

CITY COUNCIL REPORT



Meeting Date: **July 2, 2024**
 General Plan Element: ***Economic Development***
 General Plan Goal: ***Sustain Scottsdale as a tourist destination***

ACTION

Scottsdale Dia de Los Muertos Fiestas. Adopt Resolution No. 13167 authorizing funding up to \$120,000 from the portion of the Tourism Development Fund that is allocated in the FY 2024/25 Adopted Budget toward event retention and development in support of agreement No. 2024-125-COS with Lore Media & Arts.

BACKGROUND

Eight years ago on November 2-5, 2017, the inaugural Scottsdale's Dia de Los Muertos (SDDLMM) was held at the Old Adobe Mission. Its primary purpose was to bring together a long-standing, local community cultural experience that would also capture the imagination of tourists and visitors, inspiring them to share and learn from each other about one of the most unique traditions, Dia de Los Muertos, being adopted into the United States from Mexico and Latin America. The TDC recommended and City Council approved tourism development funding up to \$13,000 to support the event.

Inspired through exciting indigenous artists from Mexico City and the United States mixed with local talent, the event created an original experience like a museum or gallery right on the streets of Old Town Scottsdale and within Old Adobe Mission. From the very beginning, city staff envisioned and discussed with LORE Media & Arts that the event expand into Scottsdale Civic Center and performances be held in the Scottsdale Center for Performing Arts.

Due to bridge construction, COVID and Civic Center's redevelopment, the SDDLMM expansion did not take place until 2022 when LORE Media & Arts partnered with Los Angeles' Grandeza Mexicana Folk Ballet Company accompanied by Nannette Brodie Dance Theatre to present a spectacular performance of dance, music, art, and ancestral ritual at Scottsdale's Center for Performing Arts. There, audiences were transported through different regions of Mexico and its richness and wonderment of cultures while honoring the origins of Dia de Los Muertos' celebration of life, loss, and remembrance.

In 2023, city staff recommended that LORE Media & Arts expand further to include the Civic Center's 360 Stage by creating an expansive large-scale Day of the Dead public art installation. This newest addition was supported by the TDC, which recommended that the City Council approve

Action Taken Approved on Consent

City Council Report | Scottsdale Dia de Los Muertos Fiestas

tourism development funding up to \$60,000 to support the SDDL M Art Installation Experience that was held October 27-30, 2023.

On May 28, 2024, the Tourism Development Commission unanimously recommended that City Council allocate up to \$150,000 in support of the Scottsdale Dia de Los Muertos Fiestas. An allocation of \$120,000 is recommended to support a one-year agreement with Lore Media & Arts \$30,000 will be used by the city to enhance event activation. Allocation of potential funds will be from the Tourism Development Fund established for events and event development.

ANALYSIS & ASSESSMENT

Art and culture are an important component of Scottsdale's overall tourism image and its product. Art and cultural experiences help increase national and international visibility for Scottsdale as a desirable tourist destination and address three of the eight 2021 Scottsdale Tourism Strategic Plan key principles: Community Well-being; Cultural & Creativity; Festivals & Events.

The local organizing committee for SDDL M have work in creating an authentic and spiritual festival with the support of various local partners. In 2023, the event began partnering with - and is officially recognized for cultural authenticity by - the Country of Mexico's Secretary-Ministry of Tourism & Culture, State of Oaxaca de Juarez and the Mexican Consul General in Phoenix.

City staff is recommending another expansion of SDDL M for the upcoming 2024 festival with up to \$150,000 in tourism development funding to support the following new expanded features:

- Beginning Thursday, October 24 through Sunday, Oct. 27 - Create an expanded Art Installation Experience within Scottsdale Civic Center to include the 360 Stage Ofrenda with Skulls, Mesoamerican Aztec elements, art panels etc. placed throughout the circular walking areas surrounding Civic Lawn and West Lawn.
- On Friday evening, October 25 - Create a parade type procession "Desfile del Día de los Muertos" to begin at the Old Adobe Mission down Brown Ave to West Paseo to Civic Center West & Civic Lawns. Ideally, attendees can have their faces painted by makeup artists and then join the procession with mojigangas (giant puppets) and concluded with an activations, speakers at the West Lawn.
- On Saturday, October 26 - Create a day long festival that presents the authentic DDLM foods, drink, dance, music, and presentations about the meaning and culture of DDLM.

