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CALL TO ORDER

[Time: 00:00:06]

Mayor Borowsky: Welcome. I'd like to call the November 10, 2026, City Council Regular Meeting and Work Study Session to order. City Clerk Ben Lane, can we please have a roll call?

City Clerk Ben Lane: Thank you, Mayor. Mayor Lisa Borowsky.

Mayor Borowsky: Present.

Ben Lane: Vice Mayor Maryann McAllen.

Vice Mayor McAllen: Present.

Ben Lane: Councilmembers Jan Dubauskas.

Councilwoman Dubauskas: Here.

Ben Lane: Barry Graham.

Councilman Graham: Here.

Ben Lane: Councilmember Adam Kwasman.

Councilman Kwasman: Here.

Ben Lane: Kathy Littlefield.

Councilwoman Littlefield: Here.

Ben Lane: And Solange Whitehead.

Councilwoman Whitehead: Here.

Ben Lane: City Manager Greg Caton.

City Manager Greg Caton: Here.

Ben Lane: City Attorney Luis Santaella.

City Attorney Luis Santaella: Here.

Ben Lane: Acting City Treasurer Anna Henthorn.

Acting City Treasurer Anna Henthorn: Here.

Ben Lane: Acting City Auditor Lai Cluff.

Acting City Auditor Lai Cluff: Here.

Ben Lane: And the Clerk is present.

Mayor Borowsky: Thank you very much. This evening we have Scottsdale Police Officer Ortiz, Shollack, and Savage and we have Scottsdale firefighters Skyler Boyd and Isaiah Comacho. If you require assistance, please let a member of our staff know.

And for the Pledge of Allegiance, I would like to call upon Councilman Barry Graham.

PLEDGE OF ALLEGIANCE

Councilman Graham: Thank you, Mayor, it would be my honor. I pledge allegiance to the flag of the United States of America, and to the Republic for which it stands: One nation under God, indivisible, with liberty and justice for all.

Mayor Borowsky: All right. Thank you very much. And for the invocation, Councilwoman Littlefield, will you help us with that?

INVOCATION

[Time: 00:01:35]

Councilwoman Littlefield: Thank you, Mayor. Tonight, I would like to do something a little different since this is the last time I'm going to do the invocation. I will speak a song that is from the musical *Carousel* which was produced in about the 1950s sometime but the words are good for today, as well as for last time. It's called "You'll Never Walk Alone."

When you walk through a storm, hold your head up high, and don't be afraid of the dark. At the end of the storm, is a golden sky, and a sweet silver song of a lark. Walk on, walk on, with hope in your heart. And you'll never walk alone. You'll never walk alone. Hard times come to all of us at some point during our lives. May God be with you always. Amen.

Mayor Borowsky: Very nice. Thank you for that. All right.

MAYOR'S REPORT

[Time: 00:02:49]

As for the Mayor's Report, we have we just underwent a big election in our city, and so I would like to congratulate, first of all, Councilman Barry Graham for his reelection. And we're also going to be welcoming as Councilwoman Littlefield terms out of service here at the city of Scottsdale, we'll be welcoming a new Councilmember, Michelle Ugenti-Rita. That's good for Michelle as well and for the city, of course. And this you're not leaving yet, so we're not going to say goodbye. It may have been your last invocation, but not your last appearance. But to everyone who volunteered, voted and worked the polls in our city and throughout this area, thank you for participating in the process, and for helping make our local democracy strong and effective.

PRESENTATION/INFORMATION UPDATES

And so now turning to the business of the residents, I would like to move on to the City Council recognition of the city employees with 20 or more years of service as of October and November 2026. For that, I will turn it over to Alex Sanchez, Communications Supervisor.

Communications Supervisor Alex Sanchez: Thank you, Mayor Borowsky, members of City Council. It's an

honor to be here tonight and recognize our city employees who have 20 or more years of service with the city of Scottsdale. So, we'll be going over October and November honorees.

So, for October 20 years of service, we have Lacy Cabrera, Marcus Dunnton, Gabriel Fergoso, Brad Morris, Thomas Wishire and for 30 years of service, Kim Lank, Derrick Litchfield and Scott Smith. And for November, we have Crystal Higher, Janet Smith, Kathy Steinke and for 25 years of service, we have Delanea Martin. So, a round of applause. If we have anybody in attendance, we ask that you please come up and get a photo with Mayor and Council, please. Okay.

Mayor Borowsky: All right. Congratulations again to all of those who were on the board tonight and we really appreciate your service.

Next, we have an overview on the Arizona Musicfest 2026/27 Concert series and for that presentation I will turn this over to Kevin Burke and Allan Naplan I understand is here as well. And he is the Executive Director of Arizona Musicfest. Welcome.

[Time: 00:06:51]

Economic Development & Tourism Senior Director Kevin Burke: Thank you and good evening Mayor and members of Council. It's my pleasure to introduce Allan Naplan, the extraordinary leader of Arizona Musicfest. Arizona Musicfest has been one of the great cultural assets bringing world-class music to Scottsdale and education and outreach. For those who haven't heard Allan speak, you are in for a treat. He has a voice that would command your attention for reading the evening news or a documentary. Please welcome Allan Naplan.

Arizona Musicfest Executive Director Allan Naplan: Thank you, good evening, Mayor Borowsky and Councilmembers. I'm Allan Naplan, I'm the executive and producing director and CEO of Arizona Musicfest and I'm grateful. I think you just turned down my volume. Wow, okay! And I'm grateful for the opportunity to speak with you today. It's an exciting time at Musicfest as we recently opened our 36th anniversary season. Recognized as one of Scottsdale's largest arts organizations with an operating budget close to $7 million, Arizona Musicfest is proud to be bringing the joy of music to all, and we accomplish this through three let me get nope. Just went too far.

We accomplish this through three important pillars of our organization, our popular concert season, our valuable opportunities for young musicians and our dynamic lifelong learning and creative aging programs for older members of our community. These last two pillars serve as the core of our significant charitable impact within the city of Scottsdale.

Last season, Musicfest welcomed 50,800 attendees to our concerts and that's the actual number, not a generous round up. The revenue generated from those sales totaled close to $4 million. And when we also add participants in our community engagement initiatives our total annual reach exceeds 57,000 residents, visitors and young people impacted by Musicfest.

Last year's concert attendance represents yet another record-breaking season, building upon an impressive track record of growth and continually expanding audiences. Simply put, Musicfest is thriving.

Each season, from October through April, Musicfest produces more than 50 concert performances featuring an impressive lineup of celebrity entertainers and distinguished artists and here is just a sampling of some of the notable performers who appeared in the last few seasons. Musicfest's annual concert season is organized into four distinct programming divisions, which include Musicfest Presents, our popular main stage season, featuring world-class artists and major celebrities. Festival Orchestra Week, which like an all-star sports team brings to go elite classical musicians from some of the nation's top orchestras to perform a series of concerts each February. Musicfest theatricals are oops. There we go. Musicfest theatricals are self-produced which bring leading Broadway stars to town to perform alongside some of the valley's finest musical theater talent and our intimate concert series, it's not advancing. There we go, which provides an important showcase for outstanding local musicians.

[Time: 00:10:38]

And here now is a look at our complete 2026/27 concert season, not including our intimate concert series. As always, our season features multiple music genres and a diverse lineup of guest artists but it's not simply a collection of great performers. More importantly, it's intentionally curated to appeal the core patron demographic, a highly desirable audience that's also foundational to the city of Scottsdale, both in terms of its residents and the visitors that it attracts.

At Musicfest, we know our audience, and we recognize that our success and reputation as a nonprofit organization is dependent upon the relationships that we build with the community we serve and when we've done our job well, a ticket purchase is just the beginning of that relationship. For so many who are able, they also donate generously to support our efforts. And to that point, just as ticket sales have experienced transformative growth over the last ten years, so too has charitable giving. We are tremendously grateful to more than 2,000 donor households whose combined annual support now totals about $2.5 million annually. While Musicfest attracts donors from throughout the valley, the majority of our donors are either full or part-time residents of Scottsdale and we thank these donors their generous support.

Returning to the season's concert lineup, this year we're excited to present multiple Broadway stars, classical virtuosos and classic rock legends and many others. I want to call your attention to one celebrity artist on February 13th and that's the Hollywood icon and performer Bill Murray. We're excited to welcome him to our stage.

Speaking of Musicfest stage, as there is no performing arts facility in north Scottsdale, Arizona Musicfest, a secular nonprofit organization rents multiple church venues. Shown here is Highlands Church at Pinnacle Peak and Pima with a seating capacity of 1,600, it's nearly twice the capacity of Scottsdale Center for the Arts and even with 1,600 seats, because of overwhelming audience demand for many of our shows, we regularly produce two concerts in a single day, even on weekdays as we did

just yesterday, bringing total daily attendance to more than 3,000 concert goers. Further, for the last many seasons, Musicfest has regularly sold over 90% of our total season venue capacity. Put another way, Musicfest concerts are major happenings in the city of Scottsdale.

And while we are enormously appreciative of the relationships that we have developed with the wonderful churches we rent, the reality is that Musicfest continued growth and future aspirations are soon to exceed the limitations of our current venue arrangements and it's an important consideration as we look towards Musicfest's future and more broadly the future of arts, culture and major events in the city of Scottsdale.

Moving to the important charitable work of our organization, Musicfest provides opportunities for aspiring young musicians through training programs, performances, scholarships and competitions, Musicfest has become a major destination for outstanding young musicians from throughout Arizona.

