

Lane, Benjamin

From: Dustin Gaskey <DGaskey@thomastitle.com>
Sent: Monday, January 12, 2026 5:43 PM
To: City Council
Subject: Please reagendize RFP 25RP011 and move forward with The James Agency

⚠ External Email: Please use caution if opening links or attachments!

Dear Mayor and Councilmembers,

My name is Dustin Gaskey. I am the President of Thomas Title & Escrow, an Old Town Scottsdale-based business, and I have been an Old Town resident for more than 20 years.

Old Town is not an abstract idea to me. It is where I live, where I work, and where many of my clients and employees spend their time and money. For that reason, I strongly encourage you to reagendize RFP 25RP011 and move forward with The James Agency as the selected marketing and PR partner.

Delaying this decision until 2026 would be a real setback. Old Town businesses are already navigating rising costs and softer summer seasons. Going another year without a modern, data-driven marketing program risks lost momentum, reduced foot traffic, and unnecessary strain on small, locally owned businesses.

These are voter-approved bed tax dollars specifically intended to support tourism and marketing. Using them as designed helps sustain jobs, sales tax revenue, and the long-term vitality of Old Town.

The James Agency is a well-qualified, Scottsdale-rooted firm with a strong track record in hospitality, real estate, civic, and Old Town clients. Just as important, their proposal emphasizes accountability, measurable outcomes, and transparency so results can be clearly evaluated.

I respectfully ask that you support reagendizing RFP 25RP011 and allow this program to move forward without further delay. Old Town cannot afford to sit still.

Thank you for your time and consideration.

Sincerely,
Dustin Gaskey
President

Action Taken: Item approved by a vote of 4 to 3

Thomas Title & Escrow

Scottsdale, Arizona



DUSTIN GASKEY

President

NATIONAL COMMERCIAL SERVICES

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THOMAS TITLE & ESCROW

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Scottsdale, AZ 85251

thomastitle.com | dgaskey@thomastitle.com



Lane, Benjamin

From: Chris Ronzio <chris@trainual.com>
Sent: Monday, January 12, 2026 5:50 PM
To: City Council
Subject: Please reagendize RFP 25RP011 and move forward with The James Agency

⚠ External Email: Please use caution if opening links or attachments!

Dear Mayor and Members of the Scottsdale City Council,

My name is Chris Ronzio. I'm a longtime Scottsdale resident of 17 years and the founder of Trainual, a Scottsdale-born technology company that started in Old Town and has grown into a platform used by businesses around the world.

Old Town Scottsdale matters deeply to me—not just personally, but professionally. It's where I built my company, hired my first employees, and experienced firsthand how a vibrant, well-positioned district fuels entrepreneurship, jobs, and long-term economic health for the city.

I'm writing to respectfully ask you to support reagendizing RFP 25RP011 and to move forward with The James Agency as the selected marketing and PR partner for Old Town Scottsdale.

I can personally vouch for The James Agency and their creative, strategic approach. They are not only a Scottsdale-rooted firm, but one that understands how to blend brand, data, and storytelling to drive real outcomes for destinations, hospitality, and local businesses. Their work reflects a modern, accountable approach that matches where Old Town needs to go next.

Old Town is entering what could be one of the strongest growth years we've ever seen. That kind of momentum doesn't happen automatically—it requires intentional investment and coordination. Choosing not to act this year doesn't simply delay an expense; it undercuts the opportunity to generate meaningful revenue for merchants, additional tax dollars for the city, and sustained energy through traditionally slower seasons.

These are voter-approved bed tax dollars intended specifically for tourism and marketing. Using them as designed—now, not years from now—supports small businesses, preserves jobs, and maximizes return for the broader community.

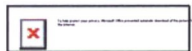
Old Town Scottsdale cannot afford to wait until 2027 for a modern, data-driven marketing strategy. A revitalized, forward-thinking approach is essential if we want Old Town to continue serving all businesses and realizing its full potential.

I appreciate your consideration and your service to our city, and I hope you will support reagendizing RFP 25RP011 and proceeding with The James Agency.

Respectfully,

Chris Ronzio

Founder & CEO, Trainual
Scottsdale, Arizona



Chris Ronzio
Founder & CEO
trainual.com | chris@trainual.com



Lane, Benjamin

From: Sheri Sender <sheri@sstjsubway.com>
Sent: Monday, January 12, 2026 6:16 PM
To: City Council
Subject: Please reagendize RFP 25RP011 and move forward with The James Agency

⚠ External Email: Please use caution if opening links or attachments!

