNATE MOTION – ITEM 15

Councilwoman Littlefield made a friendly amendment related to Section 9.2, stating that Councilmembers interested in serving on the Board of Trustees should inform the Mayor of their interest. The Mayor would then recommend an appointment for Council consideration. The friendly amendment was accepted by Councilwoman Dubauskas and Councilman Graham.

VOTE ON AMENDED MOTION WITH FRIENDLY AMENDMENT – ITEM 15

The Council then voted on the amended motion, which carried 5/2, with Mayor Borowsky, Vice Mayor Kwasman, and Councilmembers Dubauskas, Graham and Littlefield voting in the affirmative and Councilmembers McAllen and Whitehead dissenting.

PUBLIC COMMENT

Steve Sutton discussed the history of the proposed Corral parking garage and resident opposition to the garage.

Melissa Kemp discussed public comment and listening by the Mayor and Council. She also discussed meetings between the public and councilmembers.

Michael Fernandez discussed personnel matters related to the Mayor's Office and concerns related to the appointment of the City Manager.

CITIZEN PETITIONS

16. Receipt of Citizen Petitions

Request: Accept and acknowledge receipt of citizen petitions. Michael Fernandez submitted a citizen petition related to the building of a three-story parking garage across from the Old Adobe Mission and Cavalliere's Blacksmith Shop, citing concerns and asking the City Council to halt construction of the garage until after putting the question to voters in the November 2026 election.

Note: Any member of the Council may make a motion, to be voted on by the Council, to: (1) Direct the City Manager or responsible Charter Officer to agendize the petition for further discussion; (2) Direct the City Manager or responsible Charter Officer to investigate the matter and prepare a written response to the Council, with a copy to the petitioner; or (3) Take no action.

Staff Contact(s): Ben Lane, City Clerk, 480-312-2411, blane@scottsdaleaz.gov

A citizen petition was presented by Michael Fernandez regarding the halting of the building of a three-story parking garage across from the Old Adobe Mission and Cavalliere's Blacksmith Shop until the matter is considered by voters in the November 2026 General Election. The petition was accepted and acknowledged by the City Council.

MOTION NO. 1 AND WITHDRAWAL – ITEM 16

Vice Mayor Kwasman made a motion to take no action. Councilman Graham seconded the motion. Vice Mayor Kwasman withdrew his motion.

MOTION NO. 2 AND VOTE – ITEM 16

Councilwoman Whitehead made a motion to direct the City Manager or other responsible Charter Officer to investigate the matter and prepare a written report to the Council, with a copy to the petitioner. Vice Mayor Kwasman seconded the motion, which carried 7/0, with Mayor Borowsky, Vice Mayor Kwasman, and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

MAYOR AND COUNCIL

17. Appointment to the Public Safety Personnel Retirement System Police and Fire Boards

Appointee: Hugo Meraz – Mayor's proposed designee for Chair

Appointee: Carl Frasor – Mayor's proposed designee for Citizen Member

Request: Seeking Council approval of the Mayor's proposed designees and appointees for Chair and Citizen Member.

MOTION NO. 1 AND VOTE – ITEM 17

Mayor Borowsky made a motion to appoint Hugo Meraz as the Mayor's designee for

reappointment as the Chair of the Public Safety Personnel Retirement System Police and Fire Boards. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Borowsky Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

MOTION NO. 2 AND VOTE – ITEM 17

Mayor Borowsky made a motion to appoint Carl Frasor as the Mayor's designee for Citizen Member of the Public Safety Personnel Retirement System Police and Fire Boards. Councilwoman Whitehead seconded the motion, which failed 3/4, with Mayor Borowsky and Councilmembers McAllen and Whitehead voting in the affirmative and Vice Mayor Kwasman and Councilmembers Dubauskas, Graham, and Littlefield dissenting.

MOTION TO RECONSIDER AND VOTE – ITEM 17

Vice Mayor Kwasman moved to reconsider the vote and proposed appointment of Carl Frasor as the Mayor's designee for Citizen Member of the Public Safety Personnel Retirement System Police and Fire Boards. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, And Whitehead voting in the affirmative.

MOTION TO CONTINUE AND VOTE – ITEM 17

Vice Mayor Kwasman moved to continue the proposed appointment of Carl Frasor to the March 3, 2026 City Council Meeting. Mayor Borowsky seconded the motion, which carried 7/0, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

WORK STUDY SESSION

PUBLIC COMMENT – WORK STUDY SESSION

There was no public comment on this item.

1. WestWorld Strategic Plan

Requests: Presentation, discussion, and possible direction to staff regarding the Westworld Strategic Plan, including priorities, policies, and implementation considerations.

Presenter(s): Will Lofdahl, Westworld General Manager

Staff Contact(s): Will Lofdahl, Westworld General Manager, 480-312-6807, wlofdahl@scottsdaleaz.gov

Westworld General Manager Will Lofdahl and Principal Manager Alex Keen, with Keen Independent Research, LLC gave a PowerPoint presentation (attached) on the proposed WestWorld Strategic Plan.

Councilmembers made the following observations, requests, and suggestions:

- It is good to see that events are returning on a yearly basis.
- The Key Performance Indicators that were developed represent a good starting point.
- It is important to have a variety of events and tenants.
- There needs to be a determination of what type of financial loss is acceptable.
- Disagree with the calculation being utilized to determine profits and losses.

- A two-to-three-day country music festival would be a perfect event for WestWorld.
- Recent WestWorld events have gone very well.

2. Quarterly Financial and Capital Improvement Plan (CIP) Updates

Requests:

- a. Receive, discuss, and provide possible direction on the City Treasurer's quarterly financial presentation as of December 2025.
- b. Receive, discuss, and provide possible direction on the City Engineer's quarterly CIP presentation as of December 2025.

Presenter(s): Scott Selin, Budget Department Director and Alison Tymkiw, City Engineer and Transportation and Infrastructure Senior Director

Staff Contact(s): Scott Selin, Budget Department Director, 480-312-2603, sselin@Scottsdaleaz.gov

MOTION AND VOTE – WORK STUDY ITEM 2

Mayor Borowsky made motion to continue this item to the March 3, 2026 City Council Meeting, requesting this item be considered early in the agenda. Councilwoman Whitehead seconded the motion, which carried 7/0, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

COUNCILMEMBER REPORTS

Councilwoman McAllen welcomed a new business, Soulfire Tacos, to the City of Scottsdale.

MOTION AND VOTE – ADJOURNMENT

Councilwoman Whitehead made a motion to adjourn the Regular Meeting and Work Study Session. Councilwoman McAllen seconded the motion, which carried 7/0, by voice vote, with Mayor Borowsky; Vice Mayor Kwasman; and Councilmembers Dubauskas, Graham, Littlefield, McAllen, and Whitehead voting in the affirmative.

ADJOURNMENT

Mayor Borowsky adjourned the Regular Meeting and Work Study Session at 8:52 P.M.

SUBMITTED BY:



Ben Lane, City Clerk

Officially approved by the City Council on April 14, 2026

CERTIFICATE

I hereby certify that the foregoing Minutes are a true and correct copy of the Minutes of the Regular Meeting and Work Study Session of the City Council of Scottsdale, Arizona, held on the 24th day of February 2026.

I further certify that the meeting was duly called and held, and that a quorum was present.

DATED this 14th day of April 2026.



Ben Lane, City Clerk

PRESENTATION/ INFORMATION UPDATES

EXPERIENCE SCOTTSDALE



KNOWING OUR AUDIENCE

Data Sources

Arizona Office of Tourism
Datafy
Google Analytics
Longwoods International
Tourism Economics
STR Data
U.S. Travel Association
Sagacity Golf
Visa Destination Insights
TSA
National Travel & Tourism Office

Personas



Luxury Traveler



The Family Unit



Wellness Warriors



The Sports Goer



Foodies



Indulgent Individuals



Meeting Planners

Targeting Parameters

Domestic Geolocations: 18 primary markets, 22 secondary markets

International Geolocations: Mexico, Canada, UK, France

Seasonal Geolocations: select markets that show propensity to visit during need times

Age: 35+

Household Income: \$150K minimum (increases based on geolocation)

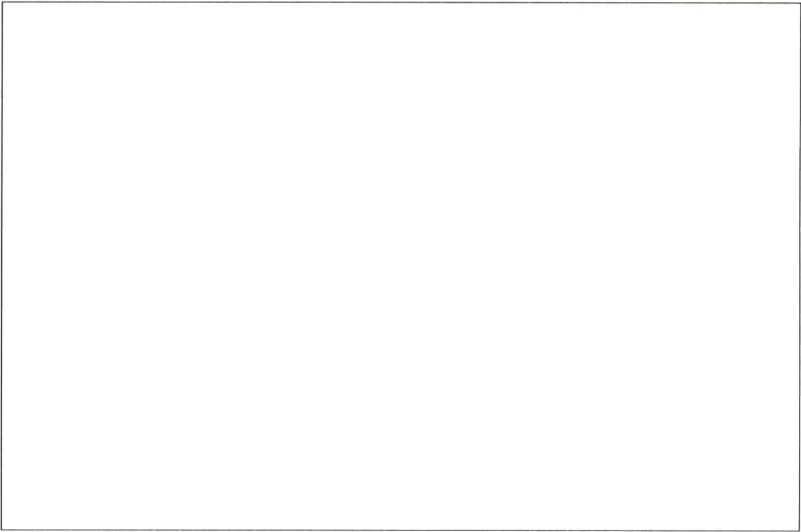
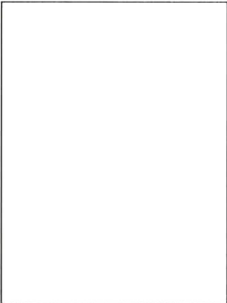
Travel Behaviors: we target based on the interests of our personas.