And a special note over the past 15 years, Musicfest has awarded over $260,000 in scholarships to young musicians from our community, who are pursuing college degrees in music at some of the nation's most distinguished conservatories and universities.

[Time: 00:14:17]

Additionally, our annual summer Music Camp scholarship program helps need-based families to send their children to music camps both here in Arizona and around the country. At the other end of the age spectrum, Musicfest makes a meaningful difference in the lives of older members of our community, through Music Alive, our popular series of lifelong learning and creative aging programs. Last year 7,308 community members participated in nearly 350 music alive events. These are seminars, lectures, performances, concert previews, music making events and creative aging initiatives centered around music.

Each week, Musicfest welcomes hundreds of residents to engage, learn, connect, and experience music together, and consistent with our charitable mission, all of our Music Alive programs are offered free of charge. Further through the Music Alive series we are committed to making an impact in many ways that music with play a role in healthy aging and cognitive vitality. The example is ongoing collaboration and a series of programs with the Neurologic Music Therapy Services of Arizona which looks at connectivity between music, brain and lifelong wellness. And just like the concert series and youth programs, our reach is far beyond north Scottsdale. Our commitment to serving the city's older residents is included in this and it extends beyond Thompson Peak. For years Musicfest has generously brought music alive programming to the two senior centers and this year we have been invited to expand the reach to the Civic Center Library just next door. While music fest is a shining beacon that uniquely extends the city's cultural offerings far beyond the heavily promoted downtown arts district, Musicfest is more than an arts destination to the north. It's a valuable contributor to the quality of life for all Scottsdale, a significant draw for residents from all points of the city and a meaningful element of Scottsdale's economy and tourism industry.

Which brings me to the city's supportive art organization. Recently the Tourism Development Commission recommended a $75,000 grant to Musicfest which Council approved at the October 20th meeting, and I thank you for your generous support which recognized the role that Musicfest plays in enhancing the Scottsdale destination appeal and reaching the city's tourism economy.

Unfortunately, this year's grant also represents the third and final year of our eligibility in the TDC's program and without that funding, the city's annual investment in Musicfest will fall to just $5,000. That was total amount we received this year through the city's Community Arts Grant Program as administered by Scottsdale Arts. And as one of Scottsdale's largest and most successful arts organizations we would be grateful to explore a sustainable and meaningful funding partnership that recognizes Musicfest's significant contributions to our cities.

In closing, I will just leave you with a few take-ways. Arizona Musicfest has a proud history of serving this community for over three decades. It's one of the valley's most successful and thriving arts organizations. It's a significant economic driver for Scottsdale and the region and we are a major attraction for both residents and tourists. Musicfest is financially healthy and prosperous organization and finally Musicfest is a key component to Scottsdale's cultural identity overall quality of life.

[Time: 00:17:50]

With 35 years behind us and great momentum moving us forward, we're excited about all that lies ahead as we continue to expand our impact and continue to bring the joy of music to all of the people of Scottsdale and beyond. I thank you for your time, and I hope to welcome each of you to our Musicfest season coming up this year. Thanks so much for your time.

Mayor Borowsky: Thank you very much. Looks like an exciting season coming up.

Allan Naplan: Thank you, Mayor.

EXECUTIVE SESSION

Mayor Borowsky: During tonight's meeting, I'm moving on to the next item here. During tonight's meeting, the Council may make a motion to move into Executive Session. Kevin, I should ask you, did you have anything else you wanted to add? Are you sure? Okay. Into Execution Session in the event we need to obtain legal advice on any applicable item on the agenda, if so authorized by the Council, the Executive Session would be held immediately and will not be open to the public. The public meeting would resume following the Executive Session. As a reminder, none of the Councilmembers go ahead. Well, let's take Councilwoman Dubauskas before I move on there. Go ahead.

Councilwoman Duabuskas: Thank you, Madam Mayor. Thank you so much, Allan, for coming. Musicfest is an integral part of north Scottsdale. It's a pleasure to visit you up there and it's something that our community talks about at length and really enjoys. I am so pleased by your tremendous success. I think the opportunity for residents to experience music while also living in north Scottsdale but also in other

parts of the city is something that's really special and unique that you are doing and 90% sellout rate for your tickets is absolutely wonderful. You should be congratulated. So, thank you for taking the time to come. I'm very supportive of your organization and hopefully we will talking more about how we can support Musicfest. Thank you so much for your good work.

Mayor Borowsky: Councilman Graham.

[Time: 00:19:46]

Councilman Graham: Mayor, thank you. When I heard you speak, I thought I was in a professional level ceremony. Are you an emcee?

Allan Naplan: Yes.

Councilman Graham: Yes. Thank you for your presentation and congratulations on your success.

Mayor Borowsky: All right.

MEETING MINUTES

Next, we have approval of the Meeting Minutes, and I will entertain a motion for the approval of Special Meeting Minutes dated October 6, 2026, Executive Session Meeting Minutes from October 6, 2026 and Regular Meeting and Work Study Session Minutes of October 6, 2026.

Councilwoman Whitehead: So moved.

Mayor Borowsky: All right. Please indicate your vote. All right.

CONSENT AGENDA

[Time: 00:20:41]

Mayor Borowsky: Moving on to the Consent Agenda. We have Consent Agenda items 1 through 15, and I will invite any Councilmembers with questions or if anyone wishes to remove an item off the Consent Agenda and put that on the Regular Agenda, please advise. And seeing none oh. All right. There is one. Councilwoman Whitehead.

Councilwoman Whitehead: Thank you, Mayor. I don't need to move an item, but I do want to bring up Consent Agenda Item 12 our legislative agenda for next year. And for eight years up here, I have worked to try to protect our community from the bad actors in the short-term rental market. I've had a lot of help from our current city attorney for helping to write up ordinances to maximize what we could do with a law that gave us very little control. So, I just want to say I'm really enthusiastic about the opportunities we have in next year's session. I'm hearing things about restoring local control and

enabling us to tilt the playing field in favor of residents and the good actors. And that's and there's many more exciting things coming next year. I'm really looking forward to this Legislative Session. Thank you.

Mayor Borowsky: Thank you. I also have a comment on Item number 12, but I would love to hear from my colleagues on this. I would like to see us add an item to our our legislative agenda that addresses empowering local, you know, municipalities to effectively oversee data centers that would be coming to our community. We talked about that recently, I think two meetings ago, maybe it was last meeting and putting some boundaries or safe you know, safeguards around data centers and as Councilman Kwasman pointed out and I completely agree, we're probably not going to see a huge rush of data centers, but to the extent we would be affected by it or any city would being affected by it, I think that's a really good thing to add to our legislative agenda. Does anyone else want to talk about it? Councilman Graham, did you want to talk about that or do you have something different?

Councilman Graham: Thank you, Mayor. I was going to talk about Item 12, the legislative agenda. I wanted to compliment Greg Caton for this, because in the past these legislative agendas were very ideological. I think they were in some ways hostile to Scottsdale's mainstream values and Greg Caton has worked to get the activism out of these and get down to the resident values, as far as what we actually care about from a legislative agenda standpoint as a city. So, is it perfect? Probably not. Can somebody find something in it? Yeah. But it's compared to years past, so much better. So, thank you.

[Time: 00:23:55]

Mayor Borowsky: All right. There are no public speakers on the Consent Agenda items. So, we will move on and I will entertain a motion to approve items number 1 through 16 I believe it was.

Councilwoman Whitehead: It's 1 through 15 and I move to approve Consent Agenda Items 1 through 15.

Mayor Borowsky: All right.

Councilwoman Littlefield: I'll second.

Mayor Borowsky: All right. Please indicate your vote. Okay.

REGULAR AGENDA – ITEM 16

Moving on to the Regular Agenda, we have next, we have Item 16, that's the Scottsdale Artwalk event funding agreement and back to see us is Kevin Burke, Economic Development and Tourism Senior Director.

Economic Development & Tourism Senior Director Kevin Burke: Thank you, Mayor.

Mayor Borowsky: And French Thompson, Scottsdale Gallery Association Board Member. Welcome to

both of you.

Kevin Burke: Thank you, Mayor and members of the Council. I will not be making the presentation tonight, but I wanted to turn it over to French Thompson, presenting on behalf of the Scottsdale Gallery Association.

[Time: 00:24:58]

Scottsdale Gallery Association Board Member French Thompson: Thank you. Did you guys love the weather today? Wasn't it just like Scottsdale perfect out there walking around? I mean, we finally got some rain this last season and now we've got some beautiful weather back. So that's one of the reasons why everybody loves Scottsdale.

Well, good evening, Mayor Borowsky and City Council. We're here on behalf of the Scottsdale Gallery Association as Artwalk begins the 52nd season. The longest continuous running Artwalk in the United States. Our request is simple, a one-year, $100,000 special funding event for the art walk series. The Tourism Development Commission reviewed it and recommended it to you.

The city's own general plan, policy ACC 2.5 calls on Scottsdale to maximize the potential of the downtown arts district for generating economic activity. And it defines that district first by its art galleries. The galleries are the Scottsdale Gallery Association. And the Artwalk is held to bring people into the district every week. Funding this agreement is a direct way to carry out the Council's own policy.

According to the city's own 2024 Tourism study, Scottsdale welcomed 11.7 million visitors who generated $3.7 billion in economic impact. The study lists arts and culture among the visitors top activities, and Old Town is home to about 180 galleries, most of them locally owned. They shop at local retailers, and our galleries are exactly those retailers.

