

CITY COUNCIL REPORT



Meeting Date: **June 9, 2026**
General Plan Element: ***Economic Development***
General Plan Goal: ***Sustain Scottsdale as a tourist destination***

ACTION

Tourism Event Funding Programs. Adopt the following resolutions authorizing use of the Tourism Development Fund for FY 2026/27 events that meet the criteria of the following Tourism Event Funding Programs:

1. Resolution No. 13677 authorizing use of funds from the Tourism Development Fund for events to be identified per the Event Venue Fee Program for FY 2026/27 subject to City Council approval of individual funding agreements with event producers up to \$12,000.
2. Resolution No. 13678 authorizing use of funds from the Tourism Development Fund for events to be identified per the Community Event Funding Program for FY 2026/27 subject to City Council approval of individual funding agreements with event producers up to \$27,500.
3. Resolution No. 13679 authorizing use of funds from the Tourism Development Fund for events to be identified per the Matching Event Advertising Funding Program for FY 2026/27 subject to City Council approval of individual funding agreements with event producers up to \$30,000.
4. Resolution No. 13680 authorizing use of funds from the Tourism Development Fund for events to be identified per the Event Development Funding Program for FY 2026/27 subject to City Council approval of individual funding agreements with event producers.

BACKGROUND

On July 1, 2025, City Council approved the FY 2025/26 event funding programs. At that time, the Council considered whether all event funding program agreements should be presented for approval by the full City Council. For FY 2026/27 staff recommends bringing all individual agreements for event funding programs forward for City Council consideration and approval.

On April 21, 2026, the Tourism Development Commission (TDC) unanimously recommended City Council approval of the following FY 2026/27 Tourism Event Funding Programs:

1) Event Venue Fee Funding; 2) Community Event Funding; 3) Matching Event Advertising Funding; and 4) Event Development Funding (Four Grandfathered Events Eligible).

Funding for all four recommended programs will be available from the annual allocation from the Tourism Development Fund for events and event development. The objectives, process, qualifying

Action Taken _____

criteria, and approved fund use are detailed in the FY 2026/27 program worksheets and support documentation.

ANALYSIS & ASSESSMENT

As part of the FY 2026/27 budget development process, staff evaluated the alignment of tourism-related expenditures funded through the City's bed tax allocations. Several established recurring events, including Canal Convergence and Tour de Scottsdale, had historically been funded through the City's 25% bed tax allocation dedicated for tourism-related operating expenses, capital projects, and associated operating impacts. Because these are events, staff determined they are more appropriately aligned with the City's dedicated 9% bed tax allocation for event and event development.

Transitioning recurring annual events from the 25% to the 9% bed tax allocation improves alignment between the allocations and program purposes; however, because funding available within the 9% allocation is limited, the shift reduces the capacity available to continue all existing event funding programs at prior levels. As a result, staff recommend changes to the event funding programs while continuing to prioritize accountability, measurable return on investment, and long-term sustainability of tourism-related funding programs.

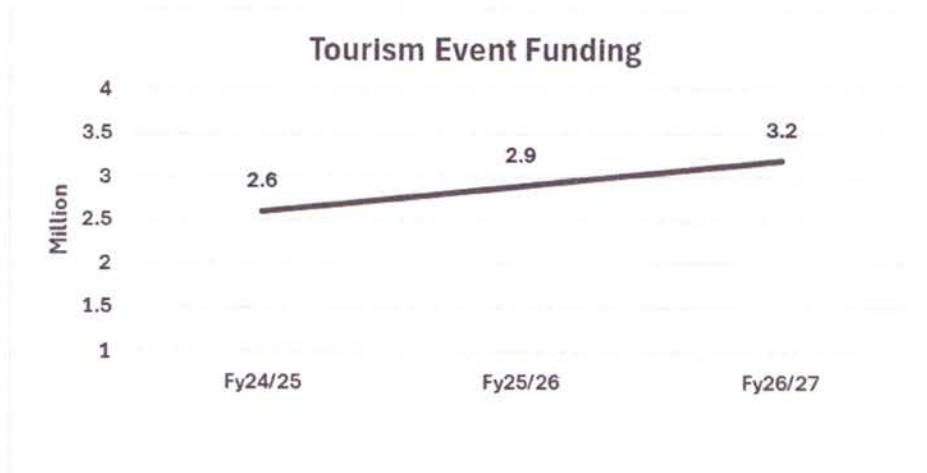
These recommendations were considered in the TDC's broader annual review of tourism-related event funding programs and available funding capacity. The TDC evaluates the results of each program annually to ensure that processes are working effectively, and that all program objectives are being met.

Table 1 shows the number of events and program funding in FY 2025/26. A total of 49 events were funded through these programs with an allocation of \$1,280,560 from a total of \$2.9 million available in the adopted budget for events and event development. Large funding to support city events such as Scottsdazzle, Western Week, Parada del Sol Parade, and regional events such as the Women's Final Four are paid from the same funding source and are not shown in the table.