City staff will assist the local committee in partnership collaboration in terms of marketing and promotion with Experience Scottsdale, HAPI and Knife & Fork Media.

City Council Report | Scottsdale Día de Los Muertos Fiestas

City staff has evaluated the proposal to identify the benefits for the city and the local tourism industry and has identified a public purpose for the city's expenditure. The marketing and promotional benefits provide direct consideration substantially equal to the proposed city's expenditure.

Following the conclusion of the event, the event producer will provide the city a post-event report that will provide an evaluation of the producer's performance under the event funding agreement as well as the benefits to the city and the public achieved.

RESOURCE IMPACTS

Available Funding

The total maximum annual city investment is \$150,000: \$120,000 will support a one-year agreement with Lore Media & Arts, and \$30,000 will be used by the city to enhance event activation. Based on Tourism Development Fund sources and uses projections included in the FY 2024/25 Adopted Budget, funds are available.

Staffing, Workload Impact

No additional staffing or other resources are anticipated because of the proposal.

OPTIONS & STAFF RECOMMENDATION

The Tourism Development Commission and Tourism and Events Department staff recommend the adoption of Resolution No. 13167 authorizing funding up to \$120,000 from the portion of the Tourism Development Fund that is allocated in the FY 2024/25 Adopted Budget toward event retention and development in support of agreement No. 2024-125-COS with Lore Media & Arts.

RESPONSIBLE DEPARTMENT(S)

Tourism & Events Department

STAFF CONTACT

Steve Geiogamah, Acting Tourism & Events Director, SGeiogamah@scottsdaleaz.gov

APPROVED BY

Ana Lia Johnson

Ana Lia Johnson, Acting Budget Director
(For Financial Policies Compliance and Budget Appropriation)
480-312-7893, anjohnson@scottsdaleaz.gov

6/12/24 12:02 MST

Date

Brent Stockwell

Brent Stockwell, Assistant City Manager
480-312-7288, bstockwell@scottsdaleaz.gov

6/12/24 13:03 MST

Date

Jim Thompson

Jim Thompson, City Manager
480-312-2811, jthompson@scottsdaleaz.gov

6/12/24 16:08 MST

Date

ATTACHMENTS

1. Resolution No. 13167
2. Agreement No. 2024-125-COS

RESOLUTION NO. 13167

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AUTHORIZING FUNDING NOT TO EXCEED \$120,000 FROM THE PORTION OF THE TOURISM DEVELOPMENT FUND THAT IS ALLOCATED IN THE FY 2024/25 OPERATING BUDGET TOWARD EVENT RETENTION AND DEVELOPMENT FOR SCOTTSDALE DÍA DE LOS MUERTOS FIESTAS AND AUTHORIZING AN EVENT FUNDING AGREEMENT WITH THE EVENT PRODUCER, LORE MEDIA & ARTS.

WHEREAS, City desires to provide funds for the Scottsdale Día de los Muertos Fiestas event ("event"); and

WHEREAS, City and the event producer wish to enter into an agreement for the event;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. The City Council authorizes an amount not to exceed \$120,000 from the portion of the Tourism Development Fund that is allocated in the FY 2024/25 Operating Budget toward event retention and development for promoting the City of Scottsdale through the Scottsdale Día de los Muertos Fiestas event.

Section 2. The City Council authorizes and directs the Mayor to execute, on behalf of the City, Contract No. 2024-125-COS with Lore Media & Arts.

PASSED AND ADOPTED by the City Council of the City of Scottsdale, Maricopa County, Arizona this ____ day of _____, 2024.