REACHING OUR AUDIENCE



REACHING OUR AUDIENCE



HELPING SELL LUXURY VACATIONS

Fiscal Year to Date

- **729** travel trade leads and services for Scottsdale market area businesses
- **1,471** travel trade professionals trained about Scottsdale via product training seminars

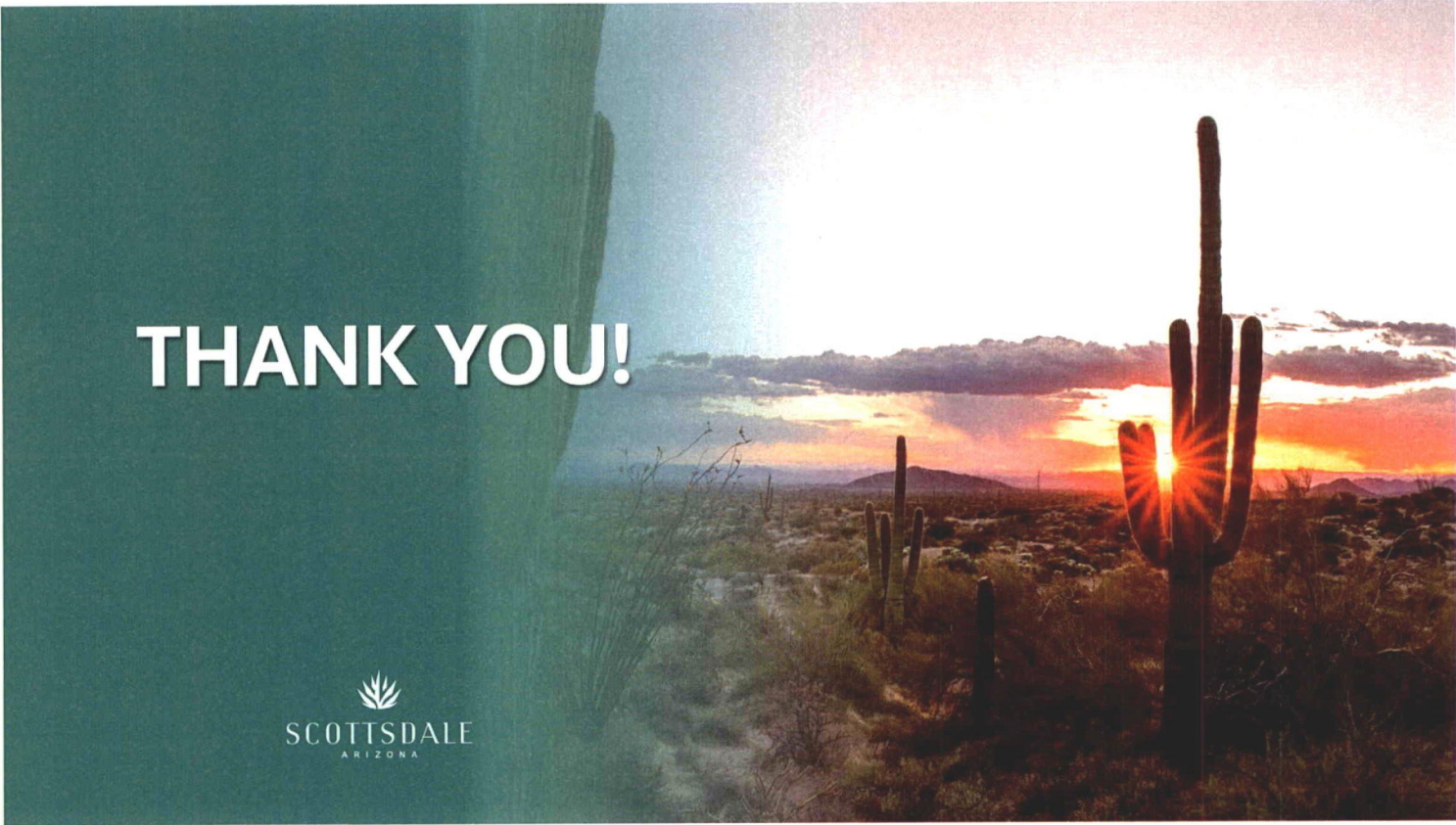


SECURING MEETINGS & EVENTS

Fiscal Year to Date

- **1,304** sales leads for Scottsdale market area properties
- **397** meetings booked
- **122,642** estimated room nights
- **\$67.3 million** future economic impact





THANK YOU!


SCOTTSDALE
ARIZONA

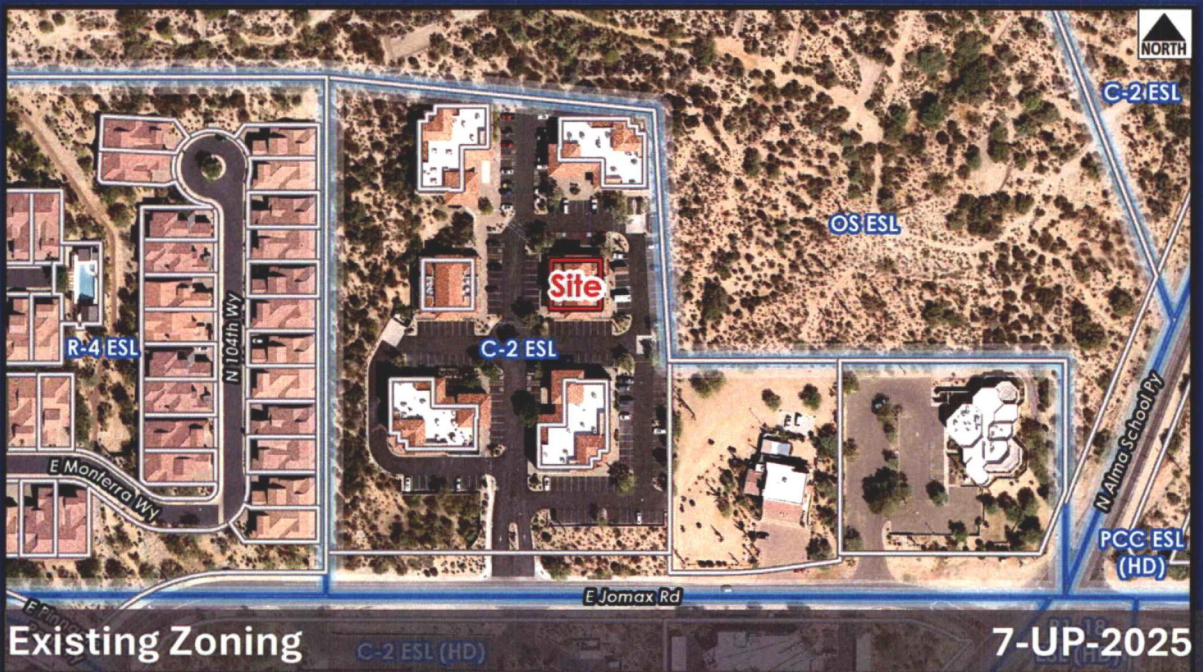
Alpio's at Troon Event Center - BAR CUP

7-UP-2025

City Council| 2/24/2026

Coordinator: Chris Zimmer





Key Items of Consideration

- Planning Commission recommended approval to CC: 5-1
- No physical improvements are proposed
- No live entertainment is proposed and stipulated as such
- No exterior noise is proposed
- Special Events are separate from this application
- Sufficient parking provided (29 surplus spaces provided)



Action Requested

Adopt Resolution No. 13594 for a Bar Conditional Use Permit on a +/- 3,925 square foot site zoned Central Business Environmentally Sensitive Land Overlay (C-2 ESL) located at 10452 E. Jomax Road.



Alpio's at Troon Event Center - BAR CUP

7-UP-2025

City Council| 2/24/2026

Coordinator: Chris Zimmer



Parking

Mixed-use commercial centers: One (1) space per three hundred (300) square feet of gross floor area.

Bars, cocktail lounges, taverns, afterhours or micro-brewery/distillery: One (1) space per eighty (80) square feet of gross floor area

Total Gross Floor Area(6 buildings): 38,480 square feet

Required parking (prior to bar): $38,480/300 = 128.26$ or 129 parking spaces required

Alpio's Bar Gross Floor Area: +/-4,220 square feet

Alpio's Bar Required parking: $4,220/80 = 52.75$ or 53 spaces

Total Gross Floor Area excluding Alpio's: $38,480 - 4,220 = 34,260$ square feet

Required parking excluding bar: $34,260/300 = 114.2$ spaces

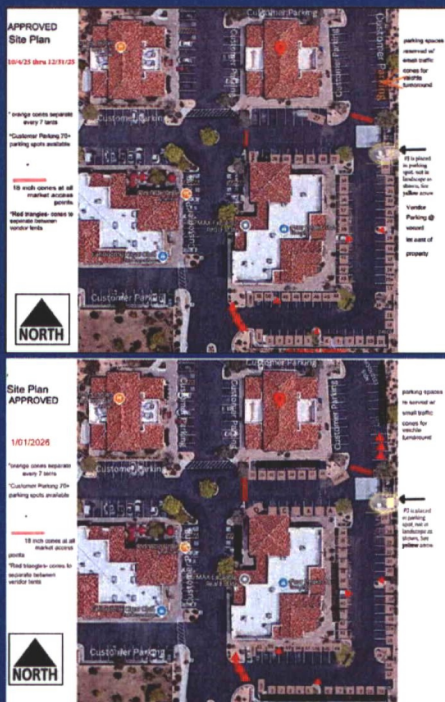
Required parking including bar: $114.2 + 52.75 = 166.95$ or 167 total parking spaces required

Parking provided: 196 spaces provided (29 surplus parking spaces)





Cars and Coffee (57-SE-2025)
 Hosted by Alpio's
 Approved on 6/17/2025
 Occurs on Sunday mornings
 Monthly.
 Current terms end in April of 2026



Farmers Market (45-SE-2025)
 Hosted by Lori Cordova
 Approved on 8/18/2025
 Occurs on every Saturday morning.
 Current terms end in May of 2026