SGA is a nonprofit made up of the art galleries themselves. Artwalk started in 1975 and at age 51 is the longest contiguous Artwalk in the country and more than 40 galleries take part along with the museum of art of the west. It's much like the Parada Del Sol.

Unlike other events such as the Italian Festival, Artwalk is driven by the bricks and mortar retailers. The art galleries are open year-round, even through the slow summer months. Most take part in more than 50 weekly Thursday night Artwalks a year which have built the foundation of branding for the event. Collectively, the galleries spend well over $1.5 million a year promoting their businesses and the arts district. That investment also promotes the Artwalk, Old Town, the Arts District and Scottsdale. Galleries who advertise Artwalk at their own expense, including printing and distributing 15,000 copies of the Scottsdale Arts District Catalog. The Scottsdale Artwalk is part DNA of Scottsdale. One we are known for, both nationally and internationally.

The weekly Thursday night Artwalk is the heart of what we do, and it's what this funding supports. Most Thursday evenings from 7 to 9 p.m., more than 40 galleries across the arts district, along with

SMoCA and Western Spirit open their doors for free to everyone, with live entertainment every week. That consistency is what gives residents and visitors a reliable reason to come downtown. This is a cycle that we're asking you to invest in. Special events funding supports weekly programming and it brings visitors to Old Town, and they spend at galleries, restaurants and shops and hotels which in turn generates tax revenue that funds the next season.

[Time: 00:29:15]

Next, it's exactly how the $150,000 will be spent. All of it focused on the weekly Thursday Artwalks. So, the breakdown is on a monthly basis and it's a little bit flexible in what we're going to do, because if we find out we're doing some advertising that doesn't working, we don't want to continue with that. We find something that's working better, we want to continue that. So, all of this advertising now goes into the weekly Thursday Artwalks. Roughly between 16,100 to 19,400 a month across approximately 24 events held through December through May of 2027. The mix covers digital, social, and video.
Print and the Republic, The Progress, Experience Scottsdale's digital channels and geofencing to reach people near Old Town. Geocounting lets us measure actual foot traffic and report the results back to the city.

Beyond that paid advertising, the funding supports marketing and PR that benefits all of Old Town and the arts district. Updated photography and video, a website refocused on the weekly in-season Artwalk schedule, more vibrant graphic design and complete public relations including pitching all media, booking TV segments, feature stories and adding every event to local media calendars. We also provide complete consistent social media marketing for any gallery that wants to promote its individual events, and we also produce the annual Scottsdale Arts District Catalog.

Every Artwalk has live entertainment, either a solo performer or a small group throughout the season enhanced entertainment steps up with larger bands, native dancers, drummers, bagpipers, line dancers and seasonal favorites like Santa, The Grinch and Carolers. We promote new gallery openings with paid enhancement to reach a wider audience.

We respectfully ask the Council to approve the one-year, $150,000 agreement as recommended by the Tourism Development Commission. Thank you, Mayor and Council. I'm happy to answer any questions.

Mayor Borowsky: Thank you. I see Vice Mayor McAllen would like to speak.

[Time: 00:31:54]

Vice Mayor McAllen: Thank you, Mayor. Thank you, French. Thank you, Kevin. I just really appreciate the Scottsdale Gallery Association and all that they do for the Old Town area. It I know it has the name "gallery" but everybody that's down there, all the coffee shops, all the mom-and-pop touristy shops, everything of that nature benefits from all the work that you do, and I greatly appreciate it.

And with that, I will move to approve contract number 2026-166-COS, an event funding agreement with

the Scottsdale Gallery Association.

Councilwoman Littlefield: I second that.

Vice Mayor McAllen: Oh, actually, it's Resolution 13804.

Councilwoman Littlefield: I will second that.

Mayor Borowsky: So, I don't see anyone on the board, but I have a couple of questions, French. So very supportive of this Artwalk. I think it's amazing for town there. I'm a big promoter of energizing the area and all four areas of Old Town and so I think this goes a long way. Looking at the $150,000 in funds versus what, you know, the previous years had been, there's there's a considerable increase over the last four or five years. Have you seen is this a commensurate result that you see in your opinion?

[Time: 00:33:22]

French Thompson: Yes, exactly. And one the things that we are doing now, the Gold Palette Artwalk series that we were doing before was a multi-year experiment that was started at the suggestion of the city staff. So that occurred many years ago and over all of those years, we found that it actually has a negative impact on all of the rest of the gold of the Artwalks. So, one the comments, which we got over and over is, like, well, which which Thursday are you having the event? And so, it if somebody says, well, I can't make it that Thursday, for that Gold Palette Artwalk, they don't come down. We have seen a decrease in the regular weekly traffic with an increase for those individual events, but we have been doing this every Thursday night Artwalk for the 51 years. And across the board, the galleries all just said, you know, we did that experiment. We tried it. We wanted to see if it worked and it wasn't really working the way we had hoped. So, we really want to promote the every Thursday night Artwalk and get the word out, you know, both to the locals, which we love coming down here, and all of the visitors that come from all over the world and nationally.

So, I think we're seeing an improvement. I think all of us that have been in the retail industry and city staff realize that traffic is down in old up to Scottsdale, across the board, and I appreciate your efforts, Madam Mayor, for what you are trying to do to help the whole Old Town area. So, I think with our group working together, working with the city together, I think we're going to be able to make things better for everybody.

Mayor Borowsky: Okay. That's great news and congratulations on the 51 years. That's super impressive, the biggest, you know, Artwalk the country, or longest running, I should say. I want to take that and discuss with you an idea and maybe it's already happening. I see some other gallery owners here, but as part of the gallery association, are you tracking, you know, sales and I know the city could help with that on that night or traffic or or, you know, kind of what what that money turns into. You know what I mean in terms of results? And without putting too much, you know I wouldn't call it busy work, but too much work on the gallery association's back, I do know we had a similar conversation with the Museum of the West and without, I think, adding any struggle to what they were already doing, they were able to come

back to us and really report it was a great, great result, really report, you know, kind of what the city's investment what that did for the downtown, for the Museum of the West. And so, if there's any way that the gallery association could work with and I see Ginger shaking her head yes, but you probably have that at your fingertips, but if we could track it, like on Thursdays for this investment, if there's a way to do that and I know Kevin can probably add to that as well, I think that would be fabulous.

French Thompson: I just love the fact that you asked that question.

Mayor Borowsky: Oh, good, because you are already doing it?

[Time: 00:36:43]

French Thompson: I really do love that. Because one of the issues that we have is the cities in the state of Arizona gave all of their sales tax ability to see what goes on to the state. So, you literally don't have that immediate, like, this is the feedback that we can get, and I have done public record requests and it's and it takes forever to get anything out of the state. I would love for the city to actually take the information and say, hey, what's the historic data of ten years' worth of sales tax revenue? Because in that every month I have to do a report to the state which is the city's part of it that lists my gross sales and the sales tax collected. So, you really have the ability to know what gross sales are in that we don't. We can't access that information.

And I will be really honest, you know, individuals like, you know, individuals don't really like to tell people their secrets and so businesses just the way it really is many times individual businesses will lie to you about how good things are going or how bad things are going. They just don't want to share that information. So unlike Fashion Square, that has a management company that says you have to report all your revenues to us, at Fashion Square, we don't have the ability to do anything like that. So those are that's why I love your question, because I would love to be able to do that, but, you know, currently, and in the past, it's not been possible and then when all the sales tax went to the state it made it even more difficult. I got reports from the city before that happened and they gave me all of that information, and I was able to extrapolate things from that information. So, if the city is able to accumulate and share some of that with us, I would love that.

Mayor Borowsky: I think it's a great idea. I think the Old Town Task Force, I think this was discussed a lot where people don't really know you know, they feel that business is down, but maybe there's no evidence of that. I would love to see that happen.

French Thompson: Thank you.

Mayor Borowsky: Of course. And we can work on that, I'm sure, ideas. Councilman Graham.

Councilman Graham: I appreciate the Mayor's interest this. A question for you, French, or Mr. Thompson. The Artwalk has been around 51 years?

French Thompson: How many weeks?

Councilman Graham: No, I kind of spliced my question.

French Thompson: Okay.

Councilman Graham: I kind of spliced my question. How many years is Artwalk been around?

French Thompson: 51. 51 and we're going on 52.

Councilman Graham: And entering 52nd. How many weeks do you do it per year?

[Time: 00:39:36]

French Thompson: 52. What ends up happening, we have Thanksgiving on a Thursday, and we don't have a Artwalk and we have Christmas on a Thursday, and we don't do the Artwalk. There are particular holidays that preclude us but it's basically year-round.

Councilman Graham: So, if you guys just did it 50 weeks a year, that's $3,000 we're spending, 150 times 50, $3,000 per week and how many people over a year are impacted, thousands upon thousands.

French Thompson: Well, this is where we will get some tracking this year because we will be able to have some geofencing and get those figures.

Councilman Graham: So, this Council has approved you know, we fund I think through the same fund, $750,000 for Canal Convergence for one event, $3,000 per event for you. 750 for Canal Convergence. This Council funded $150,000 for Dia de Los Muertos. So, $150,000 for one event. Parada Del Sol, we kicked in 275 or $200,000 for one event. Dreamy Draw Festival, $66,000 for one event. NCAA Women's Final Four $225,000 for one event. Barrett-Jackson, $75. I mean, just on tonight's Consent Agenda, Ferrari Week, I think we kicked in $75,000 for one event. So, you guys are getting $3,000 per event. I don't understand why you're honestly, why your item wasn't on our Consent Agenda. I think that if anything, Artwalk I mean, how many years has Ferrari Art event did, it's an event. $75,000. You guys get $3,000 per event.

