Item 9

CITY COUNCIL REPORT

Meeting Date: **November 10, 2026**
General Plan Element: ***Economic Development***
General Plan Goal: ***Sustain Scottsdale as a tourist destination***

ACTION

Matching Event Advertising Funding Program. Adopt Resolution No. 13806, authorizing funding for the Barrett-Jackson Scottsdale Auction in an amount up to $30,000 from the portion of the FY 2026/27 Tourism Development Fund that is allocated toward event retention and development, and approving Contract No. 2026-169-COS with Barrett-Jackson Auction Company.

BACKGROUND

Barrett-Jackson Scottsdale Auction

Barrett Jackson Scottsdale Auction is a premier automotive lifestyle event drawing over 250,000 attendees. The event promotes Scottsdale on a global stage through national television coverage and professional produced live streams. The auction event will take place at WestWorld January 23-31, 2027

On June 9, 2026, City Council approved the FY 2026/27 event funding programs. The objectives, process, qualifying criteria, and approved fund use were presented and detailed in the FY 2026/27 program worksheets and supporting documentation. The Resolutions approved by City Council directed that all event funding program agreements would be presented for approval by City Council. Allocation of funds would come from the portion of Tourism Development Fund allocated to event development.

ANALYSIS & ASSESSMENT

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 Funding Program supports events that market the destination to draw overnight visitors into Scottsdale. The maximum funding amount per event is $30,000.

On September 15, 2026, the Tourism Development Commission recommended funding the Barrett-Jackson Scottsdale Auction up to $30,000.

Action Taken _____

City staff have evaluated the application to identify the benefits for the city and the local tourism industry.

Following the conclusion of the event, the producer will provide the city with a post-event report evaluating the producer's performance under the event funding agreement and the benefits achieved for the city and the public. If the producer does not meet the funding criteria established in the agreement, the funding amount will be reduced accordingly, consistent with the terms of the agreement.

Community Involvement

Discussion regarding this event took place at the Tourism Development Commission meeting on September 15, 2026.

RESOURCE IMPACTS

Available Funding

The recommended city investment is up to $30,000 for the Matching Event Advertising Program agreement. Based on Tourism Development Fund sources and uses included in the FY 2026/27 Operating Budget, funds are available.

Staffing, Workload Impact

No additional staffing or other resources are expected.

STAFF RECOMMENDATION

Staff recommends adoption of Resolution No. 13806, authorizing funding in an amount up to $30,000 from the portion of the Tourism Development Fund that is allocated toward event retention and development of events, and approving Contracts No. 2026-169-COS.

RESPONSIBLE DEPARTMENT

Tourism & Events

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STAFF CONTACT

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

APPROVED BY

Signed by:
Scott Selin
1247918759 3B4F9...

10/26/2026

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

Signed by:
Kevin Burke
AF2373CA46B9455...

10/26/2026

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

Signed by:
Judy Doyle
C1A0F7B0F8EB484...

10/26/2026

Judy Doyle, Deputy City Manager — Date
480-312-2691, JDoyle@scottsdaleaz.gov

Signed by:
Greg Caton
844928DD3EAD4C0...

10/26/2026

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

ATTACHMENTS

1. Resolution No. 13806
2. Contract No. 2026-169-COS

RESOLUTION NO. 13806

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, AUTHORIZING FUNDING FOR THE BARRETT JACKSON SCOTTSDALE AUCTION IN AN AMOUNT UP TO $30,000 FROM THE PORTION OF THE FY 2026/27 TOURISM DEVELOPMENT FUND THAT IS ALLOCATED TOWARD EVENT RETENTION AND DEVELOPMENT, AND APPROVING CONTRACT NO. 2026-169-COS WITH BARRETT JACKSON AUCTION COMPANY.

WHEREAS, City desires to provide funds for the Barrett Jackson Scottsdale Auction event ("event"); and

WHEREAS, City and the event producer wish to enter into an agreement for the event;

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

Section 1. The City Council authorizes funding for the Barrett Jackson Scottsdale Auction in an amount up to $30,000 from the portion of the FY 2026/27 Tourism Development Fund that is allocated toward event retention and development.

