

CITY COUNCIL REPORT



Meeting Date: March 24, 2026
General Plan Element: **Community Involvement**
General Plan Goal: **Seek community-wide representation on issues**

ACTION

Accept the Audit Committee recommendation for Tourism Development Commission Sunset Review. Accept the Audit Committee's recommendation and authorize continuation of the Tourism Development Commission.

BACKGROUND

At its February 27, 2026 meeting, the Audit Committee voted (3-0) to recommend continuation of the Tourism Development Commission.

In September 2011, the City Council adopted Resolution No. 8823 establishing a Sunset Review process for its boards and commissions. This resolution directed the Audit Committee to develop a schedule for reviewing the city's boards and commissions to evaluate whether:

- a) The reviewed board or commission is serving its intended purpose;
- b) The purpose should be maintained or modified; and
- c) The purpose has been served or is no longer required.

Subsequently, the Audit Committee is to recommend to the City Council whether to continue or terminate the reviewed board or commission.

The Audit Committee confirmed its review process and adopted the current Sunset Review schedule in May 2024, with the goal of reviewing each applicable board or commission once every three years. The adopted process requires the City Auditor to notify each board or commission and its staff liaison of the scheduled review. The City Auditor also collects background information on the board or commission, including its purpose as stated in City Code, its annual reports and other information as requested by the Audit Committee, Council or otherwise deemed relevant. Public comment may also be provided to the Audit Committee at the scheduled meeting, in written format, or through other means.

For the current review schedule, the Audit Committee has completed 12 Sunset Reviews, which are listed on page 2.

Board/Commission	Audit Committee Review Date	Board/Commission	Audit Committee Review Date
Building Advisory Board of Appeals	9/16/2024	Airport Advisory Commission	2/27/2026
Board of Adjustment	9/16/2024	Veterans Advisory Commission	2/27/2026
Environmental Advisory Commission	11/18/2024	Tourism Development Commission	2/27/2026
Historic Preservation Commission	4/11/2025	Parks & Recreation Commission	Aug 2026
Human Relations Commission	6/26/2025	McDowell Sonoran Preserve Commission	Oct 2026
Human Services Commission	12/12/2025	Development Review Board	Jan 2027
Judicial Appointments Advisory Board	9/26/2025	Planning Commission	Jan 2027
Transportation Commission	12/12/2025	Neighborhood Advisory Commission	Apr 2027
Transp. Comm. Paths & Trails Subcommittee	12/12/2025	Library Board	Jun 2027

ANALYSIS & ASSESSMENT

Policy Implications

As provided in Scottsdale Revised (SRC) §2.285 the Tourism Development Commission's purpose is to act as an advisory board to the City Council on matters concerning the expenditure of revenues from the Special Revenue Fund for Tourism Development designated for tourism development. And specifically, the Commission shall:

SRC §2.288, "... recommend to the City Council approval, conditional approval, or denial of all uses of funds from that portion of revenues from the Special Revenue Fund for Tourism Development which are designated for tourism development ("tourism funds")."

SRC §2.289, "... prescribe the application procedure and shall establish criteria for determining how funds are allocated ..." and "... review the City's long-range plans for the tourism industry as proposed by staff and make recommendations regarding an ongoing five-year strategic tourism development marketing plan."

Community Involvement

Continuation of the Tourism Development Commission allows its seven members to directly participate in advising the Council on tourism matters. As well, this Commission allows additional public participation from Scottsdale citizens and others through its regularly scheduled public meetings.

RESOURCE IMPACTS

Staffing, Workload Impact

If continuation is approved, existing city staff will continue supporting this Commission in meeting its purpose. This support includes serving as staff liaison to schedule and coordinate commission meetings, presenting staff recommendations, maintaining commission records and other such duties. Currently, Tourism Development Manager Steve Geiogamah and Tourism Assistant Holli Shannon provide the Commission's staff support.

OPTIONS & STAFF RECOMMENDATION

Recommended Approach

Accept the Audit Committee's recommendation and authorize continuation of Tourism Development Commission.

Description of Option B

Alternatively, the Council may choose to terminate or modify the purpose of this Commission.

Proposed Next Steps

Staff will take any additional steps needed to enact the Council's action, including notifying the Tourism Development Commission of the approval or modification of the recommended action.