French Thompson: Can I extrapolate a question out of that?

Councilman Graham: Sure.

French Thompson: Why we're not asking for more money? Honestly, I don't know why we're not asking for more money, but after the TDC meeting, one of the principals of the TDC said you should be getting a whole lot more money than that. I had someone on city staff who said you should be receiving a whole lot more money than that for doing what you're doing. We picked a number that we felt you were going to be comfortable, you know, presenting to us and funding us. I would be happy for you guys to increase

that amount by the by the Council, which you have the you have the ability to do that.

Councilman Graham: And that's my concern. I just wonder why maybe that number is too low. $3,000 per event, and six of us seem pretty content with what you are doing. You are getting a little bit hassled here and I think it's just important that we should celebrate something that's been here for five decades. Stand with it, stand by it and and this is not coming out of

French Thompson: Well, how about I throw a number out at you. How about if I throw a number out at you. So, the city of Scottsdale has a one-day event. How about we get the same amount of money that you just gave that event. One day event, the Parada Del Sol, I believe you gave $280,000, something like that for a one-day event.

Councilman Graham: I think we gave $150 for Dia de Los Muertos, the Persian Festival, I didn't hear a lot of questions for them and there's others that were waving through but there seems to be some scrutiny.

French Thompson: You guys just like talking to me, that's all.

[Time: 0043:31]

Councilman Graham: So, I just want to I want to thank you for what you have done, and I think we should look at that in the future. This is not coming out of our fixed potholes budget. This is not coming out of the public safety pot. This is money that guests come here, they stay in our hotels. They pay a bed tax and a percentage of that has to go towards these type of events. We are statutorily, I think we are voter mandated to spend it in that way, in that manner. I appreciate I'm very pleased with my colleagues who are celebrating you and standing with you, we wish you the best. So, thank you, Mayor.

Mayor Borowsky: So clearly Councilman Graham misunderstood my questions. They were to empower you and not detract from you. I think you took it in the right spirit. All I can say is if you want to ask for more next time, if we can track the results and help you track the results, I think that gets you a lot further and I I think that wouldn't be a bad thing at all. I didn't get the impression you did, and contrary to what Councilman Graham was insinuating, I'm fully supportive of the proposition. So, with that, I will call the question. We don't have to vote on this.

Mayor Borowsky: I'll second it. There you go. Congratulations. All right, let's take a vote. There you go. Congratulations.

French Thompson: Well, thank you. This is one of the reasons why I love living in Scottsdale, that we have a Council that I can come up and speak and present the area that I love representing. So, thank you very much.

Mayor Borowsky: Thank you so much. Keep up the good work. All right, next we have public comment announcement and there are two speakers.

PUBLIC COMMENT

This is reserved, as you all know, for citizens, business owners and property owners to comment on non-agendized items that are within the Council's jurisdiction. No official Council action can be taken on these items and speakers will be limited to three minutes a piece. If you wish to speak and you haven't already signed up to do so, please see a member of our staff. So, I will call on Dan Ishac, followed by Paul M. Getty.

[Time: 00:46:11]

Dan Ishac, address on record. About a year ago, the Mayor intelligently requested a step back to explore alternative locations for the parking garage. Despite Barry Graham's repeated lies, the voters did not pick that location, but the Mayor said because there's so much opposition, perhaps we should explore other alternatives. The frenetic four shot down that motion. Jan Dubauskas said, maybe Honor Health wants to sell their property. Jan Dubauskas says I recall that they are not interested in doing that. Well, she either misremembered or she lied and given her predilection, I assuming it's the latter.

Well, guess what? We have now learned that Honor Health did want to sell their property and, in fact, they are selling their open-air lot that the city sold to them 15 years ago for $1.5 million, I think is what we sold it to them for, with the promise that they were going to use it to provide medical care for the residents of Scottsdale. They have just announced that they're selling that land and the adjacent property that they already owned for $17 million to put up a nine-story hotel and luxury residential complex.

Now, certainly the Mayor should have been heeded. And not now only do we have a butt ugly three-story parking garage in a bad location, but we will have a nine-story building two blocks south. I'm not sure that's the way to preserve Old Town. A message for this Council, future Councils and city staff, I do not understand why we would sell property without any restrictions on the buyer, being able to sell it be able to sell it for ten times the purpose that not what they said. It precludes the buyer from providing healthcare-related services on that location. The city got hoodwinked. We should have either put a stipulation about zoning reverting to some other source or put a requirement that the city has the right of first refusal to repurchase the land if the buyer did not use it for what they said they were going to use it. So, I'm disgusted about this transaction.

Different topic and if I can have the overhead. Jan, I asked you this question three times. I believe this is your car. I asked you what emergency required you to park taking up two spots, being inconsiderate and illegally blocking a handicapped spot.

Councilman Graham: Point of order. What does this have to do with our jurisdiction, Madam Mayor.

Dan Ishac: It has to do so.

Mayor Borowsky: So, you are out of time, and the point of order is denied. Thank you.

Next, we have Paul M. Getty. Sorry. Is Paul here? Moving right along. Okay. That concludes non-agendized public comment and so we will move on to the Work Study Session. Councilman Graham?

Councilman Graham: I would like to respond because I was made mention of in that monologue.

Mayor Borowsky: I didn't hear that. Ok go, ahead.

Councilman Graham: I agreed with the lack of foresight about the lack of restrictions placed on property at Goldwater and second but we're talking about a transaction from 2011, if I'm not mistaken. So, we're being blamed for attempting there's sort of a maneuver to blame us for something that happened 15 years ago. I think the fact that the property sold for $17 million proves that the plan had no possible feasibility because were we going to buy it for $17 million and then where are we going to find the rest of the money to build a parking garage there? I think some of the comments about Councilwoman Dubauskas were completely unfair and out of line and this is coming from a gentleman that waged a recall that totally failed and had no chance whatsoever. So, keep that in context and consider the source of who comes to speak before us. Thank you.

Mayor Borowsky: And since my name was mentioned to as well. I think the point you were trying to make, I spoke to the C.E.O. of Honor Health who said I had called at the perfect time because they were just starting to audit their inventory of unused property to which Councilwoman Dubauskas said, David Ortega told her they wouldn't sell the property. So that's how the story went. Thank you. Okay.

WORK STUDY SESSION

[Time: 00:51:34]

Moving right along to the Work Study Session, this allows the Council to provide a less formal setting for the Mayor and Council to discuss specific topics at length with each other and city staff, Work Study Sessions provide an opportunity for staff to receive direction from the Council and for the public to observe these discussions. So, moving right along, we have a presentation from oh, is there a there is. There's also a public speaker on the Work Study Session, but let's go ahead and have your presentation first. And I would like to invite Kevin Burke back to the microphone for the economic development and tourism strategic plan discussion, which will also feature Alex Keen, Managing Principal with Keen Independent Research to present an overview of the strategic plans that relate to economic development and tourism. So please go right ahead.

Kevin Burke: Good. Thank you, Mayor and members of the Council. This is, for me tonight, is the main event. And I can assure you this is the last item that you will have to hear from me on this agenda. So let me go back if I could just a few months, ten months, actually, when I first started with the city of Scottsdale. I had the privilege to come into this new role as the Senior Director for Economic Development and Tourism, and the charge that I was given by the city manager coming into this role is to find a way to integrate these two functions, economic development and tourism, which for a long

time here in the city have been separate departments and somewhat isolated if clearly related functions. The idea is that we can optimize the way we use limited city resources to drive our economic development and tourism forward together.

So about eight months ago, I got together with the team at economic development and tourism over there on the third floor and we rolled out a large, you know, wall map that charted out each day through the end of this calendar year. And on that map, I circled this date, November 10th, right? And I said this is the date we're gonna present these two new strategic plans to the Mayor and Council and the team and Alex and everyone looked at me as if I was crazy. I'm pleased to say that we achieved that primary objective. And we had over the course of the last few engaged with stakeholders and staff at multiple levels and we are bringing final draft versions two of separate and distinct strategic plans, one for economic development and one for tourism and events but as you will see and Alex will go into greater detail. These are inextricably linked and we will join them over the course of the next three years.

Before I turn it over to Alex, I want to say a word about Mr. Keen and his team. They are, in my estimation, subject matter experts now for the city of Scottsdale. They are familiar to all of you. They are familiar to the community. They have done work doing a deep dive on Old Town and the Old Town business development and they have done work with WestWorld. They are really familiar with the community. And so, for me to the opportunity to bring them in to do these two plans was serendipitous. They came in with a running start. That was one of the big reasons why we were able to execute these two planning processes in such short order. Alex and his team have my highest regard. I think you will appreciate what he and his team, working with all the stakeholders in Old Town and around the community have been able to put together. So, with that, let me turn it over to Alex. It will go into our stakeholder process and two full strategic plans.

The presentation is somewhat long, 30 to 40 minutes. If at any point over the course of this evening, you have questions for Alex or for me, feel free to bring them out. We want to have a full robust conversation about these two plans with our intent to bring final documents back for Mayor and Council's consideration and adoption at the next Council meeting. Thank you very much.

[Time: 00:56:02]

Keen Independent Research Managing Principal Alex Keen: Well, thank you, Kevin. We appreciate you as well and the staff here in Scottsdale. It's fun to be back. I think this is my third or fourth presentation in the last two years. Mayor and Council, I promise I will move as quickly as possible but there's like 50 actions or something and I'm sure you will all want to dig into a few of them.