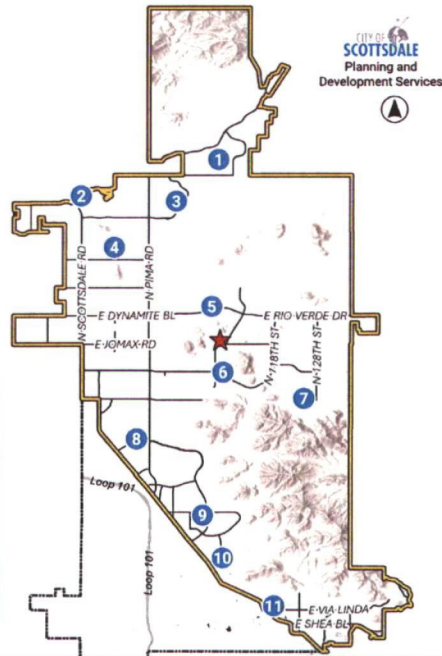


Series 6 Liquor Licenses (Bar) in ESL

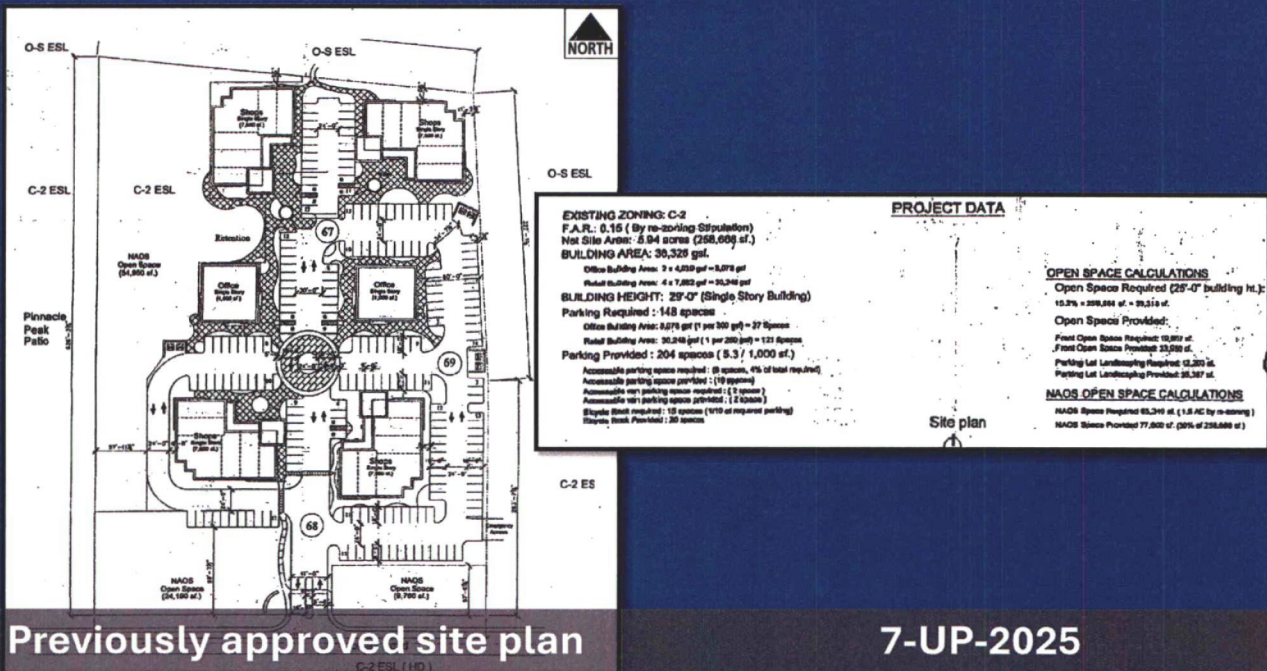
★ Alpio's at Troon Event Center 10452 E Jomax Rd

#	Name	Address
1	The Mirabel Club	37100 N Mirabel Club Dr
2	Boulders Resort & Spa	34631 N Tom Darlington Dr
3	Legend Trail Golf Club	9462 E Legendary Ln
4	Whisper Rock Golf Club	32000 N Old Bridge Rd
5	Troon North Golf Club	10320 E Dynamite Blvd
6	Troon Country Club	25000 N Windy Walk Dr
7	Mountain House Lodge	23860 N 125th St
8	Grayhawk Golf Club	8620 E Thompson Peak Pkwy
9	Orangedale Lounge	10121 E Bell Rd
10	McDowell Mountain Golf Club	10690 E Sheena Dr
11	Ancala Country Club	11700 E Via Linda

Feb. 24, 2026



CITY OF SCOTTSDALE
Planning and
Development Services



Previously approved site plan

7-UP-2025

Alpio's at Troon (Building 5):
Interior Floor Area: 4,220 square feet
Parking Ratio: 1 space per 80 square feet

Required Parking:
 $4,220 \div 80 = 52.75$, rounded to 53 spaces

Remainder of Commercial Center:
Remaining Floor Area: 34,260 square feet
Parking Ratio: 1 space per 300 square feet

Required Parking:

$34,260 \div 300 = 114.2$, rounded to 115 spaces

Total Required Parking:
 $53 + 115 = 168$ spaces (rounded from 167)

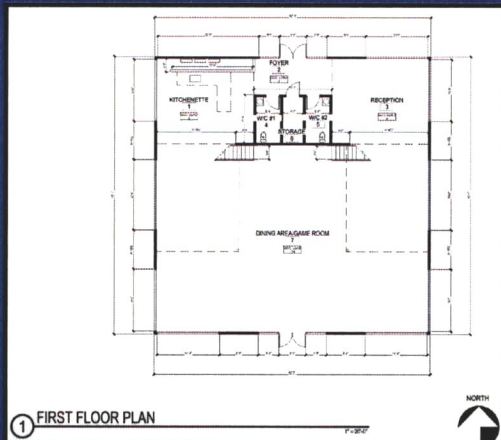
Accessible Parking Requirement:
 $167 \times 4\% = 6.68$, rounded to 7 accessible spaces required
Accessible Spaces Provided: 12 spaces

Bicycle Parking Requirement:
 $167 \div 10 = 16.7$, rounded to 17 bicycle spaces required
Bicycle Spaces Provided: 24 spaces

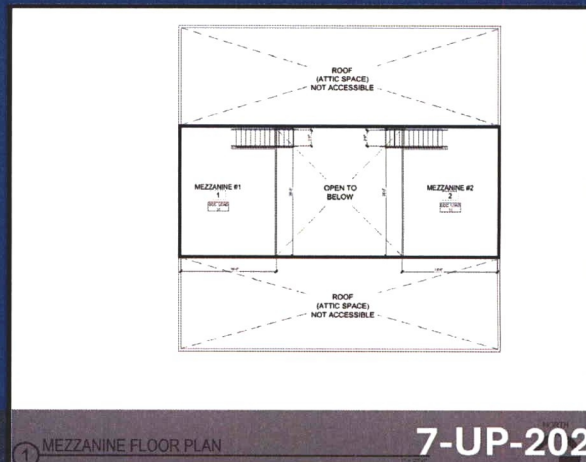
Parking Supply:
Total On-Site Parking Provided: 199 spaces
Aerial Parking Count Indicates Approximately 201 Spaces (verification pending)

Conclusion:
The site exceeds required vehicle, accessible, and bicycle parking requirements with the proposed bar use at Alpio's at Troon.

Updated parking Calculations 7-UP-2025



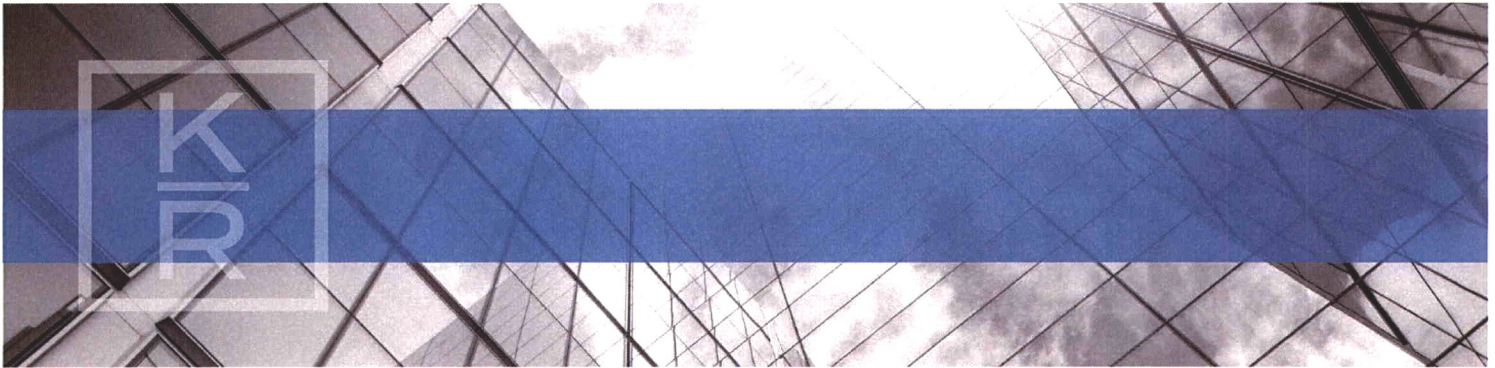
Floor plans



7-UP-2025

2026 Arizona Legislative Update

February 24, 2026



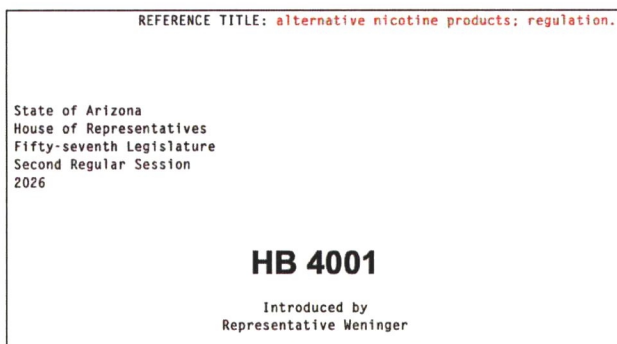
KUTAKROCK

kutakrock.com

57th Arizona State Legislature, 2nd Regular Session

- Today marks the 44th day of session (crossover week)
- Last week was the final week to hear bills in committee of origin
- Arizona set a record for most bills introduced in a single session with 1,966 bills (242 more than last session) and 150 resolutions/memorials (12 more than last session)
- 14 bills have been sent to the Governor (3 have been signed and 11 have been vetoed)

First Time Ever - HB 4001



Key Session Dates & Deadlines

January 2026

- Monday, 1/12 – Legislative Session Begins
- Thursday 1/15 – House 7-bill Introduction Limit Begins at 5:00 p.m.
- Tuesday 1/20 – Senate Bill Request Deadline (5:00 p.m.)