Table 1. Event Funding Programs

Event Funding Program	Number of Events	Total Funding
Event Venue Fee Program	15	\$ 166,310
Community Event Funding Program	22	\$ 242,000
Matching Event Advertising Funding Program	2	\$ 60,000
Event Development Funding Program	10	\$ 812,250
	49	\$ 1,280,560

Tourism funds projected to be available for events and event development in FY 2026/27 are \$3.2 million. Additionally, the tourism operating contingency is available for unforeseen expenses and budgeted at \$2.5 million in FY 2026/27.



Following this year’s evaluation, the TDC recommended making program changes based upon availability of tourism program funds, accountability and return on investment. The following are proposed FY 2026/27 program changes and impact:

Event Venue Fee Program (Resolution No. 13677)

- The minimum night requirement is 645 room nights, down from the 657 room nights requirement in FY 2025/26 for a maximum amount per event of \$12,000. Room night decreased based on average annual room rate calculation.
- The proposed change has no impact on prior funded events and will not affect our ability to support new events.

Community Event Funding Program (Resolution No. 13678)

- Remove the Community Event Funding Program seasonality funding criteria and reduce maximum available funding from \$30K to \$27.5K.
- The proposed change has no impact on prior funded events and will not affect our ability to support new events.

Matching Event Advertising Funding Program (Resolution No. 13679)

- No program changes recommended.

Event Development Funding Program (Resolution No. 13680)

- Staff recommends suspending acceptance of new applications for the Event Development Funding Program beginning in FY 2026/27. The program was originally established to support new, large-scale events that enhanced Scottsdale’s position as a luxury travel and leisure destination by providing limited-term funding intended to help events establish credibility, attract sponsorships, build attendance, and ultimately become financially self-sustaining.
- Suspending new applications to this program does not preclude the City or the Tourism Development Commission from considering future participation in unique event

opportunities that may provide significant tourism or economic impact to the community.

- Four events currently participating in the Event Development Funding Program will remain eligible to apply consistent with the original three-year program structure and eligibility requirements.

Community Involvement

The TDC discussed the FY 2026/27 Event Funding Programs at their March 17, and April 21, 2026, meetings.

RESOURCE IMPACTS

The FY 2026/27 Transient Occupancy (bed) tax revenue budget forecast is \$36 million. Per Financial Policy No.10, nine percent of the total revenue derived from the Transient Occupancy (bed) tax is to be used for tourism-related events and event development. In addition, funds may be allocated for events from the non-marketing portion of unused funds within the Tourism Development Fund. Monthly funding recommendations and allocations are provided to the TDC for review and recommendation to the City Council.

OPTIONS & STAFF RECOMMENDATION

The Tourism Development Commission and Tourism & Events Department staff recommend the adoption of the following resolutions authorizing use of the Tourism Development Fund for FY 2026/27 events that meet the criteria of the following Tourism Event Funding Programs:

1. Resolution No. 13677 authorizing use of funds from the Tourism Development Fund for events to be identified per the Event Venue Fee Program for FY 2026/27, subject to City Council approval of individual funding agreements with event producers up to \$12,000
2. Resolution No. 13678 authorizing use of funds from the Tourism Development Fund for events to be identified per the Community Event Funding Program for FY 2026/27, subject to City Council approval of individual agreements with event producers up to \$27,500.
3. Resolution No. 13679 authorizing use of funds from the Tourism Development Fund for events to be identified per the Matching Event Advertising Funding Program for FY 2026/27, subject to City Council approval of individual funding agreements with event producers up to \$30,000.
4. Resolution No. 13680 authorizing use of funds from the Tourism Development Fund for events to be identified per the Event Development Funding Program for FY 2026/27, subject to City Council approval of individual funding agreements with event producers.

RESPONSIBLE DEPARTMENT(S)

Tourism & Events Department

STAFF CONTACT

Steve Geiogamah, Tourism Development Manager, SGeiogamah@scottsdaleaz.gov

APPROVED BY

Scott Selin

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

5/20/26 08:19 MST

Date

Kevin Burke

Kevin Burke, Senior Director Economic Development & Tourism
480-312-2533, kburke@scottsdaleaz.gov

5/20/26 14:12 MST

Date

Judy Doyle

Judy Doyle, Deputy City Manager
480-312-2691, jdoyle@scottsdaleaz.gov

5/20/26 15:18 MST

Date

Greg Caton

Greg Caton, City Manager
480-312-7759, gcaton@scottsdaleaz.gov

5/20/26 16:08 MST

Date

ATTACHMENTS

1. Resolution No. 13677, Event Venue Fee Program
2. Resolution No. 13678, Community Event Funding Program
3. Resolution No. 13679, Matching Event Advertising Funding Program
4. Resolution No. 13680, Event Development Funding Program

RESOLUTION NO. 13677

A RESOLUTION OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA AUTHORIZING USE OF FUNDS FROM THE TOURISM DEVELOPMENT FUND FOR EVENTS TO BE IDENTIFIED PER THE EVENT VENUE FEE PROGRAM FOR FY 2026/27 SUBJECT TO CITY COUNCIL APPROVAL OF INDIVIDUAL FUNDING AGREEMENTS UP TO \$12,000 WITH EVENT PRODUCERS.