Dear City of Scottsdale Council,

My name is Sheri Sender, and I'm a resident and business owner who spends a great deal of time in Old Town Scottsdale. Old Town matters to me because it's one of the few places in the region where local businesses, culture, and tourism genuinely intersect—and when it's thriving, the entire city benefits.

I'm writing to respectfully ask for your support in re-agendizing RFP 25RP011 and moving forward with The James Agency as the selected partner.

Old Town cannot afford to wait until 2026. Another year of delay means more dark summers, reduced foot traffic, lost revenue for small businesses, and a continued erosion of momentum at a time when competition from other destinations is only increasing.

It's also important to clarify that these are voter-approved bed tax dollars. This funding was specifically designated for tourism and marketing—not general fund spending. Using it as intended supports jobs, sales tax revenue, hospitality workers, and the overall economic health of Old Town.

The James Agency is uniquely qualified for this work and deeply rooted in Scottsdale. Their experience includes strategy, branding, and destination work for WestWorld and Scottsdale Stadium, ongoing engagement with Scottsdale Senior Services, and agency-of-record relationships with Hotel Valley Ho and Mountain Shadows. They've also led brand, strategy, and PR efforts for respected hospitality and development organizations such as Sam Fox / Fox Restaurant Concepts, M Culinary, JDM Capital, and Wood Partners, along with nonprofit and civic partners including Arizona Humane Society, A New Leaf, and Salt River Project. Importantly, they already work with Old Town businesses like JoJo's Coffeehouse and Heyday Skincare.

I also want to respectfully correct the record regarding "administrative" costs. The agency portion of this budget is not overhead. The RFP explicitly requires professional services—strategy, creative development, public relations, event programming, website and content support, social media, and media planning and management. All scopes and costs would be reviewed and pre-approved by City staff before any work is executed.

Finally, I support a strategy that is accountable and measurable. The James Agency proposed clear KPIs and transparent reporting, allowing Council, merchants, and residents to see exactly how funds are being used and what results are being delivered.

Old Town is a vital economic and cultural engine for Scottsdale. I urge you to support re-agendizing RFP 25RP011 and allowing this work to move forward without further delay.

Thank you for your time and for your service to our city.

Sincerely,
Sheri Sender

Sheri Tenn Sender

President | SSTJ Management, Inc.
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Phoenix, AZ 85018

(480)710-9677 cell
sherit@sstjsubway.com



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Organization

Proud Member
EO Arizona

Lane, Benjamin

From: Casey Strunk <cstrunk@strunkgroup.com>
Sent: Monday, January 12, 2026 6:44 PM
To: City Council
Subject: Please reagendize RFP 25RP011

⚠ External Email: Please use caution if opening links or attachments!

Councilwoman Whitehead,

My name is Casey Strunk. I am a local business owner in the Phoenix metro area and an active member of the regional business community. Old Town Scottsdale matters to me because it is a vital economic and cultural hub that supports hundreds of small businesses and draws people from across the Valley.

I am writing to respectfully ask for your support in reagendizing RFP 25RP011 and moving forward with The James Agency as the selected partner.

Delaying this decision until 2026 puts Old Town businesses in a difficult position. Summer is already the slowest season for many merchants, and going another year without a modern, data driven marketing strategy creates real risk. Lost momentum quickly turns into lost revenue, and small businesses feel that impact first.

These are voter approved bed tax dollars that were intended to support tourism and marketing. Using these funds as designed supports local jobs, sales tax revenue, and the long term health of Old Town. This is not a general fund issue. It is about executing on an approved purpose.

The James Agency is a Scottsdale rooted firm with a strong track record in hospitality, civic, and community focused work. Their experience with major Scottsdale assets, local hospitality brands, and Old Town businesses gives them a deep understanding of what works here and why.

I also want to address the concern around administrative costs. The agency scope outlined in the RFP is not overhead. It is the work itself. Strategy, creative, PR, events, content, and media management are the deliverables. All work and costs would be reviewed and approved by City staff, with clear accountability and measurable outcomes.

Most importantly, this proposal brings transparency. Clear KPIs, reporting, and performance metrics ensure that Council, merchants, and residents can see exactly how funds are being used and what results are being delivered.

Old Town cannot afford to wait. I appreciate your leadership and your willingness to reconsider this item in the best interest of the community.

Thank you for your time and consideration.