RESPONSIBLE DEPARTMENTS

City Auditor; Tourism and Events

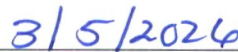
STAFF CONTACTS

Shelby Trimaloff, Executive Assistant to the City Auditor, STrimaloff@ScottsdaleAZ.gov
Steve Geiogamah, Tourism Development Manager, SGeiogamah@Scottsdaleaz.gov

APPROVED BY



Lai Cluff, Acting City Auditor
(480) 312-7851, LCluff@ScottsdaleAZ.gov



Date

ATTACHMENTS

1. Resolution No. 8823 (adopted September 13, 2011)
2. Audit Committee marked agenda for February 27, 2026 meeting
3. Tourism Development Commission Sunset Review packet

RESOLUTION NO. 8823

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, ARIZONA, DIRECTING THE AUDIT COMMITTEE TO DEVELOP A SCHEDULE FOR THE PERIODIC REVIEW OF BOARDS AND COMMISSIONS AND AUTHORIZING THE AUDIT COMMITTEE TO REVIEW BOARDS AND COMMISSIONS PURSUANT TO THE ESTABLISHED SCHEDULE AND MAKE RECOMMENDATIONS TO THE COUNCIL REGARDING THE CONTINUATION OR TERMINATION OF THE BOARDS AND COMMISSIONS REVIEWED.

WHEREAS, pursuant to Ordinance Nos. 2236, 2304, 2480 and Division 6 of Chapter 2, Article III of the Scottsdale Revised Code, Section 2-118, the City Council established the Audit Committee to consult with the City Auditor regarding technical issues, to work to assure maximum coordination between the work of the City Auditor and the needs of the City Manager and other charter officers and to perform other duties as required or directed by the City Council; and

WHEREAS, the City Council desires to establish a schedule for the periodic review of the City's boards and commissions to determine whether the boards and commissions are meeting their intended purpose and whether to continue or terminate such boards and commissions;

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

Section 1. The City Council hereby authorizes and directs the Audit Committee to perform the following duties pertaining to the City's boards and commissions:

- a) Develop a schedule for reviewing the City's boards and commissions;
- b) Review the City's boards and commissions in accordance with the established schedule;
- c) Evaluate whether each board and commission reviewed is serving its intended purpose; whether the purpose of each board and commission should be maintained or modified; and whether the purpose of each board and commission has been served or is no longer required; and
- d) Submit to the City Council its recommendations regarding whether to continue or terminate each board and commission reviewed.

Section 2. Notwithstanding Section 1 of this Resolution, the City Council may terminate a board or commission at any time.

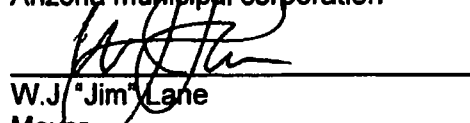
ATTACHMENT 1

PASSED AND ADOPTED by the Mayor and Council of the City of Scottsdale this 13th
day of September, 2011.

ATTEST:


Carolyn Jagger
City Clerk

CITY OF SCOTTSDALE, an
Arizona municipal corporation


W.J. "Jim" Lane
Mayor

APPROVED AS TO FORM:


Bruce Washburn
City Attorney
By: Jennifer Pollock
Assistant City Attorney

MARKED AGENDA

AMENDED NOTICE AND AGENDA [Added Item 5c]

City of Scottsdale

AUDIT COMMITTEE

Regular Meeting – Notice and Agenda

3:00 PM, Friday, February 27, 2026

City Hall, Kiva Conference Room

3939 N. Drinkwater Blvd., Scottsdale, AZ 85251



Call to Order / Roll Call – 3:00PM

PRESENT - Councilwoman Maryann McAllen, Chair

PRESENT - Councilman Barry Graham (via video conferencing)

PRESENT - Councilwoman Solange Whitehead (Arrived 3:06 PM)

One or more members of the Audit Committee may attend by telephone, video, or internet conferencing as allowed by ARS §38-431(4)

Public Comment – NO SPOKEN OR WRITTEN COMMENTS WERE PRESENTED.

Citizens may address the members of the Audit Committee during Public Comment regarding non-agendized items, and on agendized items when the item is presented. Arizona law prohibits the Audit Committee from discussing or taking action on an item that is not on the prepared agenda. Citizens may submit one Request to Speak card per meeting to City staff. Public testimony is limited to three minutes per speaker. Submit written Comment cards City staff at any time for agendized or non-agendized items.

Meeting presentation slides will be available at least 24 hours before the meeting [here](#).

1. **Approval of Minutes | [Regular Meeting 12-12-25](#)** Discussion and Action
COUNCILMAN GRAHAM MOVED FOR APPROVAL OF THE REGULAR MEETING MINUTES OF DECEMBER 12, 2025. CHAIR MCALLEN SECONDED THE MOTION. MOTION APPROVED 2-0 WITH CHAIR MCALLEN AND COUNCILMAN GRAHAM VOTING IN THE AFFIRMATIVE.
2. **[Airport Advisory Commission Sunset Review](#)** Discussion and Action
Presenter: Mel Merrill, Senior Auditor
CHAIR MCALLEN MOVED TO RECOMMEND TO CITY COUNCIL TO CONTINUE THE AIRPORT ADVISORY COMMISSION. COUNCILWOMAN WHITEHEAD SECONDED THE MOTION. MOTION APPROVED 3-0 WITH CHAIR MCALLEN, COUNCILMAN GRAHAM AND COUNCILWOMAN WHITEHEAD VOTING IN THE AFFIRMATIVE.
3. **[Veterans Advisory Commission Sunset Review](#)** Discussion and Action
Presenter: Mel Merrill, Senior Auditor
COUNCILWOMAN WHITEHEAD MOVED TO RECOMMEND TO CITY COUNCIL TO CONTINUE THE VETERANS ADVISORY COMMISSION. COUNCILMAN GRAHAM SECONDED THE MOTION. MOTION APPROVED 3-0 WITH CHAIR MCALLEN, COUNCILMAN GRAHAM AND COUNCILWOMAN WHITEHEAD VOTING IN THE AFFIRMATIVE.

ATTACHMENT 2



Persons with a disability may request reasonable accommodation by contacting the City Auditor's Office at (480) 312-7756. Requests should be made 24-hrs prior or as early as possible to allow arrangement time. TTY users: AZ Relay Service (800) 367-8939 to contact City Auditor's Office.

4. [Tourism Development Commission Sunset Review](#) Discussion and Action
Presenter: Mel Merrill, Senior Auditor
COUNCILMAN GRAHAM MOVED TO RECOMMEND TO CITY COUNCIL TO CONTINUE THE TOURISM DEVELOPMENT COMMISSION. COUNCILWOMAN WHITEHEAD SECONDED THE MOTION. MOTION APPROVED 3-0 WITH CHAIR MCALLEN, COUNCILMAN GRAHAM AND COUNCILWOMAN WHITEHEAD VOTING IN THE AFFIRMATIVE.
5. **Update on completion of FY2024/25 annual financial reports** Information/Discussion
Presenter: Jared Young, Heinfeld Meech Audit Manager | Contact: Lai Cluff, Acting City Auditor
 - a. [Single Audit Report](#)
 - b. [Annual Expenditure Limitation Report](#)
 - c. [HUD Report package](#)
6. [Audit No. 2602, E-Verify Compliance](#) Discussion and Action
Presenter: Lai Cluff, Acting City Auditor
COUNCILWOMAN WHITEHEAD MOVED TO ACCEPT AUDIT NO. 2602, E-VERIFY COMPLIANCE, AS SUBMITTED. COUNCILMAN GRAHAM SECONDED THE MOTION. MOTION APPROVED 3-0 WITH CHAIR MCALLEN, COUNCILMAN GRAHAM AND COUNCILWOMAN WHITEHEAD VOTING IN THE AFFIRMATIVE.
7. **City Auditor updates including status of FY 2025/26 Audit Plan** Information/Discussion
Presenter: Lai Cluff, Acting City Auditor
8. **Possible items for next meeting** Information/Discussion
Presenter: Lai Cluff, Acting City Auditor

Adjournment – 3:45PM



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CITY AUDITOR

7447 E. Indian School Rd, Suite 205
Scottsdale, AZ 85251

PHONE 480-312-7756
WEB ScottsdaleAZ.gov
INTEGRITY LINE 480-312-8348

To: Chair McAllen and Members of the Audit Committee
From: Lai Cluff, Acting City Auditor
Date: February 17, 2026
Re: Tourism Development Commission Sunset Review

The Tourism Development Commission's purpose, as provided in Scottsdale Revised Code SRC §2.285 is to act as an advisory board to the City Council on matters concerning the expenditure of revenues from the Special Revenue Fund for Tourism Development designated for tourism development. And specifically, the Commission shall:

SRC §2.288, "... recommend to the city council approval, conditional approval, or denial of all uses of funds from that portion of revenues from the Special Revenue Fund for Tourism Development which are designated for tourism development ("tourism funds").

SRC §2.289, "... prescribe the application procedure and shall establish criteria for determining how funds are allocated ..." and "... review the City's long-range plans for the tourism industry as proposed by staff and make recommendations regarding an ongoing five-year strategic tourism development marketing plan."

Attached are the Tourism Development Commission's most recent annual reports for calendar years 2024, 2023, and 2022.

Resolution No. 8823 states that the Audit Committee is to review and evaluate whether:

- The board or commission is serving its intended purpose;
- The purpose should be maintained or modified; and
- The purpose has been served or is no longer required.

ACTION: The Audit Committee is to recommend to City Council whether to continue or terminate the board or commission.

ATTACHMENT 3

Attached: Resolution 8823
Tourism Development Commission Annual Reports for years 2024, 2023, 2022

RESOLUTION NO. 8823

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WHEREAS, the City Council desires to establish a schedule for the periodic review of the City's boards and commissions to determine whether the boards and commissions are meeting their intended purpose and whether to continue or terminate such boards and commissions;

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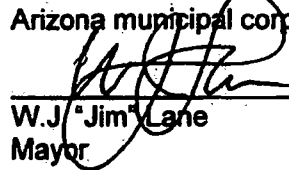
Section 2. Notwithstanding Section 1 of this Resolution, the City Council may terminate a board or commission at any time.

PASSED AND ADOPTED by the Mayor and Council of the City of Scottsdale this 13th
day of September, 2011.

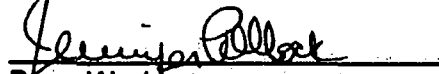
ATTEST:


Carolyn Jagger
City Clerk

CITY OF SCOTTSDALE, an
Arizona municipal corporation


W.J. "Jim" Lane
Mayor

APPROVED AS TO FORM:


Bruce Washburn
City Attorney
By: Jennifer Pollock
Assistant City Attorney



2024 Annual Report

Tourism Development Commission Annual Report

Prepared by Holli Shannon, Management Analyst, December 23, 2024

Approved by Tourism Development Commission on January 21, 2025

Web Site Address: www.ScottsdaleAZ.gov/boards/tourism-development-commission

Number of Meetings Held: #12

Public Comments: #3

Major Topics of Discussion / Action Taken:

- Election of Chair and Vice-Chair in February.
- Reviewed and made recommendation to approve the 2023 TDC Annual Report in February.
- Reviewed the Experience Scottsdale's quarterly reports in February, August, & November. In May, Experience Scottsdale presented their Scottsdale Strategic Business Plan & Performance Measurements to the commission. Approved by the TDC **(6-0)** and Council approved **on consent** June 25, 2024.
- Reviewed and made recommendations on the events that applied for funding in all funding programs as recommended by the staff in January, February, May, August, September, October, November, and December.
- The commission got an update on the FY24/25 Tourism Development Fund budget in January. In February, the commission moved to recommend \$300,000 **(5-0)** for the WestWorld South Hall renovation using contingency funds. Council approved **on consent** March 19, 2024. Also in February, the commission moved to recommend **(5-0)** the reallocation of \$1.7M left from the WestWorld tent refurbishment to Scottsdale Stadium left field berm project. The commission also recommended **(5-0)** tourism development funding uses up to \$6.3M for tourism related capital improvement projects.
- In January, Scottsdale International Jazz Festival requested funding for their April 2024 event and funding for \$65,000 was recommended by a vote of **(5-0)**. Council approved **on consent** March 5, 2024.
- Arizona Bike week also presented in January and requested funding for their 2024 event and funding for \$75,000 was recommended by a vote of **(5-0)**. Council approved **on consent** March 5, 2024.
- There was a Fall in Love marketing campaign update in February.
- Received an update on the Scottsdale Museum of the West in March.
- Received an update on Canal Convergence in March.
- Received an update on Scottsdazzle & Western Week in April.
- Received an update on WestWorld in June.
- Received an Old Town Scottsdale Marketing update in August.
- Reviewed the FY2024/25 Event Funding Programs in March and again in April. Programs were approved by a vote of **(6-0)** in April. Council approved **on consent** June 25, 2024.
- In April, reviewed and made recommendations **(6-0)** to support the Arizona Native Culinary Event funding request in the amount of \$26,750. Council approved **on consent** June 25, 2024.
- In April, reviewed and made recommendations **(6-0)** to support the July 4th funding request in the amount of \$35,000. Council approved **on consent** June 4, 2024.

- In April, reviewed and made recommendations **(6-0)** to support the Arizona Music Festival Event funding request in the amount of \$75,000. Council approved **on consent** June 4, 2024.
- The annual work study session was held in April to start discussion on the Destination Marketing city funds use policies.
- In May, reviewed and made recommendations **(6-0)** to support Super Unnatural event funding request in the amount of \$20,000. Council approved **on consent** April 20, 2024.
- In May, reviewed and made recommendations **(5-1)** to support Scottsdale Dia De Los Muertos and Art Installation Experience event funding request in the amount of \$120,000. It was brought back again in May for further review and recommendation was made **(5-0)** to support funding up to \$150,000 for the event. Council approved **on consent** July 2, 2024.
- Arizona National Breeder Finals Horse Show event requested funding for up to \$43,750 in June. Commission recommended funding by a vote of **(5-0)**. Council approved **on consent** August 20, 2024.
- Scottsdale Polo Championships event requested funding for up to \$75,000 in June. Commission recommended funding by a vote of **(5-0)**. Council approved **on consent** July 2, 2024.
- In August, reviewed and made recommendations **(5-0)** to support the Barrett Jackson Fall Auction Event funding request in the amount of \$75,000. Council approved **on consent** September 24, 2024.
- In August, reviewed and made recommendations **(3-1)** to support the Scottsdale Italian Festival Event funding request in the amount of \$36,750. Council approved **on consent** September 24, 2024. Chairperson Alspaugh recused herself from this item.
- Received an update on the Scottsdale Shade & Tree Plan in September.
- In September, reviewed and made recommendations **(5-0)** to support Scottsdale Gallery Association's Artwalk annual event funding request in the amount of \$75,000. Council approved **on consent** October 22, 2024.
- Received an update on the Old Town foot Traffic and Tax Analysis in October.
- In October, reviewed and made recommendations **(6-0)** to support The Dirt Expo Event funding request in the amount of \$42,750. Council approved **on consent** November 19, 2024.
- In October, reviewed and made recommendations **(6-0)** to support The Scottsdale Ferrari Art Week Event funding request in the amount of \$75,000. Council approved **on consent** December 3, 2024.
- Reviewed and discussed the City Destination Marketing 5% Guidelines in October and moved to approve **(6-0)** the guidelines in November.
- Scottsdale Arabian Horse show requested funding for the tent rental in November for the 2025 event. The request was for \$65,000 and approved **(6-0)** by the commission. The request for the tent will go to council January 28, 2025.
- In December, reviewed and made recommendations **(7-0)** to support McCormick – Stillman Railroad Park Capital Improvement funding request in the amount of \$200,000.
- The commission had first review of the proposed FY2526 Tourism Development Fund Budgets in December.

Member Attendance:

Member Name	Title	Present	Absent	Recused	Service Dates
Jeanne Alspaugh	Chairperson	11	1	1	January to December
Anna Mineer	Vice-Chairperson	12	0	0	January to December
Chris Montgomery	Commissioner	11	1	0	January to December
Jesse Thompson	Commissioner	9	3	0	January to December
Lance Marrin	Commissioner	11	2	0	January to December
Jim Kisselburg	Commissioner	9	1	0	March to December
David Sobek	Commissioner	6	4	0	March to December

Note: Recusals should be accounted for and noted as per item

Chairperson Alspaugh recused herself from the Scottsdale Italian Festival item in August.

**Add note(s), if applicable, stating if they resigned, were term limited, etc. and who they were replaced by*

Subcommittees: None.

Ethics Training: Yes (video and sign off) before January 2024 meeting.

Selected Officers: Yes. February 20, 2024.

Reviewed Bylaws/City Code: No.

Anticipated Key Issues:

Future Significant Work Products: possible reinstitution of Old Town matching marketing program.

Upcoming Opportunities, Challenges, or Outcomes: Input on phase 1 of venue feasibility study and deliberation on possible phase 2. Review of progress and potential revisions on 5% destination marketing funds. Outcomes include event funding provided \$1.2 million providing a marketing impact value of \$2.3 million.

Additional Comments/Recommendations: If the Board/Commission wishes to add additional comments or recommendation(s) to the City Council, it can go in this section.



2023 Annual Report

Tourism Development Commission Annual Report

Prepared by Holli Shannon, Management Analyst, December 22, 2023

Approved by Tourism Development Commission on Date January 16, 2024

Web Site Address: www.ScottsdaleAZ.gov/boards/tourism-development-commission

Number of Meetings Held: #13

Public Comments: #3

Major Topics of Discussion / Action Taken:

- Election of Chair and Vice-Chair in January
- Reviewed and made recommendation to approve the 2022 TDC Annual Report in January.
- Reviewed the Experience Scottsdale's quarterly reports in February, August, & November.
- Reviewed and made recommendations on the events that applied for funding in all funding programs as recommended by the staff in January, February, March, May, August, September, October, November, and December.
- Reviewed and approved the FY23/24 Tourism Budget in January by a vote of **(7-0)**. Staff returned in March for an update. In April, staff came back with proposed changes. Commission approved by a **(3-2)** vote. In May, staff presented the FY2023/24 Proposed Operating Budget - Tourism Development Fund and the commission voted to approve **(3-1)** but the motion did not pass because state law requires a majority, which would need 4 out of 7 to approve.
- Received an update on the Scottsdale Super Season in January & a wrap-up report in June. The Super Bowl Host committee gave a post event report in July.
- Scottsdale Arabian Horse show requested funding for the tent rental in January 2023 for the 2023 event and again in November for the 2024 event. Both requests were for \$60,000 and both approved unanimously by the commission. Council approved 2023 tent **on consent** February 14, 2023, and 2024 tent will go to council January 23, 2024.
- In January, Scottsdale International Jazz Festival requested funding for their April 2023 event and funding for \$75,000 was recommended by a vote of **(7-0)**. Council approved **on consent** March 7, 2023.
- Received an update on short-term rentals in February.
- Discussed and planned the Tourism Development Commission Work Study meeting in February and March. The annual TDC work study session happened in April.
- Received an update on the 2023 Parada del Sol Parade and Spring Training from the Charros in February.
- Reviewed the FY2023/24 Event Funding Programs in February and again in May. Programs were approved by a vote of **(4-0)**. Council approved **on consent** June 27, 2023.
- Experience Scottsdale Strategic Business Plan was presented in May and approved **(4-0)**. Council approved **(7-0)** on June 27, 2023.
- The 2023 Scottsdale Fourth of July Celebration requested funding of \$35,000 in May. Their funding was approved **(4-0)**. Council approved **on consent** June 13, 2023.
- Phoenix Final Four Local Organizing Committee gave an update on their NCAA Final Four event in May and came back in July to request funding for \$432,000. Motion passed by a vote of **(5-1)**. Council approved **(7-0)** on August 22, 2023.

- Staff requested funding for Western Week event development in May. Funding was approved for \$115,00, which includes Parada, Hashknife, & Indian Festival. Funding was approved **(4-0)**.
- Reviewed TDC bylaw amendments in June and brought back again for recommendation in August. Changes approved **(7-0)**.
- Received an update on the upcoming 2023 Canal Convergence event in June.
- Staff requested tourism contingency funds for up to \$206,700 to purchase Festoon Lighting as part of the Historic Old Town Streetlight Replacements (SI05) Capital Improvement Project in June. Commission approved **(4-0)**.
- Scottsdale Taste of Italy event requested funding for up to \$36,750 in August. Commission recommended funding by a vote of **(6-1)**. Council approved **on consent** September 19, 2023.
- Longwoods 2022 Travel USA & Return to Sample Reports update given in September.
- In September, reviewed and made recommendations **(5-0)** to support Scottsdale Gallery Association's Artwalk event funding request in the amount of \$75,000. Council approved **on consent** October 24, 2023.
- In September, reviewed and made recommendations **(5-0)** to support Tour de Scottsdale event funding request in the amount of \$200,000.
- In October, reviewed and made recommendations **(4-0)** to support the Scottsdale Dia de los Muertos Event funding request in the amount of \$60,000 from tourism event development funds. Council approved **on consent** October 24, 2023.
- In October, reviewed and made recommendations **(4-0)** to support the Lloyd Kiva New Film Screening Event funding request in the amount of \$35,000. Council approved **on consent** November 13, 2023.
- Staff gave an update on the 2023 Scottsdazzle event in October.
- Staff gave a presentation on Downtown Foot Traffic Analysis in November.
- In November, reviewed and made recommendations **(5-0)** to support the Future Collector Car Show Event funding request in the amount of \$37,500. Presenting to council January 9, 2024.
- In December, reviewed and made recommendations **(5-0)** to support the Persian New Year Event funding request in the amount of \$58,250. Will go to council early 2024.
- Staff update on the FY24/25 Tourism Budget in December. TDC approved **(5-0)** as presented.
- Received an update on the Tourism Strategic Plan in December.

Member Attendance:

Member Name	Title	Present	Absent	Recused	Service Dates
Sherry Henry	Chairperson	13	0	0	January to December
Richard Newman	Vice-Chairperson	9	2	0	January to October*
Jeanne Alspaugh	Commissioner	10	3	0	January to December
Anna Mineer	Commissioner	12	1	0	January to December
Chris Montgomery	Commissioner	11	2	0	January to December
Sally Shaffer	Commissioner	10	2	0	January to November*
Jess Thompson	Commissioner	5	1	0	July to December*
Steve Jung	Commissioner	1	2	0	January to March*
Lance Marrin	Commissioner	0	1	0	December*

Note: Recusals should be accounted for and noted as per item

**Commissioner Steve Jung resigned in March and was replaced by Jesse Thompson in July. Commissioner Newman termed out in October and was replaced by Commissioner Marrin. Commissioner Shaffer term out in November.*

Subcommittees: None

Ethics Training: Yes (video and sign off) before January 2023

Selected Officers: Yes. January 17, 2023.

Reviewed Bylaws/City Code: Yes – August 15, 2023. Meeting time updated from 8am to 9am and updated verbiage for a quorum requirement.

Anticipated Key Issues: Implementation of tourism strategic plan.

Future Significant Work Products: Corporate Partnership Strategic Plan Development and WestWorld Economic Impact Report.

Upcoming Opportunities, Challenges, or Outcomes:

Additional Comments/Recommendations: If the Board/Commission wishes to add additional comments or recommendation(s) to the City Council, it can go in this section.



2022 Annual Report

Tourism Development Commission Annual Report

Prepared by Holli Shannon, Management Analyst, December 20, 2022

Approved by the Tourism Development Commission on January 17, 2023

Web Site Address: www.ScottsdaleAZ.gov/boards/tourism-development-commission

Number of Meetings Held: 11

Public Comments: 11

Major Topics of Discussion / Action Taken:

- Election of Chair and Vice-Chair in January
- Reviewed and made recommendation to approve the 2021 TDC Annual Report in January.
- Reviewed the Experience Scottsdale's quarterly reports in March, June, October & December.
- Reviewed and approved the FY2022/23 Tourism Budget in January by a vote of **(6-0)**. City Council approved the budget on June 7, 2022.
- Received an update on Western Week in January
- Persian New Year Festival requested event funding in the amount of \$45,000 in January and was approved by a vote of **(6-0)**. Council approved the event funding programs **on consent** on February 22, 2022.
- Reviewed and made recommendations on the events that applied for funding in all funding programs as recommended by the staff in January, April, August, September, October, and November.
- Reviewed in March and April and made recommendations **(4-0)** regarding the FY2022/23 Event Funding Programs in May. Council approved the event funding programs **on consent** on June 21, 2022.
- In March, reviewed and made recommendations **(7-0)** to support Scottsdale Fourth of July Celebration funding request in the amount of \$30,000. Council approved the event funding programs **on consent** on May 17, 2022.
- In April, reviewed and made recommendations **(7-0)** to support the Scottsdale Wimbledog funding request in the amount of \$25,000. Council approved the event funding programs **on consent** on May 17, 2022.
- In April, reviewed and made recommendations **(7-0)** to support the NCAA 2023 Men's & Women's Division 1 Golf National Championship Event funding request in the amount of \$75,000. Council approved the event funding programs **on consent** on July 6, 2022.
- Reviewed the Tourism Strategic Plan in May, June, August, October, November and approved in December **(7-0)**. Will go to council January 2023.
- Received an update on June Days in May.
- Experience Scottsdale gave a presentation on their Strategic Business Plan in May and was recommended for approval **(4-0)** in May. Council approved **on consent** on June 21, 2022.
- Received an update on the 2022 Fiesta Bowl Game & Museum in June.
- Taste of Italy and Music Festival made a request for funding in August and was asked to come back with more detail. They returned at a special meeting the same month and was recommended for funding **(7-0)** in the amount of \$66,000. Council approved **on consent** on September 20, 2022.

- In August, reviewed and made recommendations **(7-0)** to support the Scottsdale Dia de los Muertos Event funding request in the amount of \$70,000 from tourism event development funds. Council approved **on consent** on September 20, 2022.
- Received a request for funding for \$30,000 from the Scottsdale Stampede Event in September. Recommendation for funding was made **(4-0)**. The event came back in October for reconsideration for a different amount of \$20,000 and was reapproved **(6-0)**. City Council unanimously approved this event funding **on consent** on November 14, 2022.
- Longwoods 2021 Travel USA & Return to Sample Reports update given in September.
- In September, staff asked for an increase for the FY2022/23 Tourism Research Program Budget in the amount of \$150,000. Approved by a vote of **(4-0)**.
- In October, reviewed and made recommendations **(6-0)** to support Scottsdale Gallery Association's Artwalk event funding request in the amount of \$75,000 from tourism event contingency funds. City Council unanimously approved this event funding **on consent** on November 14, 2022.
- Received a request for funding for \$50,000 from the Savannah Bananas Event in November. Recommendation for funding was made **(5-0)**. Proposal will go to council in February 2023.
- In November, staff made a request for funding for the Super Bowl LVII Update & ESPN Main Street Event in the amount of \$250,000. Approved by a vote of **(5-0)**.
- In December, reviewed and made recommendations **(7-0)** to support the Rock n Roll Marathon Event funding request in the amount of \$40,000 from tourism event development funds. City Council unanimously approved this event funding **on consent** on January 10, 2023.
- Received an update on the Old Town Marketing Plan in December.

Member Attendance:

Member Name	Title	Present	Absent	Recused	Service Dates
Sherry Henry	Chairperson	11	0	0	January to December
Richard Newman	Vice-Chairperson	10	1	0	January to December
Jeanne Alspaugh	Commissioner	10	1	0	January to December
Steve Jung	Commissioner	7	0	0	June to December*
Anna Mineer	Commissioner	11	0	0	January to December
Chris Montgomery	Commissioner	10	1	0	January to December
Sally Shaffer	Commissioner	9	2	0	January to December
Ken McKenzie	Commissioner	2	1	0	January to April*

Note: Recusals should be accounted for and noted as per item

*Commissioner Steve Jung replaced Ken McKenzie upon his resignation.

Subcommittees: None

Ethics Training: YES (video and sign off) before January 2022

Selected Officers: Yes. January 18, 2022

Reviewed Bylaws/City Code: No

Anticipated Key Issues: City Council approval of the tourism strategic plan and implementation.

Future Significant Work Products: Review and modify the FY2023-24 Tourism Event Funding Programs per the tourism strategic plan recommendations.

Upcoming Opportunities, Challenges, or Outcomes:

Additional Comments/Recommendations: If the Board/Commission wishes to add additional comments or recommendation(s) to the City Council, it can go in this section.