So, I think Kevin explained the rapid nature of this process and so we kicked off in June to develop these two strategic plans and moved rapidly into the summer and fall to meet this very, very important deadline I appreciate all of you on Council that we got the opportunity to spend some time with you all. And did a great job of giving us significant insights. I know there's folks in the room that we spoke with from the business community as well.

Engagement is so important for all the work at Keen Independent and this process, throw rapid had a significant amount. We conducted a virtual workshop with businesses across the communicate and Scottsdale. We had 180 business participants in that virtual workshop. You will see some results from that survey this evening. We interviewed 45 stakeholders. We went to multiple TDC meetings. We went to multiple EDC meetings and we also put together an executive advisory council representing senior business leaders, economic development professionals and others representing a broad base of business and tourism functions throughout the city. We also conducted a staff retreat with Scottsdale staff in the tourism events and economic development departments.

So, we're going to work through a little bit of that virtual workshop first, which I think is really, really interesting and a lot of fun. The first kind of question here, we had like I said 180 participants and you will see that little n number will change depending on the question. Some businesses chose not to answer everything. One thing that excited me was 32% of our participants had been in Scottsdale 30 years or more. 22% had been in Scottsdale 20 years or more and 19% have been in Scottsdale 10 years or more. So, a significant representation of businesses that have a very, very longstanding relationship with the city and strong opinions, most very positive but really, really great to see this is representing a really good group of businesses.

[Time: 00:58:35]

We asked the businesses whether tourism and events had an impact on their business. So obviously, you have a huge tourism events economic sector here, and more than 50% said that the tourism and events is somewhat affected their business. So, you will see throughout the the responses here, those specific businesses were ask questions about kind of the tourism and the events sector and the ones that said no were not and I will jump around a little bit as well.

We asked the kind of what makes Scottsdale special? We asked this question a couple of different ways. But I think, you know, it's really, really consistent no matter how we ask the question Scottsdale's reputation is a huge advantage when it comes to dos business here. I think I said this exact sentence I travel all over the country. I talk about Arizona to people that have never been here and everybody knows Scottsdale, right? They know Scottsdale. They have been to Scottsdale. They stayed in Scottsdale resorts. They have, you know, gone to Old Town. They have participated in the things that we have to offer here. And the reputation is really, really strong on national and now international level. That's something that the businesses recognize as a key to success for their organizations. And second to that, and I think just barely second is quality of life in Scottsdale. That is something that you all as a Council have made a priority for many, many years as the quality of life is second to none. And the resort technology is the third key to success in Scottsdale. So, the fact that in a way people come here, they visit, they love it and then they want to come back, or they want to live here or they want to bring their business here and those three factors were considered, very, very advantageous.

We asked what it would take for the city to support the strategic plans. We heard it countless times and now multiple studies supporting marketing an promotion for your tourism events, your businesses, that's something that the city we know the city is taking very seriously and already developing new

strategies to focus that, infrastructure and public realm improvements permitting and processes all things that the city can take an active role in.

So similar way to ask the question, how would you rate Scottsdale as a place to do business, rated very, very, high. Net promoter score of 85. It's hard to do better than 85. It's a really high number when we look at all the positives and the negatives. How much of a challenge are the following for doing business in Scottsdale? So, cost of rent, land or real estate, that was a net negative 49. We know that you're built out, there's not a lot of areas to, you know, put a new building, for example and so that increases your cost of rent and land and cost of labor was seen as a challenge. Works for skills relatively neutral, workforce availability, a slight challenge. And we have asked this question a number of ways as well and what we heard is, you know, the businesses in Scottsdale are very used to bringing in talent from other cities to come support the tourism sector, for example, so we generally think, you know, neutral, in some places this could be a lot worse particularly where communities are focusing on the tourism sector.

[Time: 01:01:52]

How important each of the following for Scottsdale's economic development strategic plan, supporting local businesses, not surprisingly, 100%, near 100%. Attracting new employers was seen as high, supporting small businesses is seen as high and strengthening Old Town was seen as high.

Oh, now I'm getting the this we go. We got it. Then you see the nuance here, the encouragement and expanding the workforce and the talent development a little less high but still high and supporting innovation and then finally improving the city's business climate, that was seen as high as well. So, some area of opportunity there. I get in a rhythm and then the little forward thing happens. It did it to Allan too, it’s not just me.

Next question here, what economic development priorities should receive the most attention in the next five years. So, these things are translated right into the plans. So marketing Scottsdale as a location for tourism and business, small business support, Old Town vitality and business retention, expansion, that's the four see priorities.

Where should the city focus economic development efforts? Old Town was seen as high, not surprising. Vacant or underutilized commercial properties and south Scottsdale was seen as high with the other categories receiving some support as well.

And then this when I put this one in front of TDC, it was like a they were not shocked at all, but I think I got a little bit of a laugh. What are the following the biggest challenging events for the tourism, seasonality of tourism activity is a challenge, not surprising, right? We have such unique challenges in Arizona. We get to take everybody when they're coming from their cold weather climate but then we have challenges in the summer and so we see a lot of opportunities, particularly investing around the shoulder seasons to decrease that time and increase the opportunity for businesses to have, you know, kind of strong economic success. We want to kind of attack the summer without necessarily investing all

of our money in July, right?

Competition from other events and then the other priority of Council public safety was just across the board seen as a real strength of Scottsdale and something that is a differentiator that makes Scottsdale. There's lots of support within the public safety within our survey. Visitor experience in Old Town Scottsdale was somewhat neutral as a challenge. Balancing visitor activity with resident quality of life that is always a challenge, because some of the things that might be more advantageous for your residents can be hard on the tourism an events economy. So, finding that balance is important. Marketing and visitor awareness, this is where you are emphasizing marketing as something that the city is taking an active role in. We talked about workforce. And then coordination. All right.

Just a few more and then we will get to the actual plans. The type of events that Scottsdale should prioritize. This is coming from the tourism and events businesses. Signature festivals. So, way I read signature is big, expansive, you know, taking on a lot of, you know, real estate, bringing a lot of people into the community, that's another area of opportunity for the shoulder seasons. Arts and cultural events, family-friendly visitor experiences, music and entertainment events, western heritage events was up there. That kind of works down from there.

And then we did I said we did 45 stakeholder interviews we summarized them into key themes both for economic development and tourism. We heard it from the survey, we heard it from the specific stakeholders, the brand of Scottsdale is so strong and important. We heard that there's it's important to focus on recruitment, on industries and functions that fit. You want businesses here that make sense in Scottsdale and really contribute in a valuable way to your economic vitality. Improving development, predictability and follow through and specialized workforce and housing challenges.

[Time: 01:06:17]

And then talking to the tourism and events economic representatives, preserving that premium appeal through distinctive experiences, that was seen as high and we had good conversations around leveraging the outdoor environment here, everybody that's just beautiful in Scottsdale, tailoring visitor demand strategies to each season that's about expanding into the shoulders. You will see a lot focusing in both plans how do we get more international investment and tourists into Scottsdale. Looking at demand for larger meeting facilities and focus on execution partnerships and measurable benefits. That came directly out of interviews with the business community, as well as many of you.

And we will go to there we go. And then the executive council, it was the senior leadership within the business community. Very similar, you see brand. You see diversification around high-value industries. I think one thing that they had perspective on that maybe some other folks didn't was just going after really hard, semiconductor ecosystem. So, not necessarily going to build chips, make chips here but we want the executives leading those companies. We want the labs. We want the high-dollar, high, medium income businesses in Scottsdale to help support, what is changing into a global powerhouse for semiconductor investment.

That business retention, expansion and certainty, you want those 30-year businesses to stay. How do we keep having conversations with them and making sure they are taken care of. Maintaining that infrastructure. Build on what's working but diluting what's working. If you want to do more, if you want to have the signature events and if you want to expand, it's very easy to be spread so thin that you are not doing anything well and the tourism and events community really, really is aware of that. We want to grow the international visitation and once again talking about Old Town's distinctive destination.

Okay. So that's the research all in like, I don't know, seven minutes. How did I do, Kevin? How we have two plans and one thing I will say that we're really proud of in these plans is it is very easy to come up and present a strategic plan that has something for everybody and suddenly, there's really not a lot of action and direction within them. These are three-year plans. They will move quick and the staff can only do so much. We have been tactical by being specific in the recommendations that the staff has clear direction and we will talk about the crosswalk in a minute here.

[Time: 01:09:09]

Did I go too far? Is that it? Okay. So, these two plans you are going to see, we have we will talk specifically about the strategic priorities in a minute. I want to point out something that Kevin mentioned earlier, they are meant to talk to each other and there's a guiding document that is essentially a complicated spreadsheet that helps them talk together. That was something that was in the scope and a requirement for our work. Was how does the staff take these high-level concepts and turn them action? That's designed in the plan so they communicate.

As you get into the document, I think that was attached as part of the Council meeting tonight, you will see all of the different strategies are organized so the top has the strategic priority and then a specific action and describing the premium level and then there will be tactics that get pretty specific, naming specific venues in this case or specific business interests and then kind of at the bottom there, you will see a crosswalk example. That's an example of what the spreadsheet looks like for staff that has some measurable outcomes in it.