WHEREAS, tourist-oriented special events are an important component of Scottsdale's economic strength and quality of life.

WHEREAS, City desires to provide funds for events that meet the criteria of the Event Venue Fee Program during FY 2026/27.

WHEREAS, City wishes to enter into agreements with selected event producers for each event.

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

Section 1. The Council authorizes use of funds from the Tourism Development Fund for events to be identified per the Event Venue Fee Program for FY 2026/27, subject to City Council approval of individual funding agreements with event producers.

Section 2. The Council authorizes staff to use the Event Venue Fee Program guidelines attached as Exhibit "A" for FY 2026/27 in evaluating whether an event qualifies for Event Venue Fee Funding.

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

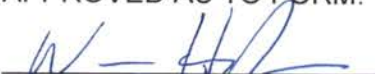
CITY OF SCOTTSDALE, an Arizona
municipal corporation

ATTEST:

Ben Lane, City Clerk

Lisa Borowsky, Mayor

APPROVED AS TO FORM:



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

Attachment 1

City of Scottsdale
FY 2026/27 Event Venue Fee Funding Program
Application

Events are an important component of Scottsdale’s overall image and its product. The Event Venue Fee Program supports events that generate substantial room nights and take place at city owned, controlled, or operated venues.

The maximum funding amount is \$12,000 at all city venues.

This application will be accepted for events scheduled between July 1, 2026 – June 30, 2027.

Qualifications: All qualifications must be met to be eligible for funding.

- Funding application must be received a minimum of 90 days prior to the start of event.
- Must be held in a city owned, operated, or controlled venue.
- Must provide evidence of room nights in [Scottsdale bed tax paying hotels](#) as a result of the event.
- Supports at least one tourism driver: art and culture, culinary, golf, sports, and recreation or western.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- Enhances Scottsdale’s status and aligns with Scottsdale’s brand image.
- Has obtained all necessary city and governmental permits.
- Open to the general public.

Ineligibility: The following types of events are not eligible for funding:

- Conferences, corporate meetings, symposiums, trade shows, or expos.
- Events (or events attached to other events) that receive funding support from other bed tax programs.
- Events that happen in a normal course of business
- Fundraising projects or events that are mainly fundraisers.
- Neighborhood block parties
- Static exhibits.
- Virtual events or events with a virtual component.
- The funds cannot be used for public relations agency fees.

Questions, Application and Approval Process

- Applications:
 - Only apply if event meets qualifications.
 - Complete application. Application must be signed. Incomplete submissions will not be accepted.
 - Submit application via email to City of Scottsdale Tourism & Events Department.
- Approval:
 - Applications will be reviewed by City of Scottsdale staff for eligibility, accuracy, and possible recommendation.

- Requests will be presented to the Tourism Development Commission.
 - All funding requests will be taken to City Council for final approval.
- Questions and Applications should be submitted to: City of Scottsdale Tourism & Events Department
Attention: HShannon@scottsdaleaz.gov

Funding Criteria:

The TDC has developed certain requirements for event venue fee program funds. Applicants requesting City funding event support must satisfy the following:

- The cost of the city venue must be paid in full by the event producer or tournament director prior to funding.
- Funds will not be disbursed for field(s) that are reserved but not used to capacity, as determined by the Parks and Recreation Department.
- Events at city owned, operated, or controlled venues are eligible to receive up to \$12,000 and must generate a minimum of 645 Scottsdale room nights.

Funds Disbursed:

The approved funding will be provided post-event once all contract requirements have been fulfilled. A paid in full receipt from the City of Scottsdale Venue is required before reimbursement payment can be made.

Approved Use of Funds

Funds are a reimbursement for venue fees paid to the city owned, controlled, or operated venue upon evidence of room nights in Scottsdale bed-tax contributing hotels.

Responsibility of Event Producer:

- Comply with all City of Scottsdale applications, permits, insurance and approval requirements and processes for special events.
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry and enhance the quality of life:

- This communication is an invitation to apply and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the city.
- Application is not a legally binding agreement.

The marketing and other benefits associated with this request for funding must provide the city with direct consideration substantially equal to the city's proposed expenditure.

Event producing organizations that are based in Arizona must be registered with the Arizona Corporation Commission before executing a contract with the City for funding.