Warm Regards,

Casey Strunk

President

Arizona License #8329033

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STRUNK
INSURANCE GROUP

Lane, Benjamin

From: Jon Rosenberg <JRosenberg@levrose.com>
Sent: Monday, January 12, 2026 7:14 PM
To: City Council
Subject: Please re-agendize RFP 25RP011 and move forward with The James Agency

⚠ External Email: Please use caution if opening links or attachments!

Mayor Borowsky and Scottsdale City Councilmembers,

As a long-time Scottsdale resident and Old Town business owner, I'm writing to respectfully ask you to **re-agendize RFP 25RP011** and reconsider moving forward with **The James Agency** as the selected marketing/PR partner for Old Town Scottsdale.

Old Town is a major economic engine for Scottsdale, and we cannot afford to wait until 2026, especially heading into the summer slow season. These are **voter-approved bed tax dollars**, dedicated specifically to tourism and marketing, and it's important they be used as intended to support jobs, sales tax revenue, and Old Town businesses.

I also support ensuring the program has **clear goals and transparent reporting** so Council and the public can see outcomes and ROI.

Thank you for your consideration and for your service to Scottsdale.

Sincerely,

JON ROSENBERG | Designated Broker/Co-Founder

Cell: 602.418.8324

jrosenberg@levrose.com

www.levrose.com

4414 N Civic Center Plaza, Suite 100, Scottsdale, AZ 85251

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Lane, Benjamin

From: Jamie Hoffman <Jamie@santanbrewing.com>
Sent: Monday, January 12, 2026 9:15 PM
To: City Council
Subject: RFP 25RP011

⚠ External Email: Please use caution if opening links or attachments!

Good evening Mayor and Councilmembers,

My name is Jamie Hoffman. I lived in Old Town Scottsdale for ten years, still own two homes in Old Town, and my business continues to do significant work with Old Town businesses. Because of that, I care deeply about the district's long-term health and economic vitality.

I am writing to ask that you support reagentizing RFP 25RP011 and moving forward with The James Agency as the selected marketing and PR partner.

The James Agency is a highly qualified, Scottsdale-rooted firm with deep experience in hospitality, destination marketing, and civic work. Their proposal emphasized accountability, clear KPIs, and transparent reporting, ensuring Council and the community can see how funds are used and what results are delivered.

I respectfully urge you to reagentize RFP 25RP011 and allow this important work to move forward without further delay.

Thank you for your time and service to our community.

thank you + mahalo,

jamie



Downtown Chandler
[8 S. San Marcos Pl. | Chandler, Arizona 85225](#)
SanTan Gardens
[495 E Warner Rd. | Chandler, Arizona 85225](#)
[Let Us Cater Your Next Event!!!](#)

Lane, Benjamin

From: Andrew Cheney <acheney@leearizona.com>
Sent: Monday, January 12, 2026 9:38 PM
To: City Council
Subject: Please reagendize RFP 25RP011 and move forward with The James Agency

⚠ External Email: Please use caution if opening links or attachments!

Dear City Council,

I have served as the primary office leasing agent for SkySong, since 2009. SkySong is a major economic engine for Metro Phoenix, let alone Scottsdale.

I also represent businesses looking to relocate into Scottsdale.

The success of Old Town Scottsdale is critical to attracting talent and businesses to SkySong and South Scottsdale.

I support putting RFP 25RP011 and moving forward with The James Agency as the selected partner for many reasons including:

- They have already partnered on strategy and branding with Scottsdale entities including: WestWorld, Scottsdale Stadium and Scottsdale Senior Services
- They serve the Valley Ho and Mountain Shadows
- They serve industry icons Jerry Colangelo (JDM Partners) and Sam Fox (Fox Restaurant Concepts)
- They serve my client, Arizona Humane Society
- They serve Old Town groups JoJo's Coffeehouse and Heyday Skincare

They are a transparent group. Everything they do is approved by the client before the work is done.

They are an accountable group. Council, residents and interested parties will all be able to see how funds are used and results generated.

Please contact me with any questions.

Andrew Cheney

Andrew Cheney, CRE, CCIM, SIOR
Principal



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Phoenix, AZ 85018

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Lane, Benjamin

From: Jesse Thompson <jesse.thompson@sagehospitalitygroup.com>
Sent: Tuesday, January 13, 2026 8:28 AM
To: City Council
Subject: Re-Agendize RFP 25RP011 with The James Agency

⚠ External Email: Please use caution if opening links or attachments!