So, we're going to go through the economic development plan strategies first. I do have a few specific strategies highlighted that I can talk more about. I also have the entire plan in front of me. I don't necessarily want to go through every single one. The strategic plan are as follows. Number one, protection elevates Scottsdale's brand. We heard the brand is so important. Number two, pursue a selective portfolio of high value industries that fits Scottsdale. Number three, support business retention and expansion and number four, actively pursue re-investment strategies and I will note on October 30th, the EDC noted to move forward this plan to Council for consideration.

So protection and elevating Scottsdale's brand. It's all about quality of life, economic unifying economic development and Old Town marketing within the house teams and program and work. I will talk about 1.3 in a minute and 1.4 is strengthening Scottsdale's brand. And then moving back to 1.3, I think this one is exciting, really making the city the unified source for business intelligence, so that the business community knows exactly where to go to get information and they don't get bounced around between

five different departments. The idea is essentially the economic development and tourism and events folks own that knowledge so that they can then share it back out with the business leaders. And then 1.5, reinforcing Scottsdale's enthusiasm to have the right fit businesses in the community. So, some examples of kind of tactics around that, and gathering and documenting business investor feedback through direct outreach and referring service work and communicating, follow-up and actions to affect the businesses. That's going to be specifically out of the plan. Communicating completed service improvements to assess whether those changes is address feedback and where further action is needed. So, every single of strategy has that level of depth within the plan.

[Time: 01:12:37]

All right two. We talked about a selective portfolio. This is about bringing the right fit to Scottsdale when it comes to business recruitment. So, we have defining business attraction around functions, wages and fit. I have heard Kevin give a pretty good lecture about this; a lot of economic development plans talk about we want this industry or this industry but don't talk about what part of that industry you want. Do you want the entry-level job that may be very, very valuable or the executive level job or researcher. In the case of Scottsdale, you have great businesses who have all levels of employment, but for recruitment, we're recommending really specifically looking at wage as a fit is it at or above the median income of Scottsdale residents and looking at specific functions that make a lot of sense to Scottsdale.

That leads into 2.2, which is executive innovation functions particularly bringing headquarters to Scottsdale as a real area of opportunity especially because headquarters may take up less space than a full factory. Kevin is really excited about this one, establishing a city international office to lead international business and intergovernmental relationships. I think this is one of the bigger and exciting items in the plan, how do we go after that international business, having specific qualifications and skill set within the city to go after that, above and beyond everything that's already being done at a really high level. We have this strengthening relationships with site selectors, using the tourism visits of folks coming here to kind of show off Scottsdale and thinking about development capacity as well.

Supporting business retention and expansion. This is about making sure the 20, 30-year businesses stay and building the proactive relationships and identify retention and expansion needs there's simple things, making sure there's a very, very strong tool that has all the information for who it is that we need to be talking to at these businesses. People change. Who is the direct contact for some of your major employers and how can city staff, as well as Council be reaching out and having a conversation with them on a regular basis. You are already doing this and there's always more to be done.

Strengthening a predictable coordinated experience for businesses working with the city, prioritizing entrepreneurial support, and strengthening ongoing local business partnerships, and sustain Old Town business retention, expansion through staff capacity and strengthening that workforce access. All right. We're moving. We're moving. I promise.

So now we're in four here, actively pursuing investment strategies. Something that the city can do more of is analyzing and marketing redevelopment opportunities. The city needs to own information around

what is still available in the marketplace for potential reinvestment and redevelopment. Developing area-specific re-investment approaches and so this is really a planning exercise, like overlays and how can we be more strategic about thinking about areas of opportunity? Well, we understand that you are built out but this may somebody places that maybe not reflecting the highest and best use. I'm sure you can think of a corner somewhere, where there's an opportunity for more investment and stronger approach.

Developing a strategic acquisition approach and the facilities as potential development and re-investment. Advising site readiness of corporate corridor and remaining greenfield and opportunities and access meeting and performing art facilities as potential redevelopment projects. Okay. Wow. We did one plan. Drink some water. I never had to do plans in one night. This is it's great. I must be setting some record here. All right.

[Time: 01:17:01]

So, I think the tourism and events plan, we love the economic development plan. The tourism and events plan is a little more fun. Everyone loves tourism events. So, our four strategies, protect and elevate Scottsdale's brand. Something that is reflected in both plans, because it's so important. Expanding international business and connectivity and positioning Old Town as Scottsdale's distinctive experiential difference. We have brand, next generation of demand, international visitor and businesses and Old Town. On October 20th, the TDC voted to move forward this plan to Council. All right. Let me just move to my notes on this one.

So, protect and elevate Scottsdale's brand. We have destination branding. Things you have been working on through the marketing plans, elevating those arts, culture and culinary shopping and western heritage experiences, you know, looking at the desert as a real asset here, and recruiting new signature events and identifying existing events that could grow into the next tier of destination draws. Enhancing partnerships and I think it came up a little bit as you went through some of our potential funding, target and strengthen the tourism investments through clear performance measures. This is an area of opportunity. We believe that all of your amazing events should be reporting information in a way that is the same and makes sense. What is it that you need to hear to fund an event in the future or funding an event for first time and there being clear K.P.I.s for each event and you are maximizing the taxpayer dollars when it comes to event investment. This will help to elevate the event community as well and help them tell their story.

We are excited about that one the strengthening oversight of major destination contracts to align activities with city priorities and deliver measurable public benefit. This is you have some great partners, external partners that do work on behalf of the city, ensuring that those contracts are well managed and you are getting, once again the K.P.I. is measured in a way that makes sense to you all and you are getting the feedback you need to ensure that you are overseeing those contracts at a high level.

All right, T.2, there's ten actions. Maybe I will summarize these even faster. This is about the next generation of Scottsdale's tourism demand. You already have tourism demand but in our work we

always think you have to keep hustling. There will always a new market to go explore, something will fall off the radar as you bring something new in. The next generation of tourists is different than the last generation of tourists. So, 2.1 is focusing on selectively pursuing shoulder and summer tunes and elevate your high-season demand. You don't want to throw good money at a bad period of time, you can throw good money at a pretty good period of time. It's not to say you won't do anything in the summer but being careful and thoughtful about how money is moved around when it comes to different kinds of year, assessing performing arts facility as potential sources of new demand. That's in both plans, investing tourism revenues and long-lived destination assets and strengthening your health and wellness position and that's exciting. This is a great initiative right now, a lot of thinking around this is positioning Scottsdale as a premier sports, tourism, cycling, endurance and outdoor recreation. I'm a runner and I would love to see a great race in Scottsdale to participate in. I used to do the Scottsdale half marathon, that was awesome. And marketing across Scottsdale. Turning those business and conference travelers into longer stays.

And then this is another great one, managing city venues as a coordinated portfolio. You have a lot of verticals of different venues doing different things and having more thinking how they can do the events. Capturing more visitation, local expending for regional sports and entertainment activity and then aligning special events ordinances something that the TDC was excited about. Okay.

[Time: 01:21:32]

International visitors this one is fun too. Coordinating the international visitor development with international relationships. We have all of these great new flights going to Germany and Asia, how do we get those folks in Scottsdale, not only from a business standpoint but we want them here, we want their families here. We want to have lots of interaction with our international visitors. Thinking about air connectivity and having a seat at the table when it comes to thinking about what's the next international flight that will come to the metro area. That's integrating Scottsdale into international multi-destination itineraries. People from around the world come to Arizona it's a special state. We want even more of them to come to Scottsdale and developing the extended stay for the international business executives.

Okay. And then positioning Old Town of Scottsdale into experiential experience. This is reflecting that thought in the plan. So, there's the Old Town marketing program that's something that Kevin and the team presented earlier this year. And some of this might be things you are doing and some of this Mike things you are working with partners on Artwalk was a representation of that. Looking at the Old Town pedestrian and comfort wayfinding and surrounding experiences. We know there's an opportunity for making and improving the wayfinding. That's reflected in 4.4 as well. Securing distinctive attractions and public spaces to work with the private businesses to think about that and leading the prioritization and shaping of the capital improvements of Old Town. We think you should be the leader in thinking about Old Town's future.

I have to hit harder we got through two plans and research was I given in 40 minutes. I welcome questions and any specific strategies or go in depth anywhere and I'm happy to answer questions.

Mayor Borowsky: Thank you very much. That was excellent. Vice Mayor McAllen.

Vice Mayor McAllen: Thank you, Mayor, thank you Kevin, thank you, Mr. Keen. I have a couple of questions. Actually, I want you to go to your initial presentation. Slide 17.

Alex Keen: Okay. I'm just going to keep mashing on the buttons here.

Vice Mayor McAllen: It's before both of the combined. It talks about signature events and the breakdown of signature events. Slide 17. When it says the breakdown of signature events, were do you have content for that? Like, what those…

Alex Keen: That's a good question. We will have some specific kind of qualitative information that will come out of, that we can look more at. That would say for me, signature expanding existing events that you have that maybe you want to make even bigger or developing some new events.

Vice Mayor McAllen: Okay.

[Time: 01:24:51]

Alex Keen: So, signature is a big word, kind of means something different to everyone, but what we have heard consistently from the business community is we need more events that bring people from around the country and world to Scottsdale, especially in those times of year where we don't have the entire market captured. I will look specifically at that and follow up with information.

Vice Mayor McAllen: I would be interested in the breakdown whether it's music, sports, culture, what the interest is. Okay. And then slide 17…

Alex KeenL: I think I'm there.

Vice Mayor McAllen: Slide 19.

Alex Keen: 19. Okay. This one? Oh, too, far.