Section 2. The City Council authorizes and directs the Mayor to execute, on behalf of the City, Contract No. 2026-169-COS with Barrett Jackson Auction Company.

PASSED AND ADOPTED by the City Council of the City of Scottsdale, Maricopa County, Arizona this ____ day of _____, 2026.

CITY OF SCOTTSDALE, an Arizona municipal corporation

_____
Lisa Borowsky, Mayor

ATTEST:

_____
Ben Lane, City Clerk

APPROVED AS TO FORM:

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

Attachment 1

Contract No. 2026-169-COS

MATCHING EVENT ADVERTISING FUNDING PROGRAM AGREEMENT

THIS MATCHING EVENT ADVERTISING FUNDING PROGRAM AGREEMENT (the "Agreement") is made this ____ day of _____, 20____ by and between Barrett-Jackson Auction Company, an Arizona ("Producer") and CITY OF SCOTTSDALE, an Arizona municipal corporation ("City").

RECITALS

A. Producer is the producer of a certain tourist-oriented event (the "Event") known as Barrett-Jackson 2027 Scottsdale Auction. The Event is oriented toward certain tourists (the "Out-of-town Tourists"). Out-of-town Tourists are people who reside outside of Maricopa County who visit Scottsdale and stay overnight specifically to attend the Event.

B. The Event is described in the Matching Event Advertising Funding Program application (the "Event Description") that Producer has submitted to City dated July 7, 2026 and attached as **Exhibit A**.

C. City's City Council has approved the expenditure of a portion of certain funds collected under Scottsdale Revised Code Sections 2-285 and 288 (the "Bed Tax Funds") to be used to help promote certain events supporting tourism and the hospitality industry in Scottsdale, Arizona. Bed Tax Funds are limited to the portion of such funds that the city council allocates to event development.

D. Producer has requested that City pay to Producer a portion of the Bed Tax Funds ("the "Event Funds") in a maximum amount of thirty thousand dollars ($30,000) (the "Event Amount") to secure the public benefits provided by the Event.

E. City's willingness to provide the Event Funds is conditioned upon Producer's executing and performing this Agreement and delivering to City after the Event a report (the "Post Event Report") accompanied by a separate invoice (the "Invoice").

NOW, THEREFORE, in consideration of the foregoing and good and valuable consideration received, the parties hereto agree as follows:

1. Funding Limitation. Payment of the Event Funds is subject to the various limits contained elsewhere in this Agreement and the following cumulative conditions and limitations:

1.1 The total amount of Event Funds City pays under this Agreement shall not exceed the Event Amount, minus reductions under paragraph 1.4 and other amounts to which City may be entitled.

1.2 City's payments shall be made only from Bed Tax Funds. City is not obligated to provide funding from any other source.

1.3 Without detracting from limits contained elsewhere in this Agreement, Event Funds shall be disbursed only to the extent City determines, in its sole and absolute discretion, that City has collected adequate Bed Tax Funds to disburse Event Funds, taking into account all circumstances including, without limitation, competing uses for the Bed Tax Funds.

1.4 The City may reduce payment or make no payment of Event Funds if the City determines that the Producer has failed to fulfill all terms of this Agreement.

2. Event Requirements. Producer shall cause the Event to comply with all of the following requirements:

2.1 The Event shall be of the same scale, quality, attendance, economic benefit to the public and provide other public benefits, or better, as are described in the Event Description or were provided by the Event last year.

2.2 The Event shall be open to the public. Producer may elect to charge admission for the Event.

2.3 The Event shall be held on the date or dates stated in the Event Description. The date of the Event may be postponed as follows:

2.3.1 Postponement is not allowed unless due to war; insurrection; strikes, lock-outs; other major industrial disturbances; civil disturbances; riots; floods; earthquakes; fires; casualties; acts of the public enemy; blockades; epidemics; quarantine restrictions; freight embargoes; widespread transportation system failure; or extremely unusual severe weather.