Scottsdale City Council,

It has recently come to my attention that **RFP 25RP011** for moving forward with The James Agency as the selected partner to work with Old Town Scottsdale, was voted down.

As a past TDC Commissioner and knowing what this organization is tasked with, I feel The James Agency would elevate and improve the efforts dramatically. These efforts are critical for strategy, repositioning, branding, and website development.

I have known The James Agency for nearly 20 years hiring, them as the agency of record for Hotel Valley Ho (nearly 20 years) and Mountain Shadows (nearly 10 years), in addition to utilizing their services for our hotel management corporation of Pyramid Global Hospitality and Sage Hotel Management.

I strongly recommend that you reconsider this partnership and use these dedicated and budgeted bed tax dollars to continue elevating Old Town to supports jobs, sales tax revenue, and the health of Old Town.

Concerned Citizen of Scottsdale,



Jesse Thompson

Vice President of Commercial Strategy
SAGE HOTEL MANAGEMENT

jesse.thompson@sagehospitalitygroup.com

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o: 720.482.7120

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Scottsdale, AZ 85258
sagehospitalitygroup.com

View the entire Sage Collection of properties [here](#).

Lane, Benjamin

From: Luke Ford <luke.ford@mycomputerworks.com>
Sent: Tuesday, January 13, 2026 9:18 AM
To: City Council
Subject: Support RFP 25RP011

⚠ External Email: Please use caution if opening links or attachments!

Dear City of Scottsdale Council Members,

I have called Scottsdale home since 1976 and have witnessed remarkable growth and transformation over the decades. A key part of that evolution has been the expansion of our business community—and the critical importance of providing it with consistent, high-quality support, especially during the most challenging months of the year.

As a Scottsdale business owner employing more than 65 people, I believe our local businesses deserve a reputable, proven partner like The James Agency to help strengthen and promote our community. Scottsdale is “Scottsdale” in large part because of its vibrant business environment—one that attracts visitors from across Maricopa County and from around the world. These businesses need the City’s support to remain strong and continue drawing that economic energy.

From my perspective as a business owner, the City Council functions much like a board of directors: its role is to provide strategic oversight, not to manage day-to-day operations. With that in mind, I am deeply troubled by the Council’s decision to override the careful, nine-month process that led to the selection of The James Agency.

How can the Council justify undermining the morale of the dedicated city employees who invested months of effort, research, and collaboration to make this recommendation? Do you understand how disheartening this is for the very team tasked with serving our community? Are any of you currently active business owners yourselves? Do you recognize the significant time, money, and good-faith effort The James Agency invested in working collaboratively with your staff—only to have the agreement summarily rejected at the last moment?

I respectfully urge the Council to show greater respect for your employees’ professional judgment and for the businesses they serve. Decisions like this have real consequences—not only for the partner companies involved, but for the trust and pride that keep our municipal team motivated and effective.

Thank you for considering the perspective of those of us who live, work, and invest in Scottsdale every day.

Sincerely,

Luke

Scottsdale Business Owner & Resident since 1976

Luke Ford

Chief Executive Officer

lford@mycomputerworks.com | 480-991-0107 | www.mycomputerworks.com



Lane, Benjamin

From: Andrew Cheney <acheney@leeearizona.com>
Sent: Monday, January 12, 2026 9:38 PM
To: City Council
Subject: Please reagendize RFP 25RP011 and move forward with The James Agency

⚠ External Email: Please use caution if opening links or attachments!

Dear City Council,

I have served as the primary office leasing agent for SkySong, since 2009. SkySong is a major economic engine for Metro Phoenix, let alone Scottsdale.

I also represent businesses looking to relocate into Scottsdale.

The success of Old Town Scottsdale is critical to attracting talent and businesses to SkySong and South Scottsdale.

I support putting RFP 25RP011 and moving forward with The James Agency as the selected partner for many reasons including:

- They have already partnered on strategy and branding with Scottsdale entities including: WestWorld, Scottsdale Stadium and Scottsdale Senior Services
- They serve the Valley Ho and Mountain Shadows
- They serve industry icons Jerry Colangelo (JDM Partners) and Sam Fox (Fox Restaurant Concepts)
- They serve my client, Arizona Humane Society
- They serve Old Town groups JoJo's Coffeehouse and Heyday Skincare

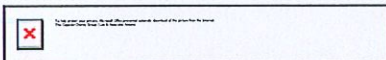
They are a transparent group. Everything they do is approved by the client before the work is done.