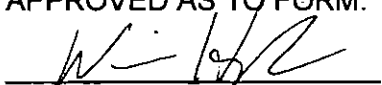
CITY OF SCOTTSDALE, an Arizona
municipal corporation

ATTEST:

Ben Lane, City Clerk

David D Ortega, Mayor

APPROVED AS TO FORM:



Sherry R. Scott, City Attorney
By: William Hylen
Senior Assistant City Attorney

EVENT FUNDING AGREEMENT

THIS NEW EVENT FUNDING AGREEMENT (the "Agreement") is made this ____ day of _____, 2024 by and between Lore Media & Arts ("Producer") and the City of Scottsdale, an Arizona municipal corporation ("City").

RECITALS

A. City's City Council has approved the expenditure of a portion of certain funds collected (the "Bed Tax Funds") in conformity with Financial Policy 21A to be used to help promote certain events supporting tourism and the hospitality industry in Scottsdale, Arizona.

B. Producer is the producer of the Scottsdale Día de los Muertos Fiestas (the "Event").

C. Producer has submitted to City a proposal (the "New Event Worksheet") describing the Event and requesting that City authorize use of a portion of the Bed Tax Funds for the Event to promote Scottsdale as a tourist destination.

D. At Producer's request, City has determined to provide funds (the "Event Funds") to Producer up to the maximum amount of \$120,000 (the "Event Amount") for the Event.

E. City's willingness to provide the Event Funds is conditioned upon Producer's executing and performing this Agreement and delivering to City after the Event a report (the "Post Event Report") accompanied by a separate invoice (the "Invoice").

NOW, THEREFORE, in consideration of the foregoing and good and valuable consideration received, the parties hereto agree as follows:

1. Funding Limitation. Payment of the Event Funds is subject to all of the following cumulative conditions and limitations:

1.1 The total amount of Event Funds City pays under this Agreement shall not exceed the Event Amount.

1.2 City's payment shall be made only from Bed Tax Funds, specifically the portion allocated to Event development. City is not obligated to provide funding from any other source.

1.3 Without detracting from limits contained elsewhere in this Agreement, Event Funds shall be disbursed only to the extent City determines, in its sole and absolute discretion, that City has collected adequate Bed Tax Funds to disburse these amounts, taking into account all circumstances including, without limitation, competing uses for the Bed Tax Funds.

2. Event Requirements. In addition to the Event Scope of Deliverables more specifically set forth in **Exhibit A**, attached hereto and herein incorporated by reference in its entirety, Producer shall cause the Event to comply with all of the following requirements:

2.1 The Event shall be held on the dates shown on **Exhibit A**. Notwithstanding the foregoing, if the Event fails to occur on the above date solely due to weather, an act of God, or a

condition beyond the reasonable control of Producer, then the Parties may agree to reschedule the Event (or any portion thereof) to a subsequent date certain. All rights and privileges of the parties will continue until conclusion of the Event. Should the Parties agree that rescheduling the Event is not tenable or the Parties cannot agree on a rescheduled date, this Agreement will terminate, and City shall have no further obligation to provide additional funds beyond the value of sponsorship benefits provided as of the date of termination.

2.2 Producer's representation that the Event will be of the same scale, quality, attendance, economic benefit to the public and provide other public benefits, or better, as are described in the Proposal is a material term of this Agreement.

2.3 Producer shall publicly acknowledge the City support represented by this Agreement. All publicity and messaging that acknowledges any person or entity that supports the Producer financially or through provision of products or services (hereinafter "supporter") shall acknowledge the City as a supporter and shall utilize (where appropriate in City and Producer's discretion) a logo provided by City. At a minimum, Producer shall acknowledge the City as a supporter at least twice in publicity and messaging. No other use of City's name is allowed in any form of advertising or public relations without prior City approval.

2.4 Producer shall provide the City with benefits, including recognition and publicity, commensurate with benefits provided to other supporters at a similar support level as the City.

2.5 At the time of the Event, City may elect to conduct an event intercept survey. City shall provide the survey questions. Producer shall pay to City up to fifty percent (50%) of the cost of the survey as requested by City's contract administrator, Producer's share not to exceed Three Thousand Five Hundred Dollars (\$3,500). Producer shall cooperate, as requested by the City, with City in conducting the intercept survey and shall not hinder or prevent City from conducting the survey. Producer will reimburse this cost within 60 days of the City sending an invoice.