2.3.2 If the Event is postponed, it shall be rescheduled to a date that is acceptable to both Producer and City. If within sixty (60) days after the originally scheduled Event date Producer and City do not agree to a new Event date, then this Agreement shall terminate.

2.4 The Event or portion of the Event shall be held at the location specified in **Exhibit A.**

2.5 The Event shall have attendance of at least 3,000.

2.6 Producer shall publicly acknowledge the City support represented by this Agreement. Without limitation, all Event publicity, messaging and other activities that occur before and during the Event shall clearly and prominently indicate that the Event will occur in Scottsdale. All Event publicity and messaging that acknowledges any Event sponsor shall acknowledge the City as a sponsor and shall utilize (where appropriate in City's discretion) a logo provided by City provided that at a minimum, Producer shall acknowledge the City as a sponsor at least twice in publicity and messaging. No other use of City's name is allowed in any form of advertising or public relations without prior City approval. Consistent with this Agreement's requirement that Producer publicize and promote the City, Producer and its officers, directors and agents will not disparage the City or its officers, agents or employees during the term of this Agreement.

2.7 If the Producer distributes an Event program, Producer shall publish in the Event program at least one reasonably prominent advertisement that is a full page. The advertisement shall use content provided by City promoting Scottsdale.

2.8 If City requests, no later than sixty (60) days prior to the Event, Producer shall offer to City a minimum of a 10 foot x 10 foot reasonably prominent exhibit space at the Event to be used by City at no charge for the purpose of promoting Scottsdale.

2.9 Beginning at least sixty (60) days prior to the Event, the official Event web site shall have a prominent link to City's selected web site and contain Event information that is sufficient to promote Event programming and the day(s), time and location of the Event.

2.10 Producer shall provide the City with benefits, including recognition and publicity, commensurate with benefits provided to other sponsors at a similar sponsorship level as the City.

3. Post Event Report Requirements. After the Event, Producer shall provide to City a report (the "Post Event Report") in the form attached as **Exhibit C**.

4. Reimbursable Activities. Producer shall perform certain additional activities (the "Reimbursable Activities") at Producer's own expense, subject to reimbursement by Event Funds, as follows:

4.1 Producer shall cause unrelated third parties to provide advertising to promote Scottsdale as a tourist destination (the "Qualified Items") that are listed on **Exhibit B** attached hereto (the "Qualified Item List").

4.2 No changes to the Qualified Items, such as additions, deletions or variations are allowed unless Producer gives City written notice of the request for a change and receives written notice from City approving the change, in City's sole and absolute discretion. City will not pay for unapproved changes. If City does not approve a change for a Qualified Item, then Producer must obtain and use that Qualified Item as listed on the Qualified Item List.

4.3 Producer shall not request changes after the date that is thirty (30) days before the date the Event begins. City shall respond to any request for a change within fifteen (15) days after receiving the request. City's failure to timely respond shall constitute City's rejection of the request.

5. Invoice Requirements. Producer shall report the Reimbursable Activities by providing an invoice (the "Invoice") to City as follows:

5.1 City shall make a single payment for all Qualified Items. The Invoice shall be addressed from Producer to City and shall request the payment.

5.2 City shall not be obligated to pay any part of a late Invoice.

5.3 The Invoice shall be accompanied by the following evidence for all of the Qualified Items showing that Producer has made full payment to the third parties listed on the Qualified Item List:

5.3.1 A formal, written invoice issued by the third party to Producer that includes a list of the goods or services provided for the Event and the amount the third party charged Producer for the goods or services.

5.3.2 A copy of a cancelled check from Producer to the third party showing the payment described on the third party's invoice.

5.3.3 Publication tear sheets, air-time logs, website content, distribution or viewing logs, and other evidence of media publication or distribution verifying that Producer has performed the Reimbursable Activities, all in form and content acceptable to City.

5.3.4 Such other evidence as City may request.

5.4 The amount of the City payment to Producer with respect to each Qualified Item shall be the amount listed for that Qualified Item on the Qualified Item List, not to exceed fifty percent (50%) of the amount Producer paid to the listed third party for the Qualified Item, subject to the City's right to reduce payment or not make payment if City determines that Producer has not fulfilled all terms of this Agreement.