February 2026

- Monday, 2/2 – Senate Bill Introduction Deadline (5:00 p.m.)
- Friday 2/6 – House Bill Intro Set Preparation Deadline (5:00 p.m.)
- Monday 2/9 – House Bill Introduction Deadline (5:00 p.m.)
- Friday 2/20 – Last Day to Hear Senate Bills in Senate Committees / Last Day to Hear House Bills in House Committees

March 2026

- Friday 3/27 – Last Day to Hear Senate Bills in House Committees / Last Day to Hear House Bills in Senate Committees

April 2026

- Friday 4/17 – Last Day for Conference Committees (By House and Senate Rule)
- Saturday 4/25 – Saturday of the week of the 100th Day of Session (Target Sine Die Date)

Tax Conformity & FY 2027 Budget Update

Key Legislative Issues

Short-Term Rentals

- HB 2429 Vacation Rentals; Short-Term Rentals; Occupancy (*Bliss*)
- HB 2430 Short-Term Rentals; Online Lodging Marketplace (*Bliss*)
- HB 2566 Vacation Rentals; Short-Term Rentals Regulation (*P. Contreras*)
- HB 4002 Vacation Rentals; Short-Term Rentals; Notice (*Marquez*)
- SB 1076 Vacation Rentals; Maximum Number; Distance (*Finchem*)
- SB 1105 Rental; Accessory Dwelling Units; Prohibition (*Kavanagh*)
- SB 1261 Short-Term Rentals; Vacation Rentals; Occupancy (*Kavanagh*)

Water Bills

- HB 2027 Physical Availability; Review Designation Providers (*Griffin*)
- HB 2099 Long-Term Storage Credits; Shortage; Prohibition (*Griffin*)
 - HB 2934 Harquahala; Groundwater Transport Fee (*Biasiucci*)
 - HCR 2038 Colorado River; Seven-State Agreement (*Griffin*)
- SB 1137 Underground Facilities; Excavations; Notification (*Kavanagh*)

Local Control & Zoning Authority

- HB 2375 Housing; Zoning; Historic Neighborhoods (*Gress*)
- **HB 2588 Municipalities; Planned Communities; Design; Prohibition (*Way*)**
 - HB 2946 Municipalities; Counties; Development Fees (*Powell*)
- **HB 4066 Municipal Development Fees; Proportional Fees (*Olson*)**
 - SB 1054 Municipalities; Emergency Measures; Vote (*Rogers*)
- SB 1241 Municipalities; Counties; Private Permitting Providers (*Bolick*)
- SB 1431 Municipalities; Planned Communities; Design; Prohibition (*Bolick*)
 - SB 1473 Assisted Living Homes; Occupancy; Zoning (*Kavanagh*)
- SB 1787 Exactions; Individualized Determinations; Appeal (*Petersen*)

Public Safety

- HCR 2004 Photo Enforcement Systems; Prohibition (*Martinez*)
 - SCR1004 Photo Enforcement Systems; Prohibition (*Rogers*)
- **HCR 2026 Controlled Substances; Paraphernalia; Probation Eligibility (*Way*)**
 - SB1111 Automatic License Plate Readers (*Payne*)
- SB 1538 Moving Violation; Citation; AZPOST-Certified Officer (*Payne*)
 - SB 1542 Controlled Substances; Approval; Use; Research (*Payne*)
 - SB 1566 Malicious Delay; Enforcement; Penalty (*Petersen*)
 - SB 1580 Appropriation; Fire Incident Management (*Payne*)
 - SB1624 Photo Radar Enforcement; Civil Penalty (*Gowan*)
 - SB 1650 Judicial Immunity; Exception (*Finchem*)
- SB 1673 Appropriation; Crime Victim Notification Fund (*Kavanagh*)
 - **SB 1804 Law Enforcement; Cameras; Data Storage (*Gowan*)**

Transportation & Infrastructure

- HB 2118 Mobile Food Vendors; Licensure (*N. Carter*)
 - HB 2400 Motor Fuel Tax Holiday (*Willoughby*)
- HB 2496 Revitalization Districts; Construction Contracts (*Way*)
 - HB 2610 Utility Relocation; Funding; Bonds (*Blackman*)
- HB 2692 Procurement; Professionals; Construction Services (*Livingston*)
 - HB 2926 Housing; Contractors; Bonds; Taxes (*Bliss*)
- HB 2999 Municipal Improvement Districts; Technical Correction (*Weninger*)

Fiscal Stability & Revenue

- HB 2290 TPT; Sourcing; Business Location; Receipt (*Olson*)
- HB 2805 Electronic Signatures; Nomination Petitions (*Gillette*)
 - HB 2837 Notary Public; Examination; Repeal (*Weninger*)
 - HB 4030 Rates; Fees; Taxes; Increase; Moratorium (*Olson*)
- HCR 2023 Expenditure Limitation; School Districts; 2027-2028 (*Gress*)
- HCR 2027 In-State Student Status; Postsecondary Education (*Way*)
 - HCR 2052 Rates; Fees; Taxes; Increases; Moratorium (*Olson*)
 - SB 1186 Document Retention; Proposals; Donations (*Shope*)
 - SB 1293 GPLET; Abatement; Limitation (*Mesnard*)
 - SB 1430 Tax Corrections Act of 2026 (*Mesnard*)
- SB 1504 PSPRS; Service Requirement; Cost-of-Living Adjustment (*Gowan*)
 - SB 1613 Reviser's Technical Corrections; 2026 (*Shope*)
 - SB 1645 Performance Audits; Auditor General (*Finchem*)
 - SB 1745 Local Excise Taxes; Rate Limit (*Hoffman*)

Questions and Discussion

Marcus Osborn, Senior Director of Government Relations, Kutak Rock LLP
602-791-7957 or marc.osborn@kutakrock.com

KUTAKROCK



KUTAKROCK

kutakrock.com

ITEM 15 1

Scottsdale Arts

New 5-Year Management Services Agreement
& Annual Financial Participation Agreement

City Council | February 24, 2026



June 24 City Council Meeting

Requested 6-month extension for new leadership to review audit findings and renegotiate an improved, clear, and transparent long-term contract.

Council's preference was to extend 12 months

Direct response to the Auditor's findings (clarity, reporting, measurable outcomes)

Expectation of fiscal responsibility and long-term sustainability



Summary of Proposed Agreement

- Term
- Response to Audit Findings
- Scope of Services
- Funding Structure
- Key Performance Indicators
- Reporting



Management Services Agreement Term

Five-Year
Term

July 1, 2026
through June
30, 2031



Financial Participation Agreement Term

One-Year
Term

July 1, 2026
through June
30, 2027



FY 23/24 Audit Findings



Key Areas Identified for Improvement



Contract Clarity & Expectations



City Facilities



Financial Reporting



Oversight

Differences in New 5-year Agreement

Clarifies the **WHAT**

- Rewritten objectives and scope (5 tracts of work)
- KPI exhibit tied directly to those objectives
- Annual reporting cadence

Strengthens the **HOW**

- Enhanced financial transparency and restricted-fund accounting
- Simplified/clarified provisions that were ambiguous in practice
- More explicit oversight: enhanced reporting, deliverable monitoring, etc.
- Governance enhancement to strengthen understanding and accountability



Scope of Services

City-Owned
Cultural
Venues

Destination
Events

Arts Education
& Life-Long
Learning

Public Art &
Community
Exhibits

Local Arts
Agency (LAA)
Functions

9



Funding Structure

- 3% Adjustment
- Reduce \$250,000 per year for Total of \$1,000,000
- \$250,000 for 2nd Destination Event

FY 26/27

Unrestricted General Fund:

Management and Administration Fee	\$3,446,194
-----------------------------------	-------------

Restricted General Fund:

Arts Education	817,069
Community Arts Grant Program	100,000
Public Art Conservation	137,806
Public Art Administration	689,028
Specialty Equipment	56,018
Sub-Total General Fund Restricted:	\$1,799,920

Total General Fund	\$5,246,114
---------------------------	--------------------

Restricted Non-General Fund Sources:

Canal Convergence	\$750,000
Dreamy Draw / 2 nd Destination Event	250,000
Community Arts Trust	51,000
Total Management Services Agreement	\$6,297,113

10



Key Performance Indicators

CITY OF
SCOTTSDALE

11

Tract	Example KPIs (high level)	Reporting Cadence
Venues	Utilization • Attendance • Earned Revenue Ratio	Annual
Destination Events	Events Delivered • Attendance/Visitor Draw • Sponsorship/Non-City Funding	Event-based + Annual
Public Art	Inventory/Condition • Conservation Compliance • Portable Rotations	Annual
Education	Programs Delivered • Students Served • Community Learning Offerings	Annual
LAA/Grants	Action Plan Progress • Partners Engaged • Grant Cycle Compliance	Annual
Governance/Finance	On-Time Reporting • Contract Compliance • Restricted-Fund Accounting	Annual

Key Deliverables & Required Submissions

12

Administrative

Public Art & Collections

Facilities Management

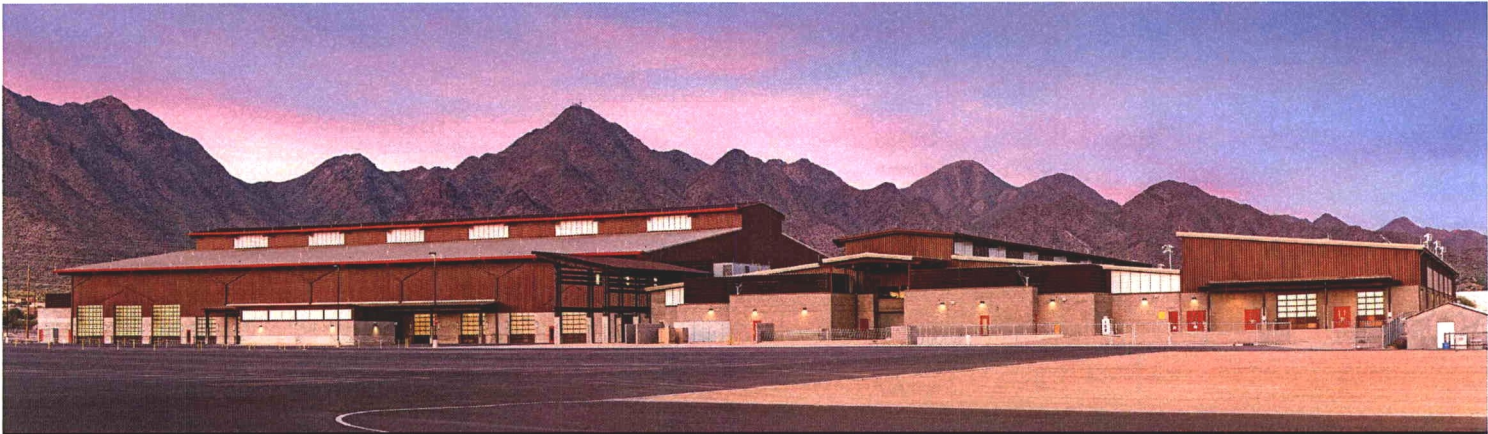


ADOPT RESOLUTION

NO. 13577 authorizing agreement no. 2026-012-COS with Scottsdale Arts, a management services agreement for advisory and management services regarding the city's arts and cultural programs for the period from July 1, 2026 to June 30, 2027.