2.6 After the Event, Producer shall provide the Post Event Report to City as follows:

2.6.1 The Post Event Report shall include the following:

2.6.1.1 A narrative description of:

2.6.1.1.1 The Event.

2.6.1.1.2 Producer's performance under this Agreement.

2.6.1.1.3 The benefits to City and the public achieved and likely to be achieved because of the Event.

2.6.2 Any publication tear sheets, air-time logs, website content, distribution or viewing logs, and other evidence of media publication or distribution verifying that Producer has performed the Non-Reimbursable Activities, all in form and content acceptable to City.

2.6.3 If applicable, a tear sheet of City's full-page advertisement in the Event program.

2.6.4 Any economic impact report that Producer may prepare or obtain of the Event.

2.6.5 The results of any intercept survey or similar data Producer may prepare or obtain of the Event.

2.6.6 The results of Producer's tracking of hotels and other lodgings used by persons attending the Event based on evidence from Scottsdale Hotels.

2.6.6.1 The Event's effects on City hotels.

2.6.6.2 The positive and negative effects on City services, facilities and neighborhoods.

2.6.6.3 A statement of the total attendance for the Event.

2.6.6.4 A statement identifying all of the Producer's partners and all supporters of the Producer. For purposes of this Section, "partner" means any individual or entity that invests in, receives or may receive benefits from the Producer.

2.6.6.5 Such other information as the Post Event Report template to be provided by City shall require. The Post Event Report shall follow the format of the template provided by the City.

2.6.7 Producer shall deliver the Post Event Report to City no later than 30 days after the Event or by May 31 following the Event, whichever is earlier.

3. Event Fund Payment. Producer shall request Event Funds and City shall pay Event Funds as follows:

3.1 City's payment of the Event Funds is conditioned upon Producer executing and performing this Agreement. City reserves the right to reduce the Event Amount below \$120,000 or not make payment if Producer fails to fully perform all terms of this Agreement.

3.2 City shall make payment of \$60,000 of the Event Funds within ten (10) days after this Agreement is executed. Subject to Section 3.3, City shall make the payment of the remaining \$60,000 of the Event Funds within thirty (30) days after receiving all of the following:

3.2.1 The Post Event Report;

3.2.2 The Invoice;

3.2.3 All supporting and other materials required by this Agreement. Payment of Event Amount shall be conditioned on Producer providing such evidence as City requests.

3.3 If the City determines that an audit under Section 7 of the Agreement will be conducted, payment will be made within 120 days of the City receiving the information in Section 3.2 provided the Producer fully cooperates in the audit. The Producer's failure to fully cooperate in the audit may delay payment beyond 120 days.

4. Compliance With Law. This Agreement does not waive and is not a substitute for Producer's obligation to comply with all applicable state, local and federal laws, policies and regulations. This Agreement is not a permit or regulatory approval to hold the Event. This Agreement is not a promise to make City venues or other resources available for the Event.

5. Indemnification. To the fullest extent permitted by law, Producer, its successors, assigns and guarantors, shall defend, indemnify and hold harmless City, its agents, representatives, officers, directors, officials and employees from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to, attorney fees, court costs, and the cost of appellate proceedings, and all claim adjusting and handling expense, related to, arising from or out of, or resulting from any negligent or intentional actions, acts, errors, mistakes or omissions caused in whole or part by Producer, and any work or services in the performance of this Agreement including, but not limited to, any subcontractors, suppliers or others of Producer connected with the Event or anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable and any injury or damages claimed by any of Producer's customers or employees. Producer's indemnification obligations shall extend beyond and will not be affected by any termination of this Agreement.