6. Intercept Survey. At the time of the Event, City may elect to conduct an intercept survey. City shall provide the survey questions. Producer shall pay to City up to fifty percent (50%) of the cost of the survey as requested by City's contract administrator, Producer's share not to exceed Three Thousand Five Hundred Dollars ($3,500). Producer shall cooperate, as requested by City, with City in conducting the intercept survey and shall not hinder or prevent City from conducting the survey.

7. Delivery and Follow up. Producer shall inform City of its activities under this Agreement as follows:

7.1 Producer shall deliver the Post Event Report and the Invoice to City no later than the earlier of sixty (60) days following the Event or the May 31 first following the Event.

7.2 Producer shall deliver the Post Event Report and the Invoice simultaneously.

7.3 Subject to section 7.4, City shall pay the Event Funds within sixty (60) days after receiving all of the following:

7.3.1 The Post Event Report.

7.3.2 The Invoice.

7.3.3 All supporting and other materials required by this Agreement.

7.4 If the City determines that an audit under Section 8 of the Agreement will be conducted, payment will be made within 120 days of the City receiving the information in Section 7.3 provided the Producer fully cooperates in the audit. The Producer's failure to fully cooperate in the audit may delay payment beyond 120 days.

8. Records and Audit Rights. Producer's records (hard copy, as well as computer readable data), and any other supporting evidence considered necessary by the City to substantiate charges and claims related to this contract are open to inspection and subject to audit and/or reproduction by City's authorized representative to the extent necessary to adequately permit evaluation and verification of the cost of the work, and any invoices, change orders, payments or claims submitted by the Producer or any of Producer's payees in accordance with the terms of the contract. The City's authorized representative must be given access, at reasonable times and places, to all of the Producer's records and personnel in accordance with the provisions of this Section throughout the term of this contract and for a period of 3 years after last or final payment.

Producer shall ensure that records necessary to substantiate changes and claims by subcontractors who perform work under this contract are made available for City inspection and subject to audit and/or reproduction by: inserting a provision requiring subcontractors to comply with this Section in a written agreement between Producer and subcontractor; or obtaining the

relevant documents from the subcontractor.

If an audit in accordance with this Section discloses overcharges of any nature by the Producer to the City in excess of 1% of the total contract billings, the cost of the City's audit, but not exceeding the amount of the overcharge, will be reimbursed to the City by the Producer. Any adjustments and/or payments which must be made as a result of any audit or inspection of the Producer's invoices and/or records will be made within a reasonable amount of time (not to exceed 90 days) from presentation of City's findings to Producer.

9. Termination. This Agreement shall terminate upon Producer providing to City a satisfactory Post Event Report, complying with all other requirements of this Agreement, and City paying to Producer the Event Funds. However, City may, without further obligation, terminate the Agreement at any earlier time for convenience or cause by giving Producer ten (10) days written notice of the termination.

10. Other City Contracts and Resources. City's obligations to Producer are limited to the specific items detailed in this Agreement. If Producer desires use of City resources, then Producer must pursue those City resources through normal processes. Without limitation, City's support of the Event is not a commitment that such City resources will be available, even if the City resources are discussed in this Agreement or are necessary to conduct the Event in the manner contemplated by this Agreement. Without limitation, this agreement does not authorize any use of any land or facilities owned, controlled or operated by City or any third party. Producer shall not use such land or facilities without first entering into separate contracts for such use. City has not promised Producer any such contracts or use. This Agreement is not a promise to make City venues or other resources available for the Event. Any use of City property for the Event would require a separate contract. If Producer enters into any other agreements with City, including without limitation agreements for the same event, for other events, or for use of city venues for any event, then any violation of this Agreement or any of the other agreements by Producer shall be a violation by Producer of all such agreements and this paragraph shall be deemed to be included in all such other agreements. If any other such agreement imposes on Producer different requirements than this agreement, then the stricter requirements shall apply.