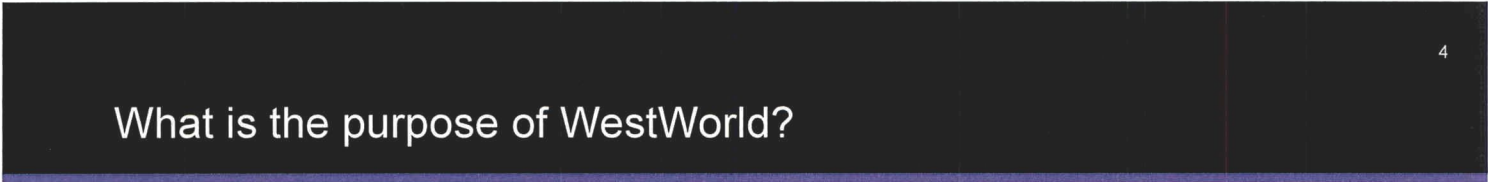
NO. 13578 authorizing agreement no. 2026-013-COS with Scottsdale Arts, for FY 2026/27 in the amount of \$6,297,114 to be allocated for activities consistent with management services agreement 2026-012-COS for the period of July 1, 2026 to June 30, 2027.





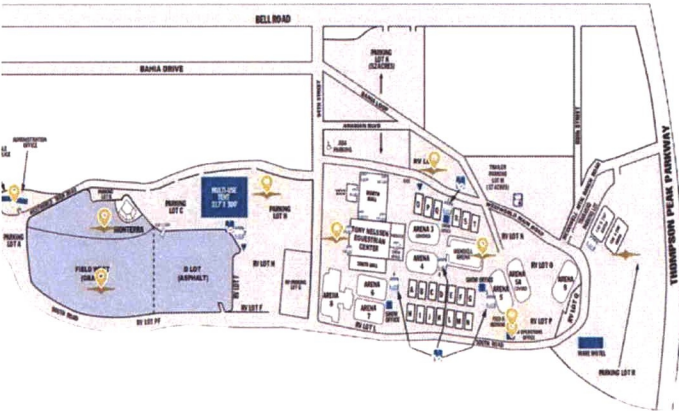
What is the purpose of WestWorld?

KEEN
INDEPENDENT
RESEARCH



What is the purpose of WestWorld?

4



Multi-Use Tent

The Multi-Use Tent is a 120,000 sq. ft. indoor, paved, non-climate controlled space that can host a wide range of events: Equestrian events, sporting and athletic events, spectator events, expositions, concerts and more.



Equidome

One of WestWorld's hallmark facility spaces, the Equidome is a 120,000 sq. ft. arena with 2,400 permanent seats. This unique space is ideal for a wide variety of equine, sporting and spectator events.



The South Hall

A 37,000 sq. ft. wing of the TNEC, the South Hall is incredibly flexible and can operate as an expansion of an event or even hold multiple events simultaneously.



The North Hall

The North Hall adds an additional 117,000 sq. ft. of space to the TNEC. This expansive area can be modified for conventions, trade shows, multiple stages, and even dirt flooring.



The Fields

20 acres of wide open outdoor beauty for, well... just about anything. The Fields are primed for concerts, festivals, car shows, sporting events, and so much more!



The Arenas

Our outdoor arenas consist of a combined 445,875 sq. ft. and 5,800 spectator seats designed for equestrian events of all breeds and disciplines.



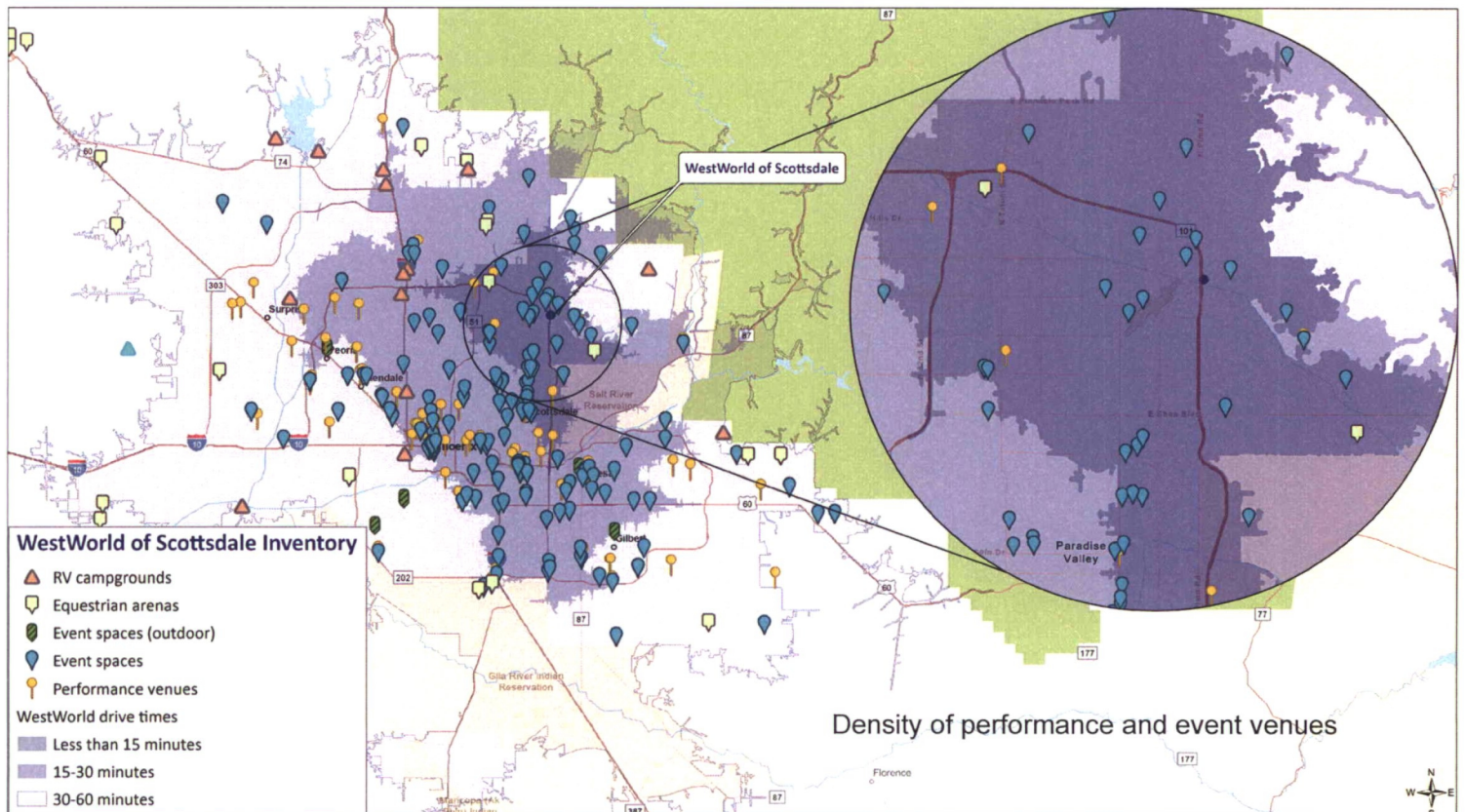
Meet Monterra

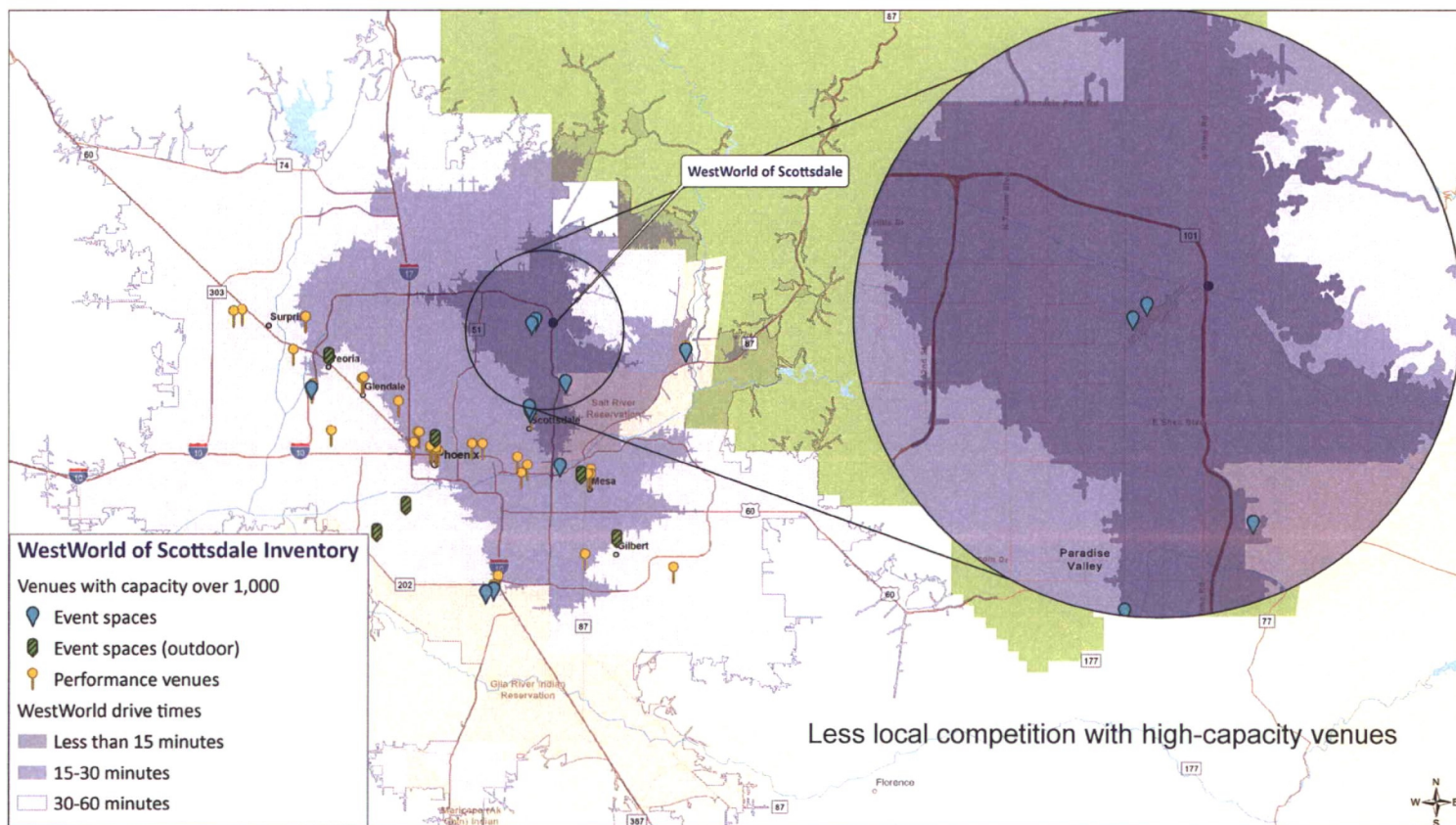
A 5,850 indoor gathering space

KEEN
INDEPENDENT
RESEARCH

Study Findings

KEEN
INDEPENDENT
RESEARCH





Listening to stakeholders and the greater community



Interviews and focus groups

- 60 participants
- Event producers, City staff, City leadership and WestWorld staff