EVENT VENUE FEE FUNDING APPLICATION

APPLICANT INFORMATION

Application Date:

Organization Name:

Legal Description (Corporation, LLC, etc.)

Business Address:

City:

State:

Zip Code:

Event Contact:

Contact Phone:

Email:

EVENT INFORMATION

Event Name:

Event Website:

Event Date(s):

Event Times(s):

Scottsdale event venue location(s) (list all):

Admission Cost:

Projected Attendance:

Attendance tracking method:

Years in Scottsdale:

Expense for Venue(s):

Requested Funding Amount:

Brief description of event:

EVENT VENUE FEE FUNDING APPLICATION

Estimated number of measurable room nights in Scottsdale hotels:	Tracking method of room night data (Room Blocks, or Room Pickup Reports):
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Does your event have a charitable component? If so, please explain.

If you have previously received funding from the City of Scottsdale, list years and amounts below (list only up to the last three years).

Year	Amount

FUNDING REQUEST

City of Scottsdale cannot be the full funding source for an event. The contract requires that the producer perform other activities with no reimbursement from the City to conduct the event as promised to the City. Details about fully reimbursable activity are in the Event Agreement and should be reviewed carefully.

MARKETING INFORMATION

Provide a brief description of any event advertising or promotions (include marketing budget):

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant (Required):	Date:
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Name

RESOLUTION NO. 13678

A RESOLUTION OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA AUTHORIZING USE OF FUNDS FROM THE TOURISM DEVELOPMENT FUND FOR EVENTS TO BE IDENTIFIED PER THE COMMUNITY EVENT FUNDING PROGRAM FOR FY 2026/27 SUBJECT TO CITY COUNCIL APPROVAL OF INDIVIDUAL FUNDING AGREEMENTS UP TO \$27,500 WITH EVENT PRODUCERS.

WHEREAS, events are an important component of Scottsdale's economic strength and quality of life.

WHEREAS, City desires to provide funds for events that meet the Community Event Funding Program criteria during Fiscal Year 2026/27.

WHEREAS, City wishes to enter into agreements for community events with selected event producers.

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

Section 1. The Council authorizes use of funds from the Tourism Development Fund for events to be identified per the Community Event Funding Program for FY 2026/27, subject to City Council approval of individual funding agreements with event producers.

Section 2. The Council authorizes staff to use the Community Event Funding guidelines attached as Exhibit "A" for FY 2026/27 in evaluating whether an event qualifies for Matching Event Advertising Funding.

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


CITY OF SCOTTSDALE, an Arizona
municipal corporation

ATTEST:

Ben Lane, City Clerk

Lisa Borowsky, Mayor

APPROVED AS TO FORM:



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

Attachment 2

City of Scottsdale
FY 2026/27 Community Event Funding Program
Application

Events are an important component of Scottsdale's overall image and its product. They help increase national and international visibility for Scottsdale as a desirable tourist destination.

The Community Event Funding Program supports events that are locally significant, enhances quality of life, and provides something to do for visitors who are already here.

The maximum funding amount is \$27,500.

This application will be accepted for events scheduled between July 1, 2026 – June 30, 2027.

***Qualifications:** All qualifications must be met to be eligible for funding.

- Funding application must be received a minimum of 90 days prior to the start of event.
- Provides educational, recreational, cultural, historical, or social opportunities accessible to a significant number of residents and visitors.
- Supports at least one tourism driver: art and culture, culinary, golf, sports, and recreation or western.
- Attendance must exceed 3,000. The city will utilize a geofencing application to verify.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event must be held primarily within the corporate limits of the City of Scottsdale
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Has obtained all necessary city and governmental permits. Active event permit must be approved before disbursement of funds.
- Open to the general public.

Ineligibility: The following types of events are not eligible for funding:

- Conferences, corporate meetings, symposiums, trade shows, or expos.
- Events (or events attached to other events) that receive funding support from other bed tax programs.
- Events not lasting a minimum of 6 hours.
- Events that happen in a normal course of business
- Fundraising projects or events that are mainly fundraisers.
- Neighborhood block parties.
- Static exhibits.
- Virtual events or events with a virtual component.
- The funds cannot be used for public relations agency fees, talent appearing at the event or influencers.

Questions, Application and Approval Process

- Applications:
 - Only apply if event meets qualifications.

- Complete application. Application must be signed. Incomplete submissions will not be accepted.
 - **Submission must include a detailed event total budget along with the application.**
 - Submit application via email to the City of Scottsdale Tourism & Events Department.
- Approval:
 - Applications will be reviewed by City of Scottsdale staff for eligibility, accuracy, and possible recommendation.
 - Requests will be presented to the Tourism Development Commission.
 - All funding requests will be taken to City Council for final approval.
 - Questions and Applications should be submitted to: City of Scottsdale Tourism & Events Department
Attention: HShannon@scottsdaleaz.gov

Funding Criteria:

- Funding may be rewarded as outlined, based on the criteria below. Producers may apply for up to \$27,500 maximum for operational and/or marketing and advertising expenses.
- Total funds provided cannot be more than 25% of the entire event budget.
- **Submission must include a detailed event total budget along with the application.**

Add items from each category to determine the maximum amount of funding for which your event is eligible.