Vice Mayor McAllen: Okay, so, the challenge for tourism and the growing economy. And you're talking about, you know, when you combine both the tourism and economic development and talking about the ecosystem, so maybe this is just a sideline event. My comment is looking at events for local people because a lot of the ecosystem and everything to support the semiconductor industry, which is booming, right.

Alex Keen: Yeah.

Vice Mayor McAllen: And there are businesses coming here, restaurants coming here. People coming here from out of the country to live here permanently, or to live here on work visas, that will shift the

cultural dynamics of our city. And so, looking at a Taiwanese festival, something of that nature, something where we are open to learning, you know, the residents of Scottsdale, welcoming in another culture possibly, an event that would support the people who have chosen to come here and make this their home. That would be a wonderful opportunity for us to welcome people.

I know that Mr. Burke has worked with Global Ties Arizona to bring in new people and just became we became members again after many, many years of being away. And I know that they are very active in this ecosystem that you are suggesting. Along with even on a more local level, sister cities and bringing people and making them maybe we can specifically choose some sister cities that would be strategic for our city, that would help or if there's or if we notice that there is a an economic driving factor from a certain culture or country or even a different part of the United States where they're coming here even seasonally that we may want to look at that.

Anyway, thank you for all of your work and I do appreciate that you reached out to all of us numerous times and invited us to multiple opportunities to give our input and, you know, throughout the whole city and bringing in other people through your executive advisory council and making sure that the business community was heard is super important. So, thank you so much.

Alex Keen: Thank you.

[Time: 01:28:04]

Mayor Borowsky: I have a couple of questions and some I would love some feedback or additional information on some of these items. So generally speaking from a high level, who were the respondents to this. I know we were contacted on several occasions. But who did you select as stakeholders?

Alex Keen: Yeah, Kevin, you can jump in there. I can go back to that slide too.

Kevin Burke: Mayor, members of the Council, the extensive stakeholder outreach was primarily using the extensive lists that the tourism and economic development manage separately side that. Goes out to about 5,000 people. That was our initial pool that we requested. On the tourism and events side, it's a massive LISTSERV, like 15,000 plus. Those people are around the world but that went out, and a lot of local businesses are included there as well. And then, of course, we used some of the local events that we do, like the merchant mixer that we do quarterly to sort of spread the word and tried really hard to engage businesses in the Old Town area.

Mayor Borowsky: Are you clear that it wasn't people out of state then on the tourism office list?

Alex Keen: Oh, no, absolutely.

Mayor Borowsky: Just local.

Alex Keen: And the missing slide is actually pretty useful, I don't have the exact numbers, but we had

also asked like what was the size of business. It could be all 1 or 2 person businesses or all 10,000 person businesses. We had a good mix of small businesses and larger businesses probably representing hundreds of thousands of workers.

Mayor Borowsky: So, you feel like it was a good poll, if you will.

Alex Keen: 180 doesn't sound like that much until you start talking about how many people they were actually employing and it was a significant number.

Mayor Borowsky: Okay. Great touching on T1.5, that is target and strengthen tourism and event investments through clear performance measures. So, I too think that is a great idea, and this was some criticism from Councilman Graham about that. I think that's helpful for the taxpayer revenue, it's bed tax but also taxpayer money. It's all eligible, right, taxpayer money. So that would be good for us as policy leaders to have a system where there are metrics, like I said on the WestWorld facility, that was really, you know, helpful. It was after the fact, but I think next time they will do it before they when they come in with the ask. So, can you explain to us why that is important and how that helps?

[Time: 01:30:54]

Kevin Burke: Thank you, Mayor, members of the Council. I would say the strategy falls under the category excuse me, of things we are already doing and continuous improvement. Every time we do the event funding agreement, and we bring them before Council, they are performance-based agreements each one is a little different based on that but there are performance metrics that we hold the funding recipients to. Again, we think there's always an opportunity for us to review how we're doing in managing the performance of those contracts and make changes as we see need going forward.

Mayor Borowsky: So I think question have been four of us have been here for two years almost and I think it would be great to have those policy metrics come back before the Council because I agree with Councilman Graham on the point that some of these events that are getting funded that come through the TDC aren't, you know, maybe we want to look at these metrics that are being implemented closer and how and have a defined set of criteria that all events subscribe to. I think that would be wonderful. So maybe Kevin, you can work on bringing some sort of overview on that the current metrics are and how we might want to change those looking forward.

Moving on to sorry, I am going to move on here. I have a couple more questions. Invest tourism revenues and long lived destination assets. Would that be an example of investing tourism revenues in WestWorld?

Kevin Burke: Yes. That's a perfect example.

Mayor Borowsky: Okay. I wanted to understand what that meant. Also on here there was a discussion about I probably wouldn't see us having a Scottsdale conference center, like that would be or a convention center, I think the term it was like we would see in Phoenix, but you did make the point of,

you know, a performing arts facilities that is maybe bigger than what we have had to accommodate events like Allan's event and Allan and I have talked about. So can you expand on that or maybe Kevin can expand on that. I'm not sure. Is there anything past the idea than what people thought was the good one.

Alex Keen: Both the idea of a meeting space, convention space, whatever you want to call it and the performing arts space kind of independently came up through stakeholder conversations. Whether you need a convention center or not is not something we're contemplating but the community did identify it as an area of opportunity, particularly in the tourism and events industry. So, at minimum, it could be looked at, right and understand how much meeting space do you have? Where is the strength? Where is the weakness and that's where we are recommending today is, you know, there may be this pay be the sense of a need but you need to look at whether or not there truly is a need because there is commenting of competing convention space some of the broader marketplace. So, at minimum, it can be looked at. You have information to share with people coming to town with the Experience Scottsdale.

And second to the performing arts center, that's a conversation that has been going on for many years. You have great assets but there's not necessarily the similar quality of assets in the north side of town and that's where there's conversation. We're not saying build it but a continued conversation could be valuable and supported in both of the plans.

[Time: 01:34:38]

Mayor Borowsky: Very. And then Kevin, what will we do with this great strategic plan? Are we going to be looking at voting for it, piece by piece? I mean I would favor that, actually because I think there's some really good ideas. For example, I mean, I think we have talked about this five times over the laugh year and a half which is improve Old Town's pedestrian comfort and wayfinding to surrounding experience. I would love to have evidence that that's favored by the residents and business owners. That looks like that's what you provided tonight. I would love to see these come back as potential consideration and direction through a vote by the Council.

Also, the explore pedestrian-oriented streets and outdoor gathering spaces, again the Old Town Task Force which was is the Mayor's Old Town Task Force, because that wasn't adopted by the Council, but this is exactly what they are talking about. So maybe you have talked about all of those people, right, or some of those people. I think there's everyone would agree that those are things that should be looked at, at least closely. That's all the questions. Go ahead and answer the first question for me.

Kevin Burke: Thank you, Mayor and members of Council. Two strategic plans, these are policy documents and so what we would love to do is bring each of those plans back for Mayor and Council's consideration and adoption. As of today, we are planning to bring both of these plans back as separate Consent Agenda items on the November 24th agenda.

Mayor Borowsky: Great, thank you. Next I see Councilwoman Whitehead.

[Time: 01:36:19]

Councilwoman Whitehead: Thank you, Mayor and thanks both of you guys. I had the pleasure of spending a lot of time on this because I'm on the Economic Development Committee. So, this isn't new. For me, it was to see a lot of input in the document. I wanted to call out a couple of simple things. Two things you sort of said about and built out came up a couple of times and metrics, I I want to talk about that and then I think twice in the presentation you mentioned retention, of course, comes ahead of us chasing after something shiny and new. So, on the metrics, I will start with that. And we saw that tonight, I mean, we have it is very unclear to me why some events are getting I support all of these events. It's not a matter of support, but I would like to see a way that some kind of way that a Councilperson to look at any event and see what is it three years as was mentioned tonight. Why are some getting maybe more years. What are the criteria? What is the K.P.I.? There should be at any given time, we should be able to look and get that kind of information because if it's a one-day event, that's cool, but is it a one-day event that brings in people from out of the country, you know, there are different kinds of one-day events.

So, I would like to see metrics that we can broadly look, not at a one off every someone comes to a Council meeting but look at all the events that we were funding. On the built out, again we need to we have our economic ideas, but they have to be tied to our Planning Department. So, we are built out, and we we don't have a lot of space for new industry. If we are seeking companies, let's make sure that Council and staff have identified suitable sites before we chase companies. And certainly, as also everybody knows I'm always going to prefer, you know, the home-grown American made companies that are right here now, and also, we have some other companies we have our representative from ASM. So, we have companies here and retention besides being the cheapest form of economic development is is the most impactful.

So, whether it and I know Axon has been a bit of a controversy, but it's a $54 billion American made Scottsdale born technology company that makes us all safer and it's very it's very difficult to attract that kind of headquarters. So those types of companies projects like ASM, we should retain them, although we are always looking to re-invest in our like you said kind of the areas that need re-investment into something new and possibly more you know, be a better economic driver.

But back to the taking care of what we have, I think we saw that with our concert series, the Musicfest up north, this is something communities would love to have, so we need to pay better attention to what is succeeding and figure out how to maintain that. That's really a priority for me. And then on the pedestrian, and, yes, of course, I love the idea of expanding the outdoor events like the running, but I can't do a half marathon.

Alex Keen: How about a 10k.

Councilwoman Whitehead: You know, I want the half marathons. I want the half marathons. We see what works in Scottsdale Quarter and Kierland. You make sure that people can get around easily, and you put in trees and people will come. So that kind of I mean, I this has been a wonderful process, and I

support everything you guys are working on, but just a few comments I wanted to make. Thank you.

Mayor Borowsky: And I know there's a speaker, Bob Pejman. I haven't forgot about you. I will take the other two comments from Council. Councilwoman Littlefield.

Councilwoman Littlefield: Thank you, Mayor. Well, I took this on a totally different track. Sorry about that. It's because I'm old and I have been here almost all of my life and so I remember stuff that most people never even thought about. And one of my questions, this is a discussion on economic development and tourism. And so, I looked at this as what's gonna bring tourists to Scottsdale? Here we are, a middle-sized American city, and I have heard nothing whatsoever talking about our Indian community to the east of us. Have you made any overtures about them about how they can work with us and how we can work with them to have a blended community development having both cultures?

Kevin Burke: Thank you, Mayor, Councilwoman Littlefield. It doesn't really call out the relationship with the Salt River Pima Maricopa Indian community and finding ways to collaborate with the tribe over time. That's something that I have been actively engaged in over the last couple of weeks and months. Making introductions in the community, trying to meet people there and gain some understanding of how they're operating, how they see the world and how they see the future of development, between our two communities and that part of the it if it's not explicitly called out in the plan.

[Time: 01:42:33]

Councilwoman Littlefield: I think it could add a certain spice if we could combine some of that culture in activities or views or buildings or dancing. I have seen some of the dancing that they do which is absolutely beautiful, and the dressing, the dresses, the outfits. There's so much that they have to offer that I wouldn't want to close the door on for our visitors. So that's really what I was interested in.

Also, the convention space for the center that you were talking about, is that going to be performances and various sorts and kinds for both communities for both cultures?

Alex Keen: Councilman Littlefield, so I think we see these as two different issues. There's like, how do you get the doctor's convention here in Scottsdale and, you know, get them to spend their doctor money in Old Town, right? And that's kind of a different demographic than what Allan is doing up in north Scottsdale. It's probably two different things that need to be looked at and probably an independent work to understand what the market might bear and what the costs associated with that might be. Yes, I think the contemplating different types of meeting and event space or a potential performance space, but, again, early days. It's consider looking more at this is the way that the recommendation is developed.

Councilwoman Littlefield: And you could always have a cattle drive up Scottsdale Road.

Alex Keen: We'll have to get some funding for that. Yeah. Okay.

Mayor Borowsky: Thank you. I'm going to call Bob Pejman up to speak before I call on the rest of the Councilmembers.

[Time: 01:44:22]

Bob Pejman: Thank you, Mayor Borowsky.

Mayor Borowsky: Thank you for your patience.

Bob Pejman: No problem at all. Thanks Mayor, Councilmembers, the name is Bob Pejman, address is on the record and so I was a big critic of the existing tourism strategic plan when it was adopted. It's all on record, and they took so much stuff out of it, I said it doesn't have any meat, what is it, right? And basically, my final criticism was that it doesn't focus on the existing assets and the existing assets are whether it's art galleries, specialty stores, museums, public art, restaurants, bars, those are the existing assets. And that plan basically focused on bringing in outside elements to do the job. I'm glad that Councilman Graham agendized it for discussion and overhaul and here we are.

But I have to point out to page 37, and it says, event attendance does not automatically translate into benefits for nearby businesses and that's always been the case. And I see here, there's a big reliance on events again, events are great. Let me point to the Civic Center. The Civic Center looks fantastic. It looks so good. If there is an event in the Civic Center, you will get people to leave the Civic Center and go to the stores. It doesn't accomplish the purpose of overflowing to the brick-and-mortar businesses which is what we want to activate. I hope that there's something eventually in this plan that, again, puts the you know, the focus on existing businesses and that includes again the museums too and the other assets. But the brick and mortar, basically.

We have a great Old Town marketing plan, $2.5 million. I hope we get codified as part of the strategic plan so that so that every year, it comes before the Council, before the fiscal year, and gets approved by the Council for that year. I think this is a the strategic plan is a great place holder for the marketing plan. This way it has a place, and it's forced to be to be looked at and adopted every year. And, again, daytime traffic is down. It’s been down since 2015. You can bring events in, events are happening. If it doesn't help the businesses, it’s not going to do much good. That's my comment. Thank you.

Mayor Borowsky: Thank you. Councilman Graham.

[Time: 01:47:12]

Councilman Graham: Thank you, Mayor. I would agree with that existing assets, this is a great directional move. This is not about theoretical things that are not here. We care about the future and moving forward. But we don't want to abandon our existing assets, and so Mr. Pejman has shared some persipicous comments.

Mayor Borowsky: All right. Councilwoman Dubauskas.

Councilwoman Duabuskas: Thank you. There are two points I wanted to highlight in the plan that were really special. One is you used the word "pursue." So instead of taking a back seat approach, instead of a wait and see who comes to us, but our active, proactive approach to economic development, where we specifically target and you used the word "fit" what fits in Scottsdale, we seek and target what fits in Scottsdale for the the little bit of land that we do have remaining and that's a fit for our community, it's a fit for our lifetime, it's a site for the existing infrastructure and businesses that we already have within the community so that they can then enhance our community and grow it is I think is the exact right profile. We can pursue the right types of fit for Scottsdale. I think that's a great mindset for the economic development team to have moving forward.

And then the other thing I wanted to point out was talking about leveraging the assets and using them as force multipliers. We have tremendous assets in the city of Scottsdale and I think we're doing a lot of great parallel play, but we could work together a little bit more and make our events, make our tourist; even brighter, even stronger and so I appreciate the fact that you acknowledged that and if we could work together more, I think we could even have greater success for each layer. So well done on the plans. Thank you very much for presenting today.

Mayor Borowsky: All right, gentlemen. Thank you so much. And looking forward to the next step, steps.

Kevin Burke: Very good. Thank you.

Mayor Borowsky: Thank you. Okay. I understand that our speaker from the non-agendized comment is here now and would like to speak. And that did conclude our Work Study and we're almost to the end of the meeting. So go ahead and step up here to the podium. Thank you. And this is Paul M. Getty.

PUBLIC COMMENT

[Time: 01:49:50]

Paul Getty: Yes. Yes. Thank you very much, I appreciate you letting me be able to speak.

Mayor Borowsky: No problem.

Paul Getty: I'm a civil engineer, registered professional engineer in the state of Arizona. Between November 1st and November 3rd this year, about a week ago, an estimated total of 50 to 60 billion gallons of water was released from Bartlett Dam. This water was wasted because of insufficient storage capacity at Bartlett Lake reservoir. The volume of water that was wasted during last week's three-day storm is roughly equal to the entire storage capacity of Bartlett reservoir itself.

The emergency release of water was needed to create more storage capacity and maintain the dam’s safety. Sadly, and ironically, earlier this year, certain members of this city's government defunded a Bartlett Dam improvement project, meant to increase storage capacity at Bartlett Lake. Tonight, I urge

Council to re-instate this project into either the 2026-27 or future capital improvements.

Since Scottsdale is set to lose some of its Colorado River water, through the Central Arizona Project Canal, I urge Council I urge Council to do your job by investing in more water storage at the Bartlett Lake Reservoir and Dam. Thank you very much.

Mayor Borowsky: Thank you. Thank you, Paul. Appreciate you coming down. All right. That concludes the Work Study. No more speakers.

COUNCILMEMBER REPORTS

So now I will open it up to Councilmember Reports. Anyone have anything? Vice Mayor McAllen.

[Time: 01:52:02]

Vice Mayor McAllen: Thank you, Mayor. I just wanted to take this opportunity to invite all the Scottsdale residents to our Veterans Day Celebration tomorrow at 3:00 P.M. at McCormick Railroad, Stillman Railroad Park. Very exciting. We're moving it back to the park after it had been moved to City Hall. So, it allows people to attend the Veterans Day Parade downtown if they wish and then attend our event. So, you can do two things tomorrow. Thank you.

Mayor Borowsky: Great point. Councilwoman Whitehead.

Councilwoman Whitehead: This past weekend is great if you have not yet gone to Canal Convergence, it is truly fabulous, but I want to call out the Women's Collective for their 5k on the canal which is really, really fun. It's one the few races at night. And so that was super fun. But it's just been there's a lot of events. We had so many events this weekend and this past week. So, it's been a great month or two in Scottsdale. But that's Fountain Hills. Great job to Canal Convergence people and Women's Collective for this past weekend.

Mayor Borowsky: Thank you. Councilman Graham.

Councilman Graham: Mayor, thank you. I wanted to reiterate what the Vice Mayor said and tomorrow's Veterans ceremony for November 11th is at 2:30 P.M., pre-ceremony begins at 2:30. Did you mention the time it started? The pre-ceremony is 2:30, the ceremony starts at 3:00, the admission is free. And hope to see you there.

One other thing I want to comment on is Scottsdale's this is are month of a tap a hat tip. Scottsdale has been experiencing some flooding. I don't know if you noticed or not. And I wanted to recognize our city workers. The amount of time that they have to spend thinking about and simulating drought or flood scenarios and the just the basic drainage of water, people could have been hurt. This was, you know, very torrential water and we just it's easy to take it for granted when nothing bad nothing bad happens. So, I think our staff deserves some recognition for that, and they have my gratitude. Thank you.

Mayor Borowsky: Excellent point. All right, that concludes our business for the day and move to adjourn.

Councilwoman Whitehead: So moved.

Councilwoman Littlefield: Second.

Mayor Borowsky: All right. Thank you everyone.

ADJOURNMENT

[Time: 01:54:44]