

# CITY COUNCIL REPORT



Meeting Date: **March 19, 2024**  
 General Plan Element: ***Economic Development***  
 General Plan Goal: ***Sustain Scottsdale as a tourist destination***

## **ACTION**

**WestWorld TNEC South Hall Design.** Adopt Resolution No. 13083 authorizing up to \$300,000 from the FY 2023/24 Tourism Development Fund Operating Contingency Fund Balance to be transferred to a newly created Capital Improvement Project for design phase services for improvements to WestWorld's Tony Nelssen Equestrian Center South Hall.

## **BACKGROUND**

WestWorld is a premier, nationally recognized multi-use event and equestrian facility. The 386-acre venue hosts more than 100 events a year including the Barrett-Jackson Auto Auction and the Scottsdale Arabian Horse Show. With 300,000 square feet of indoor exhibitor space, 18-acres of dedicated outdoor event space, 11 equestrian arenas, ample parking, and 470 RV spaces with power and water hookups, WestWorld is a significant driver for Scottsdale's tourism industry.

WestWorld's indoor Tony Nelssen Equestrian Center (TNEC) features a North Hall and South Hall attached to either side of the Equidome allowing for a flexible design space to host multiple events simultaneously. The South Hall is a 37,000 square foot climate-controlled building that has a dirt floor, which inhibits use of this space for non-equestrian and signature events.

## **ANALYSIS & ASSESSMENT**

Staff is requesting that design phase services be contracted to create restrooms, lighting and power upgrades and upgrade the existing dirt floor into a concrete surface to include electrical power outlets in the floor, which will create event opportunities by providing more flexibility for events and meeting/exhibition space within South Hall.

Construction of the designed improvements, estimated to be \$2.8 million, will be identified in the FY 2024/25 Tourism Development Fund Operating Budget request for consideration by City Council as part of the CIP budget process.

On February 20, 2024, the Tourism Development Commission unanimously recommended (5-0) that City Council allocate up to \$300,000 in support of this design services phase for WestWorld's TNEC South Hall. Allocation of funds will be from the Tourism Development Fund Operating Contingency Fund Balance.

Action Taken Approved on Consent

## RESOURCE IMPACTS

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### Available Funding

Based on FY 2023/24 Tourism Development Fund Operating Contingency Fund Balance, funds are available.

### Staffing, Workload Impact

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

## OPTIONS & STAFF RECOMMENDATION

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The Tourism Development Commission and city staff recommend the adoption of Resolution No. 13083 authorizing up to \$300,000 from the FY 2023/24 Tourism Development Fund Operating Contingency Fund Balance to be transferred to a newly created Capital Improvement Project for design phase services for improvements to WestWorld's Tony Nelssen Equestrian Center South Hall.

## RESPONSIBLE DEPARTMENT(S)

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Tourism & Events Department, Community Services Planning & Business Operations

## STAFF CONTACT

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Karen Churchard, Tourism & Events Director, [kchurchard@scottsdaleaz.gov](mailto:kchurchard@scottsdaleaz.gov)

Nick Molinari, Community Services Asst Executive Director, [nmolinar@scottsdaleaz.gov](mailto:nmolinar@scottsdaleaz.gov)

## APPROVED BY

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*Ana Lia Johnson*

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

3/1/24 09:53 MST

Date

*Erin Perreault*

Erin Perreault, Planning & Economic Dev. Exec. Director  
480-312-7093, [eperreault@scottsdalaz.gov](mailto:eperreault@scottsdalaz.gov)

3/1/24 09:54 MST

Date



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Brent Stockwell, Assistant City Manager  
480-312-7288, [bstockwell@scottsdaleaz.gov](mailto:bstockwell@scottsdaleaz.gov)

3/1/24 09:58 MST

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Date



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William B. Murphy, Assistant City Manager  
480-312-7954, [bmurphy@scottsdaleaz.gov](mailto:bmurphy@scottsdaleaz.gov)

3/1/24 10:09 MST

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Date



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Jim Thompson, City Manager  
480-312-2811, [jthompson@scottsdaleaz.gov](mailto:jthompson@scottsdaleaz.gov)

3/1/24 11:12 MST

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Date

## ATTACHMENTS

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1. Resolution No. 13083

RESOLUTION NO 13083

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AUTHORIZING A TRANSFER OF UP TO \$300,000 FROM THE FY 2023/24 TOURISM DEVELOPMENT FUND OPERATING FUND BALANCE TO A NEWLY CREATED CAPITAL IMPROVEMENT PROJECT FOR DESIGN PHASE SERVICES FOR IMPROVEMENTS TO WESTWORLD'S TONY NELSSSEN EQUESTRIAN CENTER SOUTH HALL.

WHEREAS, Scottsdale's tourist oriented events are an important community asset providing significant economic, tourism and cultural amenities for Scottsdale's citizens, businesses and visitors; and

WHEREAS, turning the existing dirt floor in WestWorld's South Hall into a concrete surface and making other improvements to the South Hall will expand the uses of WestWorld as an event venue; and

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

Section 1. The City Council hereby authorizes a transfer of up to \$300,000 from the FY 2023/24 Tourism Development Fund Operating Fund balance to a newly created capital improvement project for design phase services for improvements to WestWorld's Tony Nelssen Equestrian Center South Hall.

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

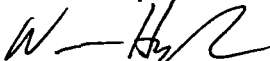
CITY OF SCOTTSDALE, an Arizona municipal corporation

ATTEST:

\_\_\_\_\_  
David D. Ortega, Mayor

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Ben Lane, City Clerk

APPROVED AS TO FORM:

  
\_\_\_\_\_  
Sherry R. Scott, City Attorney  
By: William Hylan  
Senior Assistant City Attorney