They are an accountable group. Council, residents and interested parties will all be able to see how funds are used and results generated.

Please contact me with any questions.

Andrew Cheney

Andrew Cheney, CRE, CCIM, SIOR
Principal



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[website](#) | [my linkedin](#) | [vCard](#) | [map](#) | [email](#)



Lane, Benjamin

From: Shahla, Evelyn N <evelyn.shahla@pnc.com>
Sent: Tuesday, January 13, 2026 9:41 AM
To: City Council
Subject: Please reagendize RFP 25RP011 and move forward with The James Agency

⚠ External Email: Please use caution if opening links or attachments!

Dear Scottsdale City Council,

My name is Evelyn Shahla, and I serve as Vice President, Commercial Relationship Manager at PNC Bank. In my role, I work closely with businesses across Scottsdale and understand firsthand how critical a strong, modern marketing program is to the health and success of Old Town.

I am writing to urge you to reagendize RFP 25RP011 and move forward with The James Agency as the selected partner. Old Town cannot afford to wait until 2026 for a data-driven marketing strategy. Delaying this contract risks lost revenue, declining momentum, and significant challenges for the small businesses that make Old Town a vibrant destination—especially during the summer slow season.

This initiative uses voter-approved bed tax dollars, which are specifically allocated for tourism and marketing—not the general fund. Deploying these funds as intended supports jobs, sales tax revenue, and the overall economic vitality of Scottsdale.

The James Agency is a Scottsdale-rooted firm with a proven track record of delivering measurable results for hospitality, civic, and nonprofit organizations. Their proposal includes clear KPIs and transparent reporting, ensuring accountability and value for the City, merchants, and residents.

Please also note that the agency portion of the budget is not overhead. The RFP explicitly requires professional services such as strategy, creative development, PR, event programming, website and content support, social media, and media planning—all reviewed and pre-approved by City staff before work begins.

Old Town businesses need this program now—not in two years. I respectfully ask you to support reagendizing this item and allow The James Agency to move forward as the selected partner.

Thank you for your time and consideration.

Sincerely,

Evelyn Shahla

VP, Relationship Manager – Commercial Banking
Corporate & Institutional Banking

The PNC Financial Services Group
2850 E. Camelback Road, Suite 140
Phoenix, AZ 85016

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(o) 480-281-1418

[linkedin.com/in/evelyn-shahla-79245818](https://www.linkedin.com/in/evelyn-shahla-79245818)

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Lane, Benjamin

From: Andrew Chippindall <achippindall@mountainshadows.com>
Sent: Tuesday, January 13, 2026 10:34 AM
To: City Council
Subject: Please reagendize RFP 25RP011 and move forward with The James Agency

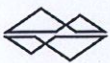
⚠ External Email: Please use caution if opening links or attachments!

- **Old Town Scottsdale cannot afford to wait until 2026.** Delaying this contract for another year means more dark summers, lost revenue, and declining momentum for small businesses.
- **These are voter-approved bed tax dollars.** This budget is dedicated to tourism and marketing, not general fund spending. Using it as intended supports jobs, sales tax revenue, and the health of Old Town.
- **The James Agency is a well-accredited, Scottsdale-rooted firm.** Relevant work includes:
 - Strategy, repositioning, branding, and website development for WestWorld and Scottsdale Stadium and currently engaged for Scottsdale Senior Services.
 - Agency of record for Scottsdale's Hotel Valley Ho and Mountain Shadows, in addition to other hospitality and real estate clients
 - Brand, strategy and PR engagements for companies such as JDM Capital, Wood Partners, Sam Fox / Fox Restaurant Concepts, and M Culinary
 - Nonprofit and civic work with the Arizona Humane Society, A New Leaf, and Salt River Project
 - Old Town clients, including JoJo's Coffeehouse and Heyday Skincare
- **Correct the record on "administrative" costs.** The agency portion of the budget is not overhead. The RFP explicitly requires professional services, including strategy, creative development, public relations, event programming, website and content support, social media, and media planning and management. All scopes and costs would be reviewed and pre-approved by City staff before any work is done.
- **You support a strategy that is accountable and measurable.** TJA proposed clear KPIs and transparent reporting so Council, merchants, and residents can see how funds are used and what results are being delivered.