6. Records and Audit Rights. Producer's records (hard copy, as well as computer readable data), and any other supporting evidence considered necessary by the City to substantiate charges and claims related to this contract are open to inspection and subject to audit and/or reproduction by City's authorized representative to the extent necessary to adequately permit evaluation and verification of the cost of the work, and any invoices, change orders, payments or claims submitted by the Producer or any of Producer's payees in accordance with the terms of the contract. The City's authorized representative must be given access, at reasonable times and places, to all of the Producer's records and personnel in accordance with the provisions of this Section throughout the term of this contract and for a period of 3 years after last or final payment.

Producer shall ensure that records necessary to substantiate charges and claims by subcontractors who perform work under this contract are made available for City inspection and subject to audit and/or reproduction by: inserting a provision requiring subcontractors to comply with this Section in a written agreement between Producer and subcontractor; or obtaining the relevant documents from the subcontractor.

If an audit in accordance with this Section discloses overcharges of any nature by the Producer to the City in excess of 1% of the total contract billings, the cost of the City's audit, but not exceeding the amount of the overcharge, will be reimbursed to the City by the Producer. Any adjustments and/or payments which must be made as a result of any audit or inspection of the Producer's invoices and/or records will be made within a reasonable amount of time (not to exceed 90 days) from presentation of City's findings to Producer.

7. Term/Termination. This Agreement shall be in effect from the date executed by City's Mayor and will terminate upon Producer providing to City a satisfactory Post Event Report and City paying to Producer the Event Funds. However, City may, without further obligation, terminate the Agreement earlier for convenience or cause, upon giving Producer ten (10) days written notice. If the Event is canceled, this Agreement and all obligations of City and Producer hereunder shall also be cancelled at such date.

8. Miscellaneous.

8.1 Assignment. Producer's obligations and rights hereunder shall not be assigned or delegated, in whole or in part, without City's prior written consent.

8.2 Cancellation. This Agreement is subject to cancellation pursuant to the provisions of A.R.S. §38-511.

8.3 Modifications. Any amendment or modification from the terms of the Agreement shall be in writing and shall be effective only upon approval of all parties.

8.4 Severability. If any term or provision of this Agreement shall be found to be illegal or unenforceable, the remainder of this Agreement shall remain in full force and effect, and such term or provision shall be deemed to be deleted.

8.5 Attorney's Fees. If any party brings any action for any relief, declaratory or otherwise, arising out of this Agreement, the prevailing party shall be entitled to receive from the non-prevailing party reasonable attorney's fees, costs, and expenses, determined by a court sitting without a jury, which shall be deemed to have accrued on the commencement of such action.

8.6 Authority. The person executing this Agreement on behalf of Producer warrants and represents to have full power and authority on behalf of Producer to enter into and perform this Agreement.

8.7 Employment of Unauthorized Workers. Producer shall comply with A.R.S. §23-211, et seq. and all other applicable federal, state and local laws and regulations that relate to Producer's employees (collectively, the "Unauthorized Worker Laws"). Producer shall cause its contractors to comply with the Unauthorized Worker Laws as respects the contractors' employees. Without limitation, Producer warrants and represents pursuant to A.R.S. §41-4401(A)(1) that Producer and its contractors comply with A.R.S. §23-214(A). Pursuant to A.R.S. §41-4401(A)(2), a breach of this paragraph shall be a material breach of this Agreement and an event of default, which shall entitle City to exercise any and all remedies described in this Agreement or otherwise available at law or equity, including without limitation termination of this Agreement. However, pursuant to A.R.S. §41-4401(C), Producer shall not be deemed to be in material breach of the warranty if Producer and its contractors establish that they have complied with the employment verification provisions prescribed by §274A and §274B of the Federal Immigration and Nationality Act and the E-Verify requirements prescribed by A.R.S. §23-214(A). City shall have the right to inspect the records and papers of Producer and its employees, and of Producer's contractors and their employees, to ensure that Producer and its contractors are in compliance with this paragraph.

8.8 Notices. Notices hereunder shall be given in writing by hand delivery or by United States mail, return receipt requested, postage prepaid addressed to:

If to City: Steve Geigamah (Contract Administrator)
Tourism Development Manager
City of Scottsdale
7447 E Indian School Rd
Scottsdale, AZ 85251

If to Producer:

Robert Ramirez
Lore Media & Arts
3620 East Hayden Road, Suite 210
Scottsdale, AZ 85251

By notice, City or Producer may designate other addresses for receiving mailed notice hereunder. Service of any notice by mail shall be deemed to be complete three (3) days (excluding Saturday, Sunday and legal holidays) after the notice is deposited in the United States mail.