11. Indemnification. To the fullest extent permitted by law, Producer, its successors, assigns and guarantors, shall defend, indemnify and hold harmless City, its agents, representatives, officers, directors, officials and employees from and against all allegations, demands, proceedings, suits, actions, claims, damages, losses, expenses, including but not limited to, attorney fees, court costs, and the cost of appellate proceedings, and all claim adjusting and handling expense, related to, arising from or out of, or resulting from any negligent or intentional actions, acts, errors, mistakes or omissions caused in whole or part by Producer relating to the Event, and any work or services in the performance of this Agreement including, but not limited to, any subcontractors, suppliers or others connected with the Event or anyone directly or indirectly employed by any of them or anyone for whose acts any of them may be liable and any injury or damages claimed by any of Producer's customers or employees. Producer's indemnification obligations shall extend beyond and will not be affected by any termination of this Agreement.

12. Insurance. Producer shall purchase and maintain during the Event and during all setup and takedown of the Event insurance with coverages and limits as follows:

a. The following coverages are required:

i. "Occurrence" form Commercial General Liability insurance with a limit of not less than $1,000,000 for each occurrence, $2,000,000 Products and Completed Operations Annual Aggregate, and a $2,000,000 General Aggregate limit. The policy shall cover liability arising from premises, operations, independent contractors, products-completed operations, personal injury and advertising injury. If any Excess insurance is utilized to fulfill the requirements of this paragraph, such Excess insurance shall be "follow form" equal or broader in coverage scope than underlying.

ii. If any vehicle is used in the performance of the scope of work that is the subject of this contract, commercial/business automobile liability insurance with a limit of not less than $1,000,000, each accident with respect to the Producer owned, hired, and non-owned vehicles.

iii. Workers compensation insurance to cover obligations imposed by federal and state statutes having jurisdiction of Producer's employees; and Employers' Liability insurance of not less than $100,000 for each accident, $100,000 disease for each employee, and $500,000 disease policy limit. If any work is performed by third parties, Producer will cause the third parties to provide Workers Compensation and Employers' Liability to at least the same extent as required of Producer.

iv. If valet parking is offered, garage keepers legal liability with limits of not less than $75,000 per vehicle.

v. If alcohol is sold at the Event, liquor liability insurance with a limit of not less than $5,000,000 for each occurrence and $5,000,000 aggregate.

b. For all insurance policies except Workers Compensation, City shall be named as additional insured to the full limits of liability purchased by the Producer even if those limits of liability are in excess of those required by this Contract

c. The policies must contain a waiver of subrogation against the City, its officers, officials, agents, and employees for losses arising from work performed related in any way to the event.

d. The Producer's insurance coverage, including any excess insurance policies, must be primary insurance with respect to the City, its officers, officials, agents, and employees. Any insurance or self-insurance maintained by the City, its officers, officials, agents, and employees must be in excess of the coverage provided by the Producer and must not contribute to it.

e. If the Producer receives notice that any of the required policies of insurance are materially reduced or cancelled, it will be Producer's responsibility to provide prompt notice of same to the City's contract administrator, unless such coverage is immediately replaced with similar policies.

f. City's Risk Management Division may increase or change required insurance coverage and limits from time to time depending on the size, scope and nature

of the activities of the Event. No reduction in coverage or policy limits is effective without the written approval of City's Risk Manager or his designee.

g. Producer shall purchase and maintain all required insurance from insurance companies licensed to do business in the State of Arizona, or from qualified non-admitted insurers who are authorized to do business in the State of Arizona.

h. Use of Subcontractors. If any work under this Agreement is subcontracted in any way, Producer shall execute a written agreement with Subcontractor containing the same Indemnification Clause and Insurance Requirements as required by this Agreement which protects City and Producer. Producer shall be responsible for executing the agreement with Subcontractor and obtaining Certificates of Insurance verifying the insurance requirements.

i. Required insurance shall be issued by insurance companies licensed to do business in the State of Arizona, or from qualified non-admitted insurers who are authorized to do business in the State of Arizona.