Andrew Chippindall

VICE PRESIDENT & GENERAL MANAGER
5445 E. Lincoln Dr., Paradise Valley, AZ 85253

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MOUNTAIN SHADOWS

Lane, Benjamin

From: Diane Corieri <dcorieri@gmail.com>
Sent: Tuesday, January 13, 2026 11:15 AM
To: City Council
Subject: Subject: Please reagendize RFP 25RP011 and move forward with The James Agency

⚠ External Email: Please use caution if opening links or attachments!

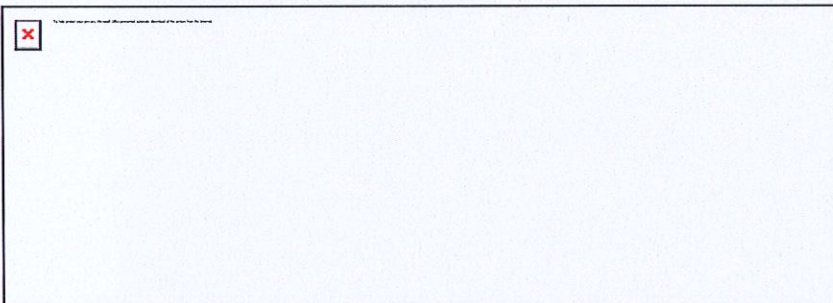
Dear City Council,

As I understand it, The James Agency was awarded the Marketing and PR Contract and then it was rescinded. As a business owner in Old Town I feel that this is a big mistake. We are currently suffering already this year and would like this year and next to hopefully rebound. Being Voter approved Bed Tax, this is for the promotion of Scottsdale and will benefit everyone.

I have worked with them personally and find that they are Top Notch when it comes to professionalism and get the job done in a timely and inventive way to match the current market and the new trends.

I think not having this be a part of the promotional arsenal for Scottsdale this year would be a big mistake.

Thank you,



Lane, Benjamin

From: mike.brewer.rp@gmail.com
Sent: Tuesday, January 13, 2026 11:56 AM
To: City Council
Subject: Please re-agendize RFP 25RP011

⚠ External Email: Please use caution if opening links or attachments!

Dear Mayor and Members of the City Council,

My name is Mike Brewer. I am a long-time business owner, and someone who has invested decades of time, capital, and energy into this community. Old Town Scottsdale matters deeply to me—not just as an economic engine, but as the heart and soul of the city.

I'm writing to respectfully ask that you support re-agendizing RFP 25RP011 and allow the City to move forward with The James Agency as the selected partner.

From a business and community standpoint, timing matters. Old Town cannot afford to sit idle. Another year of delay means another summer of dark storefronts, reduced foot traffic, lost revenue for small businesses, and declining momentum at a time when competition from surrounding markets is only increasing. Momentum, once lost, is expensive and slow to rebuild.

It's also important to emphasize that these are voter-approved bed tax dollars. They were specifically designated to support tourism and marketing—not the general fund. Using these funds as intended directly supports local jobs, drives sales-tax revenue, and strengthens the long-term health of Old Town. Letting them sit unused does none of those things.

The James Agency is a Scottsdale-rooted, well-accredited firm with a deep understanding of this market and a proven track record in hospitality, placemaking, and civic work. Their experience with assets like WestWorld, Scottsdale Stadium, and local hospitality brands demonstrates that they understand how to attract visitors while respecting the character of Scottsdale. Just as importantly, they already have relationships and institutional knowledge that reduce ramp-up time and risk.

I also want to address concerns I've heard regarding so-called "administrative" costs. The agency scope outlined in the RFP is not overhead—it is the work itself. Strategy, creative development, public relations, event programming, digital content, and media planning are the tools that actually drive visitors into Old Town. The RFP already requires City staff review and pre-approval of scopes and costs before any work is performed, ensuring proper oversight and fiscal responsibility.

Finally, I support a strategy that is measurable and accountable. The James Agency proposed clear KPIs and transparent reporting so Council, merchants, and residents can see exactly how funds are being used and what results are being delivered. That level of clarity should give everyone confidence that this investment will be managed responsibly.

My request is simple and respectful: please bring this item back for consideration and allow the process to move forward. Old Town businesses, employees, and visitors are counting on leadership that recognizes both the urgency of the moment and the opportunity in front of us.

Thank you for your time, your service, and your continued commitment to Scottsdale.

Sincerely,

Mike Brewer

Scottsdale Business Owner

Benjamin Franklin The Punctual Plumber (Airpark)