Survey instrument

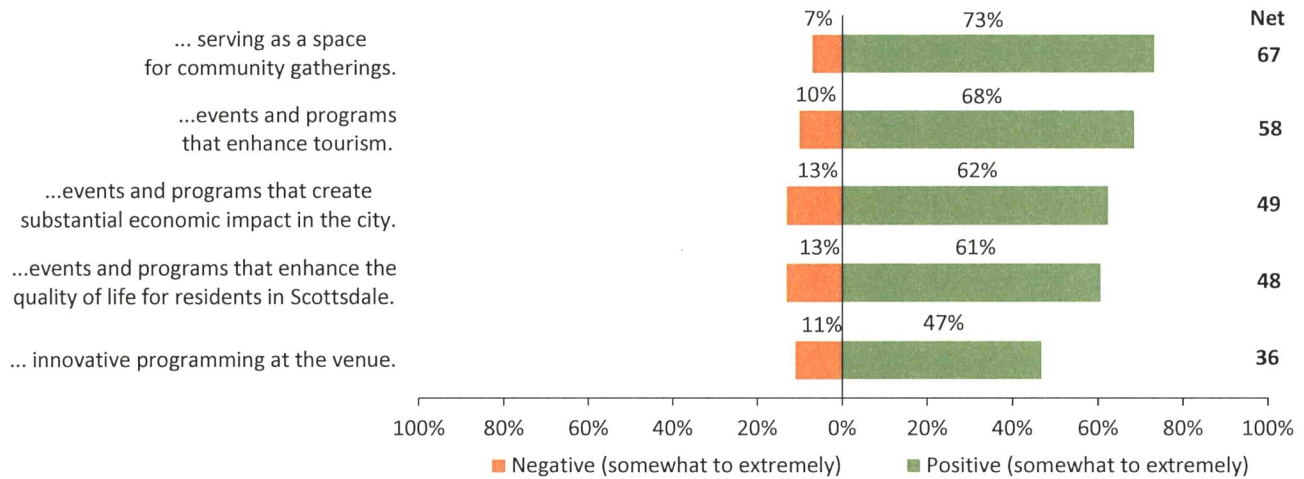
- 600 community participants
- 31 City staff



Planning workshops

- Visioning session with WestWorld staff and event producers
- Action planning workshop with WestWorld staff

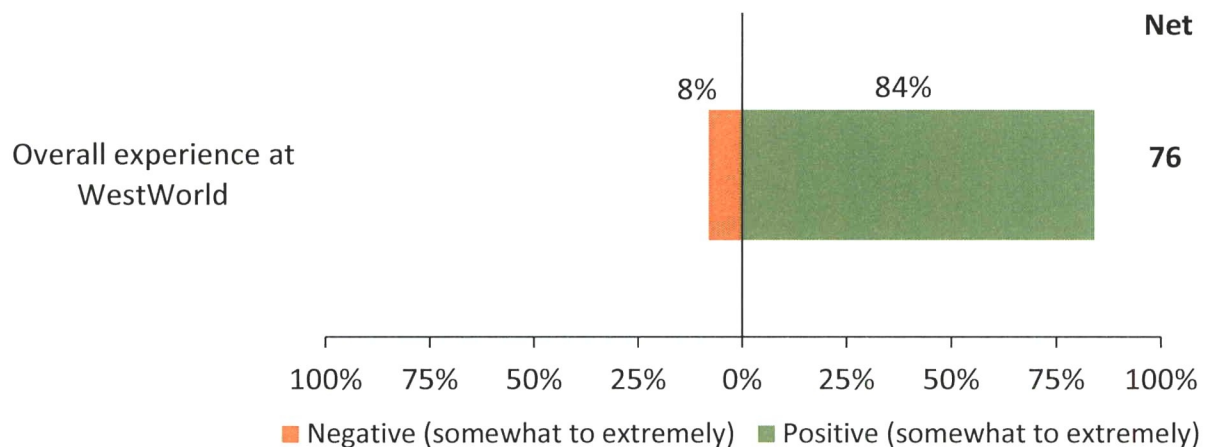
WestWorld should prioritize...



N=474-554

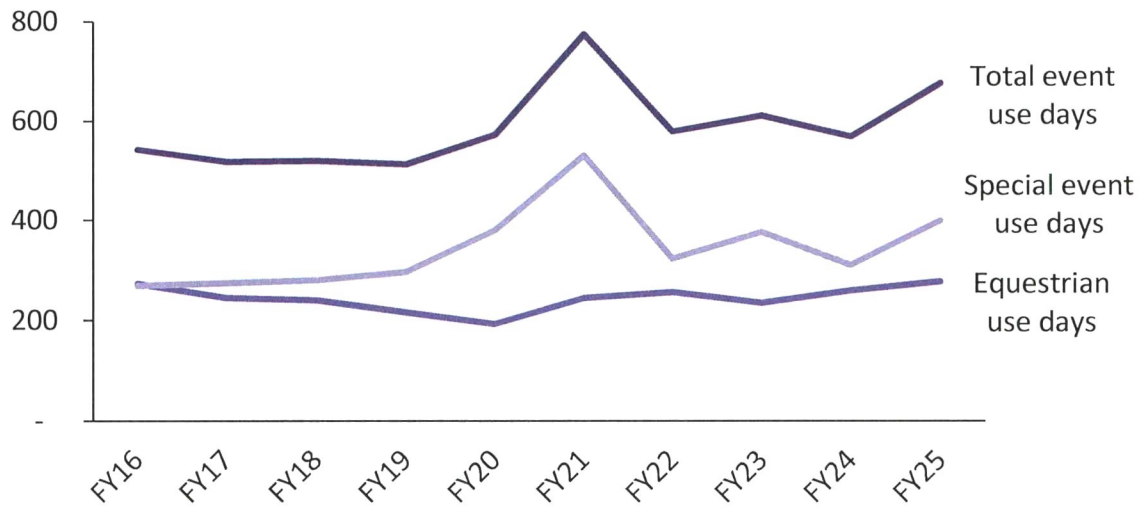
KEEN
INDEPENDENT
RESEARCH

Survey participant overall experience



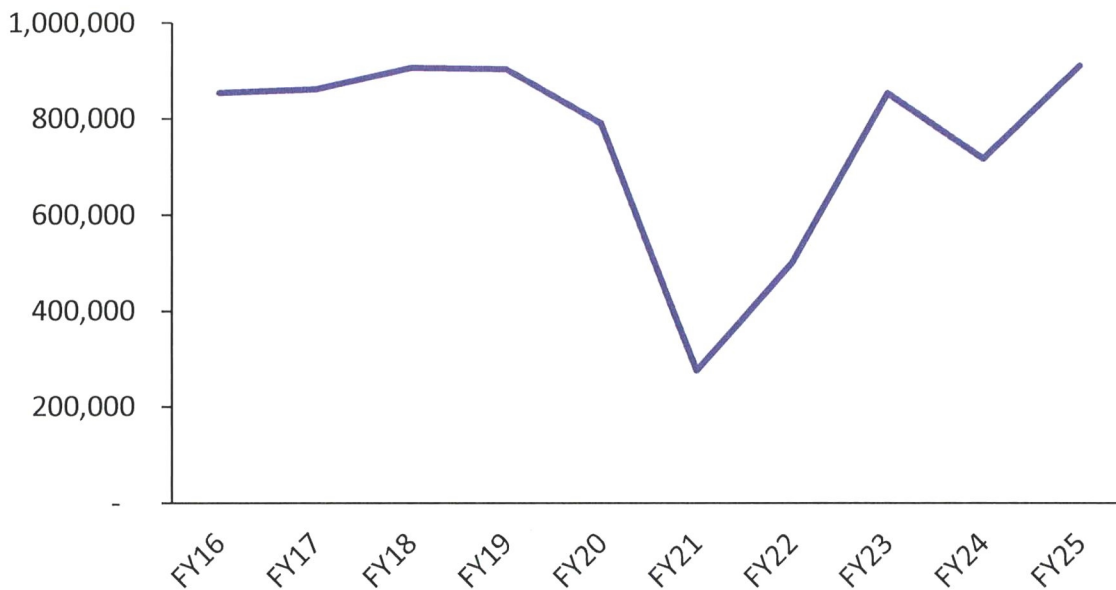
KEEN
INDEPENDENT
RESEARCH

Total number of use days at WestWorld by event type and fiscal year (~100 events per year), FY16–FY24



KEEN
INDEPENDENT
RESEARCH

WestWorld annual attendance by fiscal year, FY16–FY24



KEEN
INDEPENDENT
RESEARCH

	FY 20/21	FY 21/22	FY 22/23	FY 23/24	FY 24/25
Facility rental	\$ 3,601,497	\$ 3,675,360	\$ 3,781,955	\$ 3,834,129	\$ 5,198,940
Other revenue	2,660,848	3,760,271	3,957,510	4,281,724	4,948,602
Total revenue	\$ 6,262,345	\$ 7,435,631	\$ 7,739,465	\$ 8,115,853	\$ 10,147,542
Personnel services	\$ 1,947,387	\$ 2,318,441	\$ 2,419,431	\$ 2,745,065	\$ 2,973,074
Contractual services	2,668,119	3,267,559	3,989,653	3,758,989	4,368,648
Other expenses	1,355,728	1,488,955	1,712,546	1,913,302	1,782,196
Total expenses	\$ 5,971,234	\$ 7,074,955	\$ 8,121,630	\$ 8,417,356	\$ 9,123,918
Net income	\$ 291,111	\$ 360,676	\$ (382,165)	\$ (301,503)	\$ 1,023,624
Debt service	\$ 3,494,782	\$ 4,570,462	\$ 3,591,426	\$ 3,590,111	\$ 7,267,759
One-time repairs	-	-	623,230	309,787	-
Income after debt service and one-time repairs	\$ (3,203,671)	\$ (4,209,786)	\$ (4,596,821)	\$ (4,201,401)	\$ (6,244,135)

Note: FY24/25 debt service includes the 2014 and 2021B MPC refunding bond. The 2014 bond was paid off in FY24/25, accounting for the increase in debt service. Debt service for FY25/26 is projected to be lower than prior years.