j. By requiring the insurance stated in this Contract, the City of Scottsdale does not represent that coverage and limits will be adequate to protect the Producer. City of Scottsdale reserves the right to review any and all of the insurance policies and/or endorsements required by in this Contract but has no obligation to do so. Failure to demand any evidence of full compliance with the insurance requirements stated in this Contract or failure to identify any insurance deficiency does not relieve Producer from, nor shall it be considered a waiver of, its obligation to maintain the required insurance at all times during the performance of this Contract.

k. Producer shall provide City, prior to the Event, certificates of insurance as evidence that the required insurance coverages and limits are in full force and effect. However, if the Event occurs at a City-owned or managed site or if the event receives a special event permit and a certificate evidencing the required insurance is provided to the City's contract administrator for the venue agreement or the special event permit, a separate certificate does not need to be provided to the contract administrator for this Agreement.

13. Miscellaneous. The following additional provisions shall apply:

a. Integration. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes any prior agreement, proposal, draft agreement, discussion outline, correspondence, memoranda or representation regarding the payment of City funds for the Event.

b. Delegation. City may designate in writing a designee to receive any of Producer's performances under this Agreement. Until further notice, City designates SCVB to receive the Exhibit Space Invitation.

c. Compliance With Law. This Agreement does not waive and is not a substitute for Producer's obligation to comply with all state, local and federal laws, policies

and regulations applicable to the Event. This Agreement is not a permit or other regulatory approval to hold the Event.

d. Candidates for Office. Producer shall not allow the Event to feature or otherwise spotlight a candidate who is currently running for election or re-election for any political office.

e. Assignment. Producer's obligations and rights hereunder shall not be assigned or delegated in whole or in part without City's prior written consent.

f. Cancellation. This Agreement is subject to cancellation pursuant to the provisions of A.R.S. Section 38-511.

g. Modifications. Any amendment or modification from the terms of the Agreement shall be in writing and shall be effective only upon approval of all parties.

h. Severability. If any term or provision of this Agreement shall be found to be illegal or unenforceable, the remainder of this Agreement shall remain in full force and effect, and such term or provision shall be deemed to be deleted.

i. Attorney's Fees. If any party brings any action for any relief, declaratory or otherwise, arising out of this Agreement, the prevailing party shall be entitled to receive from the non-prevailing party reasonable attorney's fees, costs, and expenses, determined by a court sitting without a jury, which shall be deemed to have accrued on the commencement of such action.

j. Notices. Notices hereunder shall be given in writing by hand delivery or by United States mail, return receipt requested, postage prepaid addressed to:

If to City:	Steve Geiogamah-Contract Administrator Tourism Development Manager Tourism and Events Department City of Scottsdale 7447 E Indian School Rd Scottsdale, AZ 85251
If to Producer:	Barrett-Jackson Auction Company Craig Jackson 15555 N 79th Place, Suite A Scottsdale, AZ 85260

By notice from time to time, City or Producer may designate any other address for receiving mailed notice hereunder. Service of any notice by mail shall be deemed to be complete three (3) days (excluding Saturday, Sunday and legal holidays) after the notice is deposited in the United States mail.

k. Third Parties. There are no third party beneficiaries to this Agreement.

l. Employment of Unauthorized Workers. Producer shall comply with A.R.S. §23-211, et seq. and all other applicable federal, state and local laws and

regulations that relate to Producer's employees (collectively, the "Unauthorized Worker Laws"). Producer shall cause its contractors to comply with the Unauthorized Worker Laws as respects the contractors' employees. Without limitation, Producer warrants and represents pursuant to A.R.S. §41-4401(A)(1) that Producer and its contractors comply with A.R.S. §23-214(A). Pursuant to A.R.S. §41-4401(A)(2), a breach of this paragraph shall be a material breach of this Agreement and an event of default, which shall entitle City to exercise any and all remedies described in this Agreement or otherwise available at law or equity, including without limitation termination of this Agreement. However, pursuant to A.R.S. §41-4401(C), Producer shall not be deemed to be in material breach of the warranty if Producer and its contractors establish that they have complied with the employment verification provisions prescribed by §274A and §274B of the Federal Immigration and Nationality Act and the E-Verify requirements prescribed by A.R.S. §23-214(A). City shall have the right to inspect the records and papers of Producer and its employees, and of Producer's contractors and their employees, to ensure that Producer and its contractors are in compliance with this paragraph.

m. Authority. The person executing this Agreement on behalf of the Producer warrants and represents to have full power and authority on behalf of Producer to enter into and perform this Agreement.

n. Producer certifies that it is not currently engaged in and agrees for the duration of the contract to not engage in a boycott of Israel as defined in A.R.S. § 35-393.