Category 1: Unique Attendance*	
3,000 – 10,000	\$2,500
10,001 – 15,000	\$5,000
15,001+	\$7,500
Category 2: Event Days	
1 day	\$1,000
2 days	\$2,500
3+ days	\$5,000
Category 3: Event Years in Scottsdale	
2 – 10 years	\$1,000
11 – 20 years	\$2,500
21 – 30 years	\$5,000
31 - 40 years	\$10,000
40+ years	\$15,000

*Unique Attendance - for multiple-day events only count the person attending one time.

Funds Disbursed:

The approved funding will be provided post-event once all contract requirements have been fulfilled.

Approved Use of Funds

- Event marketing, promotion, or advertising
- City staff, such as police for parking and traffic control
- City refuse collection, which is not normally scheduled.
- Direct event production costs
- Fees for use of public property

Responsibility of Event Producer:

- Comply with all City of Scottsdale applications, permits, insurance and approval requirements and processes for special events.
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential, and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to apply and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the city.
- Application is not a legally binding agreement.

The marketing and other benefits associated with this request for funding must provide the city with direct consideration substantially equal to the city's proposed expenditure.

Event producing organizations that are based in Arizona must be registered with the Arizona Corporation Commission before executing a contract with the City for funding

COMMUNITY EVENT FUNDING APPLICATION

APPLICANT INFORMATION

Application Date:		Legal Description (LLC, Non-Profit, Corporation, etc.)	
Organization Name:			
Business Address:			
City:	State:	Zip Code:	
Event Contact Person:			
Contact Phone:		Email:	
Event Producer Qualifications:			

EVENT INFORMATION

Event Name:		
Event Website:		
Event Date(s):	Event Time(s):	Years in Scottsdale:
Event Address:		
City:	State:	ZIP Code:
Admission Cost:	Projected attendance:	Attendance tracking method:
Total Expense Budget (includes marketing):	Marketing Budget:	Estimated Revenue:

COMMUNITY EVENT FUNDING APPLICATION

Brief description of event. (Sustainability, impact of business and community):

Does your event have a charitable component? If so, please explain.

If you have previously received funding from the City of Scottsdale, list years and amounts below (list only up to last three years).

Year	Amount

How will this event benefit residents, local businesses, and the City of Scottsdale:

FUNDING REQUEST

City of Scottsdale cannot be the full funding source for an event. The contract requires that the producer perform other activities with no reimbursement from the City to conduct the event as promised to the City. Details about fully reimbursable and non-reimbursable activity are in the Event Agreement and should be reviewed carefully.

Complete the funding criteria worksheet below to determine maximum funding amount permissible.

Applicants must supply a detailed event budget along with the application to be deemed complete.

COMMUNITY EVENT FUNDING APPLICATION

FUNDING CRITERIA WORKSHEET

Category 1: Unique Attendance

	3,000 – 10,000	\$2,500
	10,001 – 15,000	\$5,000
	15,001+	\$7,500
Total funding allowed from Category 1		

Category 2: Event Days

	1 day	\$1,000
	2 days	\$2,500
	3+ days	\$5,000
Total funding allowed from Category 2		

Category 3: Event Years in Scottsdale

	2 – 10 years	\$1,000
	11 – 20 years	\$2,500
	21 – 30 years	\$5,000
	31 - 40 years	\$10,000
	40+ years	\$15,000
Total funding allowed from Category 3		

TOTAL FUNDING REQUEST permissible from Categories 1 - 3

Did you include a draft budget with your application submission? YES NO

I authorize the verification of the information provided on this form.

Signature of applicant (Required):

Date:

Name

RESOLUTION NO. 13679

A RESOLUTION OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA AUTHORIZING USE OF FUNDS FROM THE TOURISM DEVELOPMENT FUND FOR EVENTS TO BE IDENTIFIED PER THE MATCHING EVENT ADVERTISING FUNDING PROGRAM FOR FY 2026/27 SUBJECT TO CITY COUNCIL APPROVAL OF INDIVIDUAL FUNDING AGREEMENTS UP TO \$30,000 WITH EVENT PRODUCERS.

WHEREAS, tourist-oriented special events are an important component of Scottsdale's economic strength and quality of life.

WHEREAS, City desires to provide funds for events that meet the criteria of the Matching Event Advertising Funding Program during FY 2026/27.

WHEREAS, City wishes to enter into agreements with event producers for each event.

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

Section 1. The Council authorizes use of funds from the Tourism Development Fund for events to be identified per the Matching Event Advertising Funding Program for FY 2026/27, subject to City Council approval of individual funding agreements with event producers.

Section 2. The Council authorizes staff to use the Matching Event Advertising Funding guidelines attached as Exhibit "A" for FY 2026/27 in evaluating whether an event qualifies for Matching Event Advertising Funding.

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

CITY OF SCOTTSDALE, an Arizona
municipal corporation

ATTEST:

Ben Lane, City Clerk

Lisa Borowsky, Mayor

APPROVED AS TO FORM:



Luis E. Santaella, City Attorney

By: William Hylan, Deputy City Attorney

Attachment 3

City of Scottsdale
FY 2026/27 Matching Event Advertising Funding Program
Application

Events are an important component of Scottsdale's overall image and its product. They help increase national and international visibility for Scottsdale as a desirable tourist destination and enhance quality of life.

The Matching Event Advertising Program supports events that market the destination to draw overnight visitors into Scottsdale. The city will match dollars spent on marketing outside of Maricopa County, up to \$30,000 per event.

This application will be accepted for events scheduled between July 1, 2026 – June 30, 2027.

Qualifications: All qualifications must be met to be eligible for funding.

- Funding application must be received a minimum of 90 days prior to the start of event.
- Must spend marketing dollars outside of Maricopa County to promote the event and enhance Scottsdale's attractiveness as a tourist destination.
- Supports at least one tourism driver: art and culture, culinary, golf, sports, and recreation or western.
- Attendance must exceed 3,000. The city will utilize a geofencing application to verify.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event must be held primarily within the corporate limits of the City of Scottsdale
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Has obtained all necessary city and governmental permits.
- Open to the general public.

Ineligibility: The following types of events are not eligible for funding:

- Conferences, corporate meetings, symposiums, trade shows, or expos.
- Events (or events attached to other events) that receive funding support from other bed tax programs.
- Events not lasting a minimum of 6 hours.
- Events that happen in a normal course of business
- Fundraising projects or events that are mainly fundraisers.
- Neighborhood block parties
- Static exhibits
- Virtual events or events with a virtual component.

Questions, Application and Approval Process

- Applications:
 - Only apply if event meets qualifications.
 - Complete application. Application must be signed. Incomplete submissions will not be accepted.
 - Submit application via email to City of Scottsdale Tourism & Events Department

- Approval:
 - Applications will be reviewed by City of Scottsdale staff for eligibility, accuracy, and possible recommendation.
 - Requests will be presented to the Tourism Development Commission.
 - All funding requests will be taken to City Council for final approval.
- Questions and Applications should be submitted to: City of Scottsdale Tourism & Events Department
Attention: HShannon@scottsdaleaz.gov

Funding Criteria:

Events can be funded up to \$30,000 with extensive promotion of the event outside of Maricopa County. Event must be scheduled between July 1, 2026 – June 30, 2027.

Funds Disbursed:

The approved funding will be provided post-event once all contract requirements have been fulfilled.

Approved Use of Funds

- Traditional advertising (print, television, out-of-home, radio)
- Digital advertising
- Social Media advertising
- Mail

The funds cannot be used for public relations agency fees, talent appearing at the event, or influencers.

Responsibility of Event Producer:

- Comply with all City of Scottsdale applications, permit, insurance and approval requirements and processes for special events.
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to apply and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the city.
- Application is not a legally binding agreement.

The marketing and other benefits associated with this request for funding must provide the city with direct consideration substantially equal to the city's proposed expenditure.

Event producing organizations that are based in Arizona must be registered with the Arizona Corporation Commission before executing a contract with the city for funding.

MATCHING EVENT ADVERTISING FUNDING APPLICATION

APPLICANT INFORMATION

Application Date:		
Organization Name:	Legal Description (Corporation, LLC, etc.)	
Business Address:		
City:	State:	Zip Code:
Event Contact:		
Contact phone:	Email:	
Event Producer Qualifications:		

EVENT INFORMATION

Event Name:			
Event Website:			
Event Date(s):	Event Times(s):	Years in Scottsdale:	
Event Address:			
City:	State:	Zip Code:	
Admission Cost:	Projected Attendance:	Attendance tracking method:	
Expense Budget (includes marketing):	Estimated Revenue:	Marketing Budget:	Requested Funding Amount:

MATCHING EVENT ADVERTISING FUNDING APPLICATION

Brief description of event. (Sustainability, impact of business and community):

Does your event have a charitable component? If so, please explain.

Expected number of measurable room nights in Scottsdale hotels:	Tracking method of room night data (Room Blocks, Survey, Room Pickup Reports, etc.):

If you have previously received funding from the City of Scottsdale, list years and amounts below (list only up to last three years).

Year	Amount

MATCHING EVENT ADVERTISING FUNDING APPLICATION

Describe how the event will contribute to Experience Scottsdale's branding efforts as well as provide exposure nationally, internationally and/or outside Maricopa County for Scottsdale's attractiveness as a destination to our target visitor:

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts:

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant (Required):

Date:

Name

RESOLUTION NO. 13680

A RESOLUTION OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA AUTHORIZING USE OF FUNDS FROM THE TOURISM DEVELOPMENT FUND FOR EVENTS TO BE IDENTIFIED PER THE EVENT DEVELOPMENT FUNDING PROGRAM FOR FY 2026/27 SUBJECT TO CITY COUNCIL APPROVAL OF INDIVIDUAL FUNDING AGREEMENTS WITH EVENT PRODUCERS.

WHEREAS, tourist-oriented special events are an important component of Scottsdale's economic strength and quality of life.

WHEREAS, City desires to provide funds for selected events during FY 2026/27.

WHEREAS, City wishes to enter into agreements with selected event producers for each event.

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

Section 1. The Council authorizes use of funds from the Tourism Development Fund for events to be identified per the Event Development Funding Program for FY 2026/27, subject to City Council approval of individual funding agreements with event producers.

Section 2. The Council authorizes staff to use the Event Development Guidelines attached as Exhibit "A" for FY 2026/27 in evaluating whether an event qualifies for Event Development Funding.

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

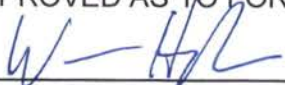
CITY OF SCOTTSDALE, an Arizona
municipal corporation

ATTEST:

Ben Lane, City Clerk

Lisa Borowsky, Mayor

APPROVED AS TO FORM:



Luis E. Santaella, City Attorney

By: William Hylan, Deputy City Attorney

Attachment 4

City of Scottsdale FY 2026/27 Event Development Guidelines

Major events motivate significant visitation to Scottsdale and contribute to the City's overall brand and image. The Event Development Funding Program supports events that increase national, international, and regional visibility for Scottsdale as a desirable tourist destination through extensive media coverage, generate incremental room nights for Scottsdale hotels and resorts, and enhance quality of life.

The funding request must be between \$30,000 and \$75,000. Funding more than \$75,000 will be considered on a case-by-case basis. **Producers must provide a detailed total event budget when submitting the worksheet.**

Qualifications: All qualifications must be met to be eligible for funding.

- Funding worksheet must be received a minimum of 90 days in advance.
- Supports at least one tourism driver: art and culture, culinary, golf, sports, and recreation or western.
- Attendance must exceed 5,000. The city will utilize a geofencing application to verify.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event or portion of the event must be held primarily within the corporate limits of the City of Scottsdale. Exceptions will be made for mega events that: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities. Among the factors used in determining whether an Event is held primarily within the City of Scottsdale are the extent to which the majority of attendance, participation and event activation occur in the corporate limits of Scottsdale.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Has obtained all necessary city and governmental permits.
- Events can participate in this program for a maximum of three years.
- Open to the general public.

Ineligibility: The following types of events are not eligible for funding:

- Conferences, corporate meetings, symposiums, trade shows, or expos.
- Events (or events attached to other events) that receive funding support from other bed tax programs.
- Events not lasting a minimum of 2 **consecutive** days.
- Events that happen in a normal course of business
- Fundraising projects or events that are mainly fundraisers.
- Neighborhood block parties
- Static exhibits.
- Virtual events or events with a virtual component.
- The funds cannot be used for public relations agency fees, talent hired for the event or influencers.
- Events that have participated or are participating in the Matching Event Advertising Funding program or Community Event Funding programs are not eligible to apply for Event Development Funding.

Questions, Worksheet and Approval Process

- Worksheet:
 - Read qualifying worksheet in its entirety. Only complete if the event meets qualifications.
 - Incomplete submissions will not be accepted. Application must be signed.
 - Submit worksheet via email to City of Scottsdale Tourism & Events Department

- **Submission must include a detailed event total budget.**
- Approval:
 - The worksheet will be reviewed by City of Scottsdale staff for eligibility and accuracy.
 - Requests will be taken to the Tourism Development Commission with a brief proposal presentation.
 - All funding requests will be taken to City Council for final approval.
- Questions and Worksheets should be submitted to:
 City of Scottsdale Tourism & Events Department
 Attention: Holli Shannon HShannon@Scottsdaleaz.gov

Funding Criteria:

- Funding may be rewarded as outlined, based on the criteria below. Producers may apply for up to \$75,000 maximum for operational and/or marketing and advertising expenses.
- Total funds provided cannot be more than 25% of the entire event budget.
- **Submission must include a detailed event total budget along with the worksheet.**

Add items from each category to determine the maximum amount of funding for which your event is eligible. Only apply for the maximum funding amount for which your event qualifies according to the worksheet.