What is the purpose of WestWorld? – Economic impact

\$163 million statewide total economic impact (2024)

\$4.8m in City tax revenue vs. \$4.2m in City cost (deficit/repairs/debt)

\$39 statewide ROI generated per \$1 of City subsidy

Estimated economic impact of WestWorld on the City of Scottsdale, 2024

TOTAL IMPACT SOURCE	STATE GDP (Millions \$) ^a	EMPLOYMENT (Job Years) ^a	LABOR INCOME (Millions \$) ^a
Participant & Visitor Expenditures	\$116.1	1,350	\$58.5
Event Organizer Expenditures	\$23.7	292	\$16.5
WestWorld Employment & Operations	\$23.8	171	\$10.6
Total Economic Impact	\$163.6	1,813	\$85.6

Source: Arizona State University Seidman Research Institute (2024),
The Annual Economic Impact of WestWorld for the City of Scottsdale.

Estimated direct TPT revenue impact of WestWorld's annual events for the City of Scottsdale, 2024

	Direct Tax Collections (Millions \$)
Equestrian Events (including Arabian Horse Show)	\$0.7
Non-Equestrian Events (including Barrett Jackson)	\$4.0
Scottsdale's State-Shared Allocation of TPT Revenues	\$0.1
Total Direct TPT Revenues	\$4.8

Source: Arizona State University Seidman Research Institute (2024),
The Annual Economic Impact of WestWorld for the City of Scottsdale.
Note: Excludes WestWorld's own annual employment and operational impact

WestWorld 2024 economic impact comparisons

		Study year	Estimated subsidy/contributions	Estimated economic impact	Ratio
Events DC	Washington DC	2024	\$ 121.0 million	\$ 11,400 million	\$ 94.2
Orange County Convention Center	Orlando, FL	2024	62.8	3,900	62.1
Central States Fairgrounds	Rapid City, SD	2022	1.3	69	53.4
McCormick Place Convention Center	Chicago, IL	2024	53.5 *	2,240	41.9
Georgia World Congress Center Authority	Atlanta, GA	2025	48.9	1,940	39.6
WestWorld of Scottsdale	Scottsdale, AZ	2024	4.2	163	38.8
Will Rogers Memorial Center	Fort Worth, TX	2024	6.0 *	217	36.2
Massachusetts Convention Center Authority	Boston, MA	2022	44.9	870	19.4
Phoenix Convention Center	Phoenix, AZ	2024	48.0	840	17.5
Credit Union of Texas Event Center	Allen, TX	2024	2.0	11	5.5

Note: Impact data are pulled from a variety of sources, including published impact studies and statements made by the venues governing body. Keen Independent cannot guarantee the accuracy of impact estimates beyond publicly presented data.
 *Debt service not explicitly included. Unclear whether loss includes debt service.



Putting it all together

STRENGTHS

- Strong economic driver for Scottsdale and region
- Flexible facilities and amenities
- Diverse event offerings
- Ample parking
- Dedicated staff
- Cleanliness and grounds upkeep

WEAKNESSES

- Deferred maintenance and upgrades
- Unclear identity and branding
- Limited marketing visibility
- Internal and external communication gaps
- Parking operations and wayfinding
- Food and beverage restrictions
- Inconsistencies in contracts and standard operating procedures

OPPORTUNITIES

- Maximizing major multi-day events that contribute to economic impact
- Telling the story of WestWorld and build visibility
- Improving guest experience
- Strengthening organizational knowledge and capacity
- Building collaboration and trust
- Planning and risk management

THREATS

- Staff turnover and potential loss of institutional knowledge
- Restrictions around bidding, contracting, marketing and other items hindering venue processes
- Neighborhood complaints
- Inadequate future planning
- Safety, security and evolving risk for large events

17

City of Scottsdale Vision and Mission

18

City of Scottsdale vision

A city with "exceptional experience, outstanding livability, community prosperity and distinctive character."

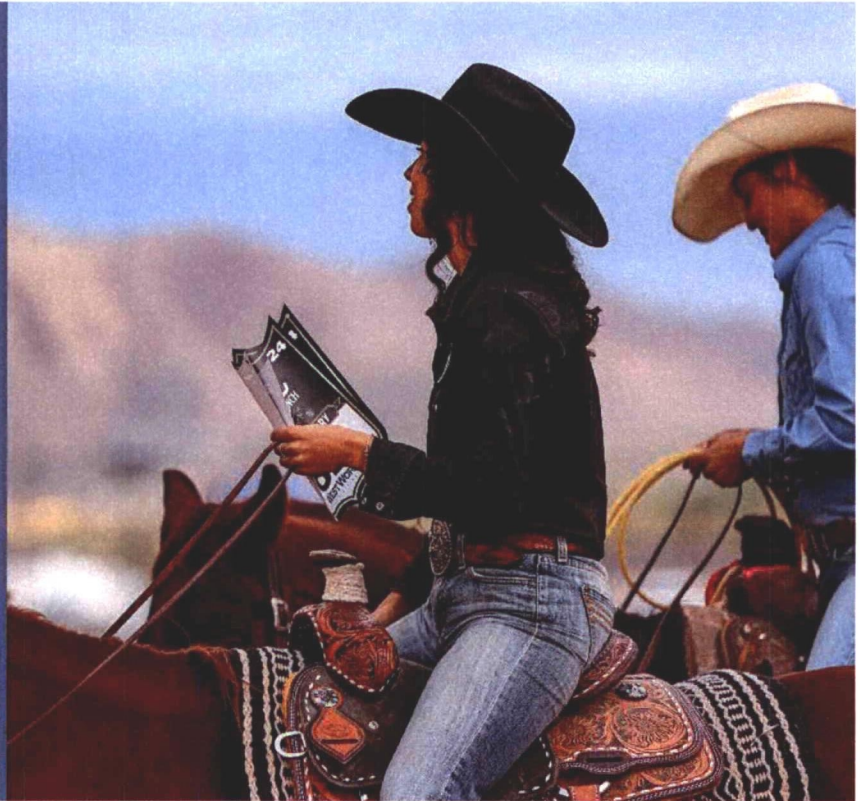
City of Scottsdale mission

Simply Better Service for a World-Class Community.

OUR VISION

In support of the City of
Scottsdale's vision,
WestWorld will:

Bring the modern
West to Scottsdale
as its premier
event-driven
economic engine

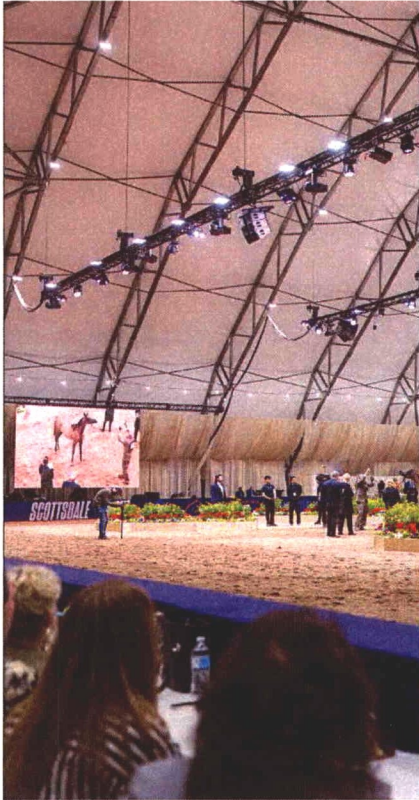


OUR MISSION

In support of the City of
Scottsdale's mission,
WestWorld will:

Deliver success
to Scottsdale
with our diverse,
high-impact
equestrian and
special event
programming





OUR VALUES

At WestWorld, we hold our staff, contractors and volunteers to a high standard. We are:

ACCOUNTABLE

Exhibit ownership, understanding, honesty and follow-through.

FLEXIBLE

Highlight adaptability in a rapidly changing event world.

COLLABORATIVE

Ensure a producer friendly environment with strong internal and external partnerships.

SERVICE ORIENTED

Demonstrate respect and thoughtfulness in all interactions with a strong commitment to success.

STEWARDS

Manage all forms of risk to guests, clients and City assets.