8.9 Producer certifies that it is not currently engaged in and agrees for the duration of the contract to not engage in a boycott of Israel as defined in A.R.S. § 35-393.

IN WITNESS WHEREOF, the parties have hereunto subscribed their names as of the date first stated above.

PRODUCER: LORE MEDIA & ARTS

By: 

Its: Produce

CITY:

**CITY OF SCOTTSDALE, a
municipal corporation**

By: _____

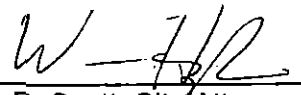
David D. Ortega, Mayor

ATTEST:

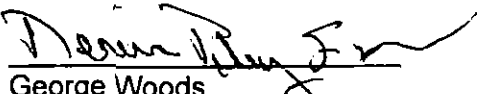
By: _____

Ben Lane, City Clerk

APPROVED AS TO FORM:


Sherry R. Scott, City Attorney

By: William Hylan, Senior Assistant City Attorney


George Woods
Safety and Risk Management Director


Steve Geiogamah
Tourism Development Manager

Exhibit A

Producer shall ensure the following for the Event:

1. The official title of the 2024 Día de los Muertos event will be "Scottsdale Día de los Muertos Fiestas" and will be referred to by this title in all print and other references.
2. As part of the Event, beginning Thursday, October 24, 2024 through Sunday, October 27, 2024, the Producer will produce an expanded "Art Installation Experience" at Scottsdale Civic Center to include the 360 Stage Ofrenda with Skulls, Mesoamerican Aztec elements, art panels etc. placed throughout the circular walking areas surrounding Civic Lawn and West Lawn. The Producer will place at least 37 large scale art installations in the Scottsdale Civic Center for display.
3. As part of the Event, Producer will direct on Friday evening, October 25, 2024, a parade type procession "Desfile de Día de Muertos" to begin at the Old Adobe Mission down Brown Ave. to West Paseo to Civic Center West & Civic Lawns concluded with entertainment at the West Lawn.
4. As part of the Event, Producer will create a day long festival titled "Fiesta de Muertos" on Saturday, October 26, 2024 that presents the authentic Dia de los Muertos ("DDLm") foods, drink, dance, music, and presentations about the meaning and culture of DDLm.
5. The City of Scottsdale and Experience Scottsdale shall be identified as hosts on the Event website. The Event website shall include a link to Experience Scottsdale's website, which promotes Scottsdale as a destination, and identify Experience Scottsdale's website as a vacation planning resource and visitor information resource.
6. The City of Scottsdale's name and logo will be featured in all Event advertising, banners, press releases, and promotional materials created for the Event, including but not limited to, event posters, flyers, event guides and promotion on social media.
7. Producer shall ensure that there are weekly, sponsored, exclusive Facebook, Instagram, and other social media posts promoting the Event and Scottsdale as a destination beginning October 1, 2024 and continuing through the duration of the Event.
8. Producer shall ensure that beginning October 1, 2024, and continuing through the duration of the Event, three (3) custom emails are sent to LORE and other event partners' database subscribers that promote Scottsdale as a destination.

9. Producer agrees to make all reasonable efforts to present the Event to media outlets for possible inclusion in feature stories and tv segments, including Spanish language media outlets.
10. At least one ad promoting the Event will be published in either the Arizona Scottsdale Republic or the Scottsdale Independent.
11. Producer will work closely with the City of Scottsdale, Experience Scottsdale, and Scottsdale Arts to create additional promotional opportunities for the Event.
12. Producer will ensure a minimum of \$120,000 marketing value for the Event, which is comprised of the "Art Installation Experience," "Desfile de Día de Muertos" and "Fiesta de Muertos." Such value shall be reflected in a marketing and promotional plan.