Category 1: Unique Attendance*	
5,000 – 15,000	\$10,000
15,001 – 20,000	\$14,375
20,001+	\$18,750
Category 2: Event Days	
2 days	\$4,000
3 days	\$8,375
4+ days	\$12,750
Category 3: Room Nights (Scottsdale Hotels)	
390-454	\$6,000
455-519	\$7,000
520+	\$8,000
Category 4: Marketing Promotion	
Local	\$10,000
- State	\$22,750
Domestic, International	\$35,500

*Unique Attendance - for multiple-day events only count the person attending one time

Funds Disbursed:

The approved funding will be provided post-event when all contract requirements have been fulfilled.

Approved Use of Funds

- Funding can be used for pre-event marketing and promotion and event production. The funds provided cannot be more than 25% of your entire event budget.
- The funds cannot be used for public relations agency fees, talent appearing at the event, or influencers.

Responsibility of Event Producer:

FY 26/27

- Comply with all City of Scottsdale permits, insurance and approval requirements and processes for special events.
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential, and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to submit a qualifying worksheet and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the city.
- Worksheets are not a legally binding agreement.

The marketing and other benefits associated with this request for funding must provide the city direct consideration substantially equal to the city's proposed expenditure.

Event producing organizations that are based in Arizona must be registered with the Arizona Corporation Commission before executing a contract with the City for funding.

EVENT DEVELOPMENT WORKSHEET			
APPLICANT INFORMATION			
Worksheet Date:			
Organization Name:		Legal Description (LLC, etc.)	
Business Address:			
City:	State:	Zip Code:	
Event Contact:			
Contact Phone:		Email:	
EVENT INFORMATION			
Event Name:			
Event Website:			
Event Date(s):		Event Time(s):	
Event Location:		Admission Cost:	
City:	State:	Zip Code:	

EVENT DEVELOPMENT WORKSHEET

Projected Attendance:	Estimated # of Room Nights in Scottsdale bed tax paying hotels:	Years in Scottsdale:
TOTAL Expense Budget (includes marketing):	Estimated Revenue:	Marketing Budget:

FUNDING CRITERIA WORKSHEET

Category 1: Unique Attendance	
5,000 – 15,000	\$10,000
15,001 – 20,000	\$14,375
20,001+	\$18,750
Total funding allowed from Category 1	
Category 2: Event Days	
2 days	\$4,000
3 days	\$8,375
4+ days	\$12,750
Total funding allowed from Category 2	
Category 3: Room Nights (Scottsdale Hotels)	
390-454	\$6,000
455-519	\$7,000
520+	\$8,000
Total funding allowed from Category 3	
Category 4: Marketing Promotion	
Local	\$10,000
State	\$22,750
Domestic, International	\$35,500
Total funding allowed from Category 4	
TOTAL FUNDING REQUEST allowed from Categories 1 - 4	

EXPENSE WORKSHEET

List expected expenses totaling the requested funding amount

Category	Item	Market/Demographics	Type	Amount
<i>Example: Event Marketing</i>	<i>Sports Magazine</i>	<i>National/Adults 35-53</i>	<i>Print</i>	<i>\$5,000</i>

EVENT DEVELOPMENT WORKSHEET

Detailed description of event (Sustainability, impact of business and community):

EVENT DEVELOPMENT WORKSHEET

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include advertising channels, advertising cost, impression values, and distribution methods:

EVENT DEVELOPMENT WORKSHEET

Submit your current marketing plan as it is without City Funding. Please include location, timing, impressions, cost, etc.

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts:

EVENT DEVELOPMENT WORKSHEET

Describe how you will provide qualitative and quantitative information regarding event attendance levels:

EVENT DEVELOPMENT WORKSHEET

Provide estimated economic impact results of the event and the projected impact on Scottsdale:

EVENT DEVELOPMENT WORKSHEET

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

EVENT DEVELOPMENT WORKSHEET

This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete.

1. Staff reviews event qualification worksheet to determine event's eligibility.
2. If the event qualifies for funding, the producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on the funding amount they are recommending.
3. Event presentation to the TDC is required. The presentation should take no more than 10 minutes and please ensure that the following items are included in your presentation and outlined in a one-page summary at the end of your presentation:
 - a) Time & duration of event
 - b) Event location
 - c) Local & out of area attendance
 - d) Attendance tracking method.
 - e) Marketing efforts without requested funding and details of marketing with proposed funding.
 - f) Anticipated five-year growth of event (attendance & activation)
 - g) Impact on local businesses and community
 - h) Detailed sustainability efforts and diversity outreach efforts
4. TDC submits funding recommendations to City Council for approval (Following TDC recommendation, allow four weeks for council presentation).
5. Formal action by City Council.

SUBMISSION INFO

I authorize the verification of the information provided on this form. Signature required.

Signature of applicant (Required):

Date:

Name