IN WITNESS WHEREOF, the parties have hereunto subscribed their names as of the date first stated above.

PRODUCER: Craig Jackson
BE780A072F4447C...
Signature

By: Craig Jackson
Print Name

Its: ceo
Title

CITY: CITY OF SCOTTSDALE, a municipal corporation

By: _____
Lisa Borowsky, Mayor

ATTEST:

_____
Ben Lane, City Clerk

APPROVED AS TO FORM:

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

George Woods, Safety and Risk Management Director

Steve Geiogamah, Tourism Development Manager

Docusign Envelope ID: 27881C51-5E34-816B-836D-4EDB545D8B34

MATCHING EVENT ADVERTISING FUNDING APPLICATION

APPLICANT INFORMATION

Application Date: July 7, 2026

Organization Name: Barrett-Jackson Auction Company

Legal Description (Corporation, LLC, etc.) LLC

Business Address: 15555 N 79th Place, Suite A

City: Scottsdale | **State:** AZ | **Zip Code:** 85260

Event Contact: Megan Jones, Senior VP, Marketing & Content

Phone: 480-421-6694 | **Email:** mjones@barrett-jackson.com

Event Producer Qualifications:
The Barrett-Jackson 2027 Scottsdale Auction will be held January 23-31 at WestWorld. The 2026 auction generated over $195M in sales and had more than 300,000 people in attendance.

EVENT INFORMATION

Event Name: Barrett-Jackson 2027 Scottsdale Auction

Event Website: barrett-jackson.com/2027-scottsdale

Event Date(s):	Event Times(s):	Years in Scottsdale:
January 23-31	8 a.m. to approximately 9 p.m.	44

Event Address: WestWorld of Scottsdale -16601 N Pima Rd

City:	State:	Zip Code:
Scottsdale	AZ	85260

Admission Cost:	Projected Attendance:	Attendance tracking method:
See attached ticket table	300,000	Ticket Scans

Expense Budget (includes marketing):	Estimated Revenue:	Marketing Budget:	Requested Funding Amount:
$24M	$200M	$750k	**30000**

MATCHING EVENT ADVERTISING FUNDING APPLICATION

Brief description of event. (Sustainability, impact of business and community):
Barrett-Jackson provides significant cultural, economic, and promotional value to the City of Scottsdale and the surrounding community. As a premier automotive lifestyle event, it draws over 300,000 attendees annually generating substantial economic activity through tourism, lodging, dining and retail. The event contributes millions in economic impact throughout the city during the auction week.

In terms of workforce impact, Barrett-Jackson supports hundreds of local jobs each year, from full-time staff to seasonal and temporary roles, benefitting workers across the Valley. The production of the event also relies on local vendors and service providers, further stimulating the regional economy.

Barrett-Jackson promotes Scottsdale on a global stage through national television coverage and professionally produced livestreams, positioning the city as a world-class destination for automotive, entertainment and luxury experiences. The organization also prioritizes sustainability through responsible event planning practices, including on-site recycling programs and digital ticketing.

Does your event have a charitable component? If so, please explain.
Barrett-Jackson's unwavering commitment to assisting those in need has been a fundamental principle since the company's establishment in 1971 and remains a cornerstone of its values today. Over $172 million has been raised for charitable causes through the auctioning of over 500 cars. What makes this achievement significant is that every dollar generated from the sale of these charity cars goes directly to the designated organizations. Barrett-Jackson waives all fees and commissions, ensuring that 100% of the hammer price goes directly to support the charity.

Expected number of measurable room nights in Scottsdale hotels:	**Tracking method of room night data** (Room Blocks, