

CITY COUNCIL REPORT



Meeting Date: September 22, 2026
General Plan Element: ***Economic Vitality***
General Plan Goal: ***Sustain Scottsdale as a tourist destination***

ACTION

Adopt Resolution No. 13765 authorizing and approving adjustments to the WestWorld Division schedule of program charges for the Monterra facility rental fees effective September 23, 2026.

BACKGROUND

Scottsdale's Comprehensive Financial Policies and Governing Guidance require periodic evaluation of user fees and charges to ensure alignment with the City's cost recovery objectives. These policies establish that recommended recovery rates and any associated fee adjustments must be approved by the City Council. In accordance with these directives, this report presents findings and recommendations for Fiscal Year (FY) 2026/27.

WestWorld's existing rates and fees were adopted through Resolution No. 13388 as part of the FY 2025/26 budget process.

On November 12, 2024, the City Council approved the acquisition of management and food and beverage operating rights for Monterra at WestWorld, thereby terminating the agreement with National Western Capital Corporation (NWCC), which had been in place since 2013. During FY 2025/26, the City invested in substantial capital improvements at Monterra, including installation of new HVAC systems, roof replacement, new flooring, and interior and exterior painting. These improvements significantly enhanced the facility's operational capability and increased its marketability as a rentable event venue. As a result, Monterra now serves as a fully climate controlled indoor event space within WestWorld's rental portfolio.

On June 23, 2026, the City Council unanimously adopted Resolution No. 13724, authorizing the required 60-day public posting period for proposed amendments to WestWorld's fees and charges for the Monterra facility.

IMPACT ANALYSIS

Approval of the proposed pilot rental rate will enable WestWorld sales and staff to market and rent Monterra for private events and event-related functions. The proposed daily rental rate of \$3,000 for Thursday – Sunday and \$750 for Monday - Wednesday is projected to generate approximately \$89,250 in annual revenue, based on an estimated 35 events per year. These rates were developed through a market analysis of comparable venues in the area. This would be a pilot fee to be

City Council Report | Resolution No. 13765 - Monterra Rental Rate

implemented for no more than one year. A permanent fee will be brought forward in the upcoming FY 2027/28 budget development process for future years.

STAFFING, WORKLOAD IMPACT

The proposed rental program is expected to have a minimal impact on existing WestWorld staffing levels. Current staff resources are anticipated to be sufficient to support event coordination, venue setup, and operational needs associated with event bookings.

RESOURCE IMPACTS

WestWorld

Estimated additional General Fund revenue from adjusted fees is \$89,250 for FY 2026/27.

OPTIONS & STAFF RECOMMENDATION

Option A (Staff Recommendation):

Adopt Resolution No. 13765, authorizing and approving adjustments to the WestWorld Division schedule of program charges for the Monterra facility rental fees effective September 23, 2026.

Option B:

Do not adopt Resolution No.13765.

Exhibit A	Summary Table of Proposed Changes to Rates and Fees for FY 2026/27				
Rate or Fee Title	Rate or Fee Assessed	FY 2025/26 Current Rate or Fee	FY 2026/27 Proposed Rate or Fee	Change in Rate or Fee per User	Estimated Annual Revenue Change
Monterra facility- Thursday-Sunday	Daily	\$0	\$3,000	\$3,000	\$84,000
Monterra facility- Monday-Wednesday	Daily	\$0	\$750	\$750	\$5,250
				Subtotal	\$89,250

RESPONSIBLE DEPARTMENT(S)

Enterprise Operations/Administrative Services Department, WestWorld Division

STAFF CONTACT(S)

Cassie Johnson, Interim General Manager

APPROVED BY:

Signed by:

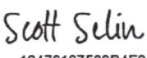

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8/18/2026

Judy Doyle, Deputy City Manager
(480) 312-2691, JDoyle@scottsdaleaz.gov

Date

Signed by:


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8/18/2026

Scott Selin, Budget Director
(For Financial Policies Compliance and Budget Appropriation)
(480) 312-2603, SSelin@Scottsdaleaz.gov

Date

Signed by:


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8/18/2026

Greg Caton, City Manager
(480) 312-7759, GCaton@Scottsdaleaz.gov

Date

ATTACHMENTS

- 1. Resolution No. 13765

RESOLUTION NO. 13765

A RESOLUTION OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AUTHORIZING AND APPROVING RENTAL FEES FOR THE MONTERRA FACILITY AT WESTWORLD.

WHEREAS, the City wishes to establish rental fees for the newly renovated Monterra facility at WestWorld;

WHEREAS, pursuant to Resolution No. 13724, the proposed fees were posted for 60 days in compliance with state law;

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 and approves the following fees for rental of the Monterra facility: a) \$3,000 per day if rented between Thursday and Sunday and b) \$750 per day if rented between Monday and Wednesday.

PASSED AND ADOPTED by the City Council of the City of Scottsdale this _____ day of _____, 2026.

ATTEST:

CITY OF SCOTTSDALE, an
Arizona municipal corporation

Ben Lane, City Clerk

Lisa Borowsky, Mayor

APPROVED AS TO FORM:



Luis E. Santaella, City Attorney
By: William Hylen, Deputy City Attorney

**FY 2026/27 Non-Enterprise
WestWorld**

Rate and Fee Adoption

**City Council Meeting
September 22, 2026**

WestWorld

Proposed Pilot Fees

We conducted a market analysis of similar facilities in the metro area with similar size and various amenities. Below are the recommended pilot fees for the Monterra facility.

- Weekend Rate (Thursday-Sunday) at \$3,000 per day.
- Weekday Rate (Monday-Wednesday) at \$750 per day.

WestWorld

Program/Fee	Fee Assessed	Current Fee FY 2025/26	Proposed Fee FY 2026/27	Estimated Revenue	Revenue Change
Monterra Facility: Thursday-Sunday (pilot fee)	Daily	None	\$3,000	\$84,000	\$84,000
Monterra Facility: Monday-Wednesday (pilot fee)	Daily	None	\$750	\$5,250	\$5,250