

CITY COUNCIL REPORT



Meeting Date: June 23, 2026
General Plan Element: *Economic Vitality*
General Plan Goal: *Sustain Scottsdale as a tourist destination*

ACTION

Adopt Resolution No. 13724 authorizing:

Posting the proposed fees for 60 days as required by state law, and the fees will be brought to Council for final approval after the posting requirement is met.

BACKGROUND

Scottsdale's Comprehensive Financial Policies and Governing Guidance require that user fees and charges be examined periodically to determine the direct and indirect cost of service recovery. The acceptable recovery rate and any associated changes to user fees and charges are to be approved by the City Council. Based on these policy directives, this report includes findings and recommendations for FY 2026/27.

WestWorld's rates and fees were adopted per Resolution No. 13398 as part of the FY 25/26 budget cycle.

On November 12, 2024, the Scottsdale City Council approved the acquisition of the management and food and beverage operating rights for Monterra at WestWorld. This action terminated the existing agreement with National Western Capital Corporation (NWCC), which had held those rights since 2013. In Fiscal Year 2025/26, the city invested in significant capital improvements at Monterra, including new HVAC systems, roof replacement, new flooring, and interior and exterior painting. These improvements enhanced the facility's functionality, appearance, and marketability as a rentable event venue. Monterra adds a polished, climate-controlled indoor venue to WestWorld's portfolio of rentable event spaces.

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 rental rate of \$3,000 Thursday – Sunday and \$750 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 implemented for no more than one year. A permanent fee will be brought forward in the upcoming budget development 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.

OPTIONS & STAFF RECOMMENDATION

Recommended Approach

Adopt Resolution No. 13724 authorizing:

Posting the proposed fees for 60 days as required by state law, and the fees will be brought to Council for final approval after the posting requirement is met.

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
The following new/adjusted rate/fee is proposed for	Enterprise Operations				
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, WestWorld

STAFF CONTACT(S)

Cassie Johnson, Interim General Manager

APPROVED BY:

Judy Doyle

Judy Doyle, Deputy City Manager

(480) 312-2691, JDoyle@scottsdaleaz.gov

6/9/26 07:48 MST

Date

Scott Selin

Scott Selin, Budget Department Director

(For financial policies compliance and budget authority)

(480)-312-2603, SSelin@Scottsdaleaz.gov

6/9/26 07:57 MST

Date

Greg Caton

Greg Caton, City Manager

(480)-312-7759, GCaton@Scottsdaleaz.gov

6/9/26 08:30 MST

Date

ATTACHMENTS

1. Resolution No. 13724

RESOLUTION NO. 13724

A RESOLUTION OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AUTHORIZING POSTING AND GIVING OTHER NOTICE AS REQUIRED BY STATE LAW OF PROPOSED FEES FOR RENTAL OF THE MONTERRA PROPERTY AT WESTWORLD PRIOR TO ADOPTION OF SUCH FEES BY CITY COUNCIL.

WHEREAS, the City wishes to make the Monterra property at WestWorld available for rental and to adopt fees for such rental;

WHEREAS, A.R.S. § 9-499.15 requires the City to post and give certain other notice of proposed new fees on a business prior to adoption of the fees by City Council.

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 staff to post and give notice as required by state law of the following proposed fees for rental of the Monterra property prior to adoption of the fees by City Council: 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.

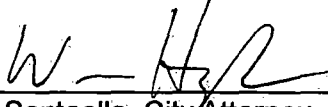
ATTEST:

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 Hylan, Deputy City Attorney