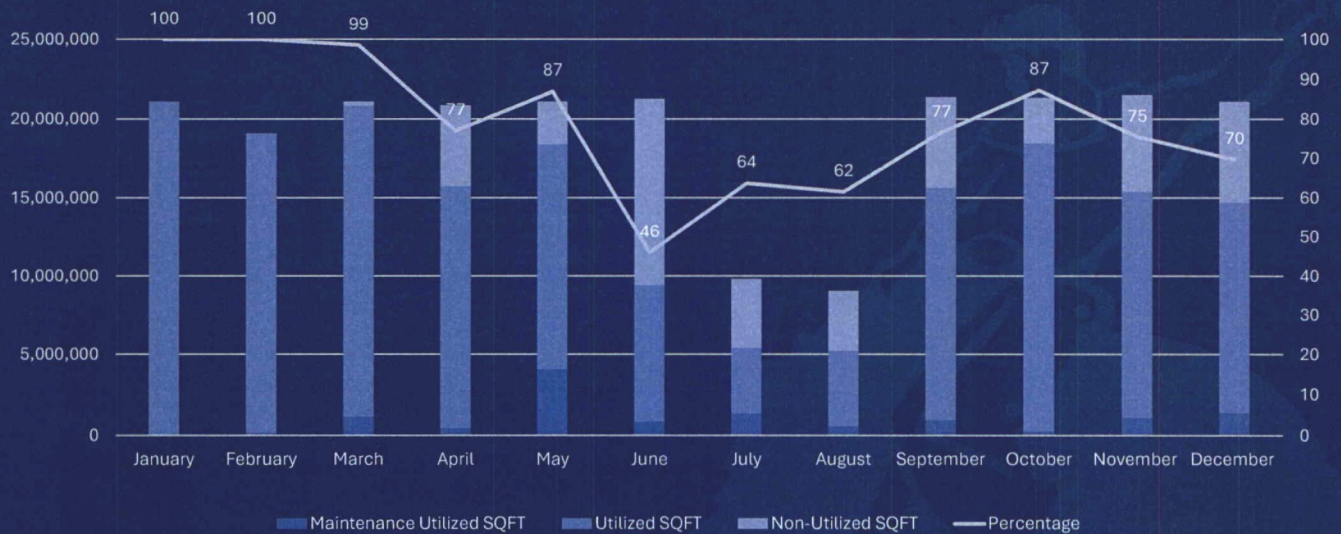


OUR STRATEGIC PRIORITIES 2026–2031

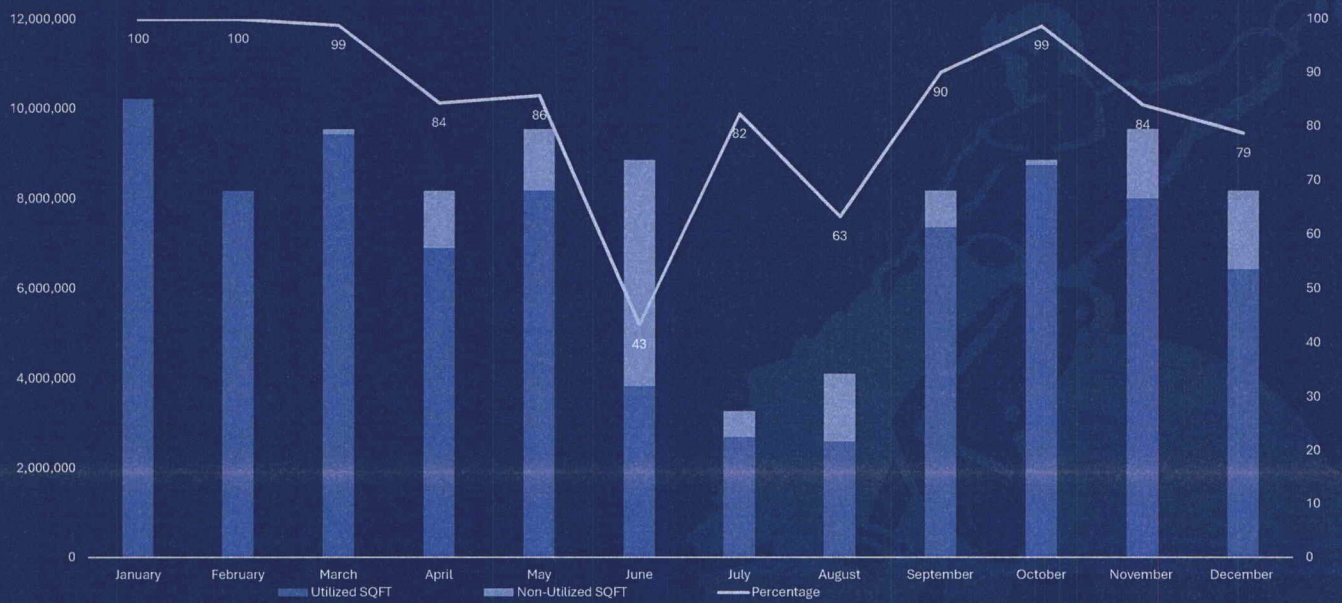
As we work toward our vision and fulfill our mission and values, our strategic priorities will be:

- Compete for the best
- Strengthen and unify our organization
- Engage City and region
- Plan for the future

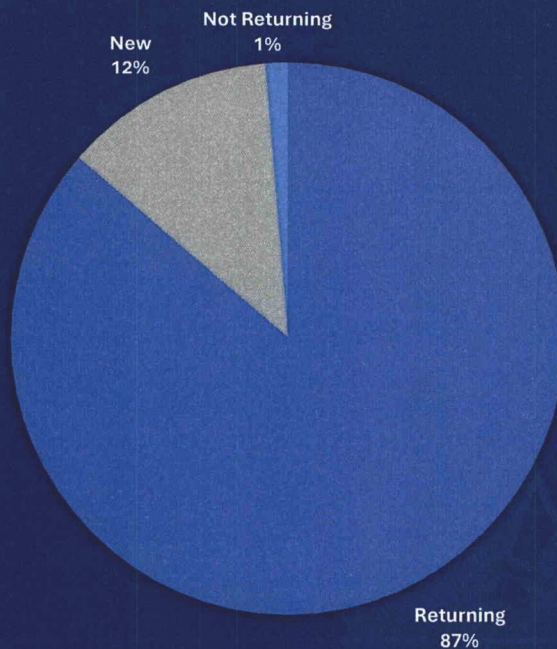
WestWorld Key Performance Indicators



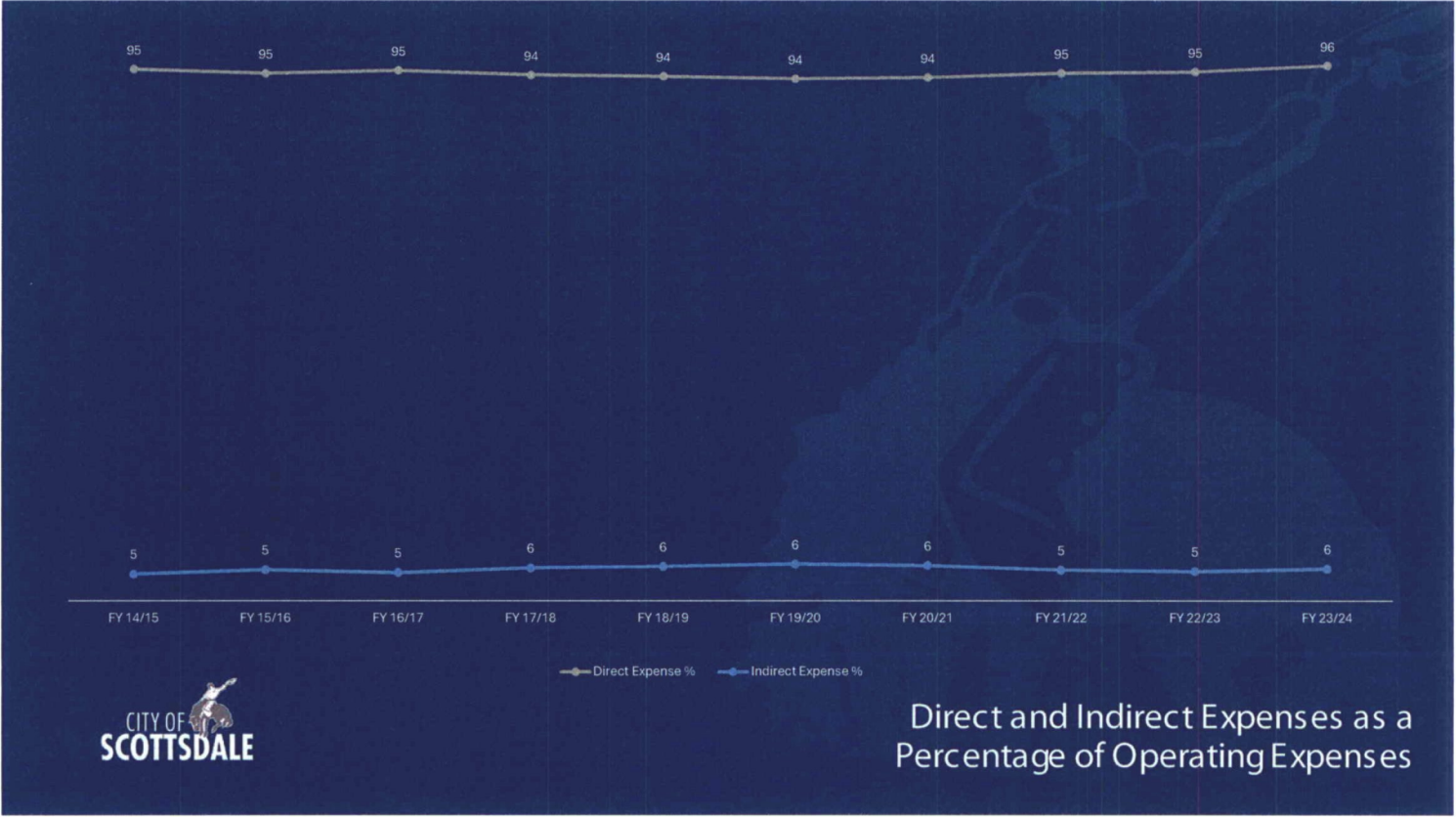
Utilization Percentage by Square Foot



Utilization Percentage by Square Foot
(Friday-Sunday)



Retention Rate of Events from
FY24/25 to FY25/26



Asset	Sq Ft	Move In/Out/Warm Up Rate	Move In/Out/Warm Up Rate Per 1,000Sq Ft	Event Rate	Event Rate Per 1,000Sq Ft
Arena 9	37,500	\$100	\$2.00	\$200	\$5.30
Polo Field	530,000	\$2,375	\$4.50	\$4,750	\$9.00
Arena 4, 5, 6, 7	45,000	\$225	\$5.00	\$450	\$10.00
Wendell	64,800	\$400	\$6.20	\$800	\$12.30
Arena 8	35,100	\$225	\$6.40	\$450	\$12.80
Arena 3 & 5a (Covered)	45,000	\$375	\$8.30	\$750	\$16.70
Equidome	120,000	\$1,250	\$10.40	\$2,500	\$20.80
North Hall	117,000	\$3,500	\$29.90	\$7,000	\$59.80
City Tent	120,000	\$4,200	\$35.00	\$8,400	\$70.00
South Hall	37,000	\$1,500	\$40.50	\$3,000	\$81.10



Rental Rate by Square Feet (per day)

Event Type	Revenue	Number of Events	Economic Impact	Average Daily Event Revenue	Percent of Total Revenue
Equestrian	\$4,212,326	35	\$24.54 M	\$12,554	46.48%
Special Event	\$4,850,641	41	\$122.7 M	\$15,347	53.52%
Total Revenue /Impact*	\$9,062,966	76	\$163.6 M	-	-



Revenue by Event Type
(Equestrian and Special Event)

Event Name	Total Event Cost	Total Event Revenue	Revenue Recovery
Fourth of July (SE)	\$25,713	\$54,856	213%
La Mesa RV Show (SE)	\$7,778	\$46,400	232%
Insomniac Night Rush (SE)	\$18,252	\$156,783	366%
Arabian Horse Association Breeder's Cup (E)	\$44,492	\$35,420	80%
Jumping Chollas (SE)	\$9,322	\$6,116	66%
Best of the West Reigning (E)	\$95,741	\$122,836	128%



Revenue by Event Type
(Equestrian and Special Event)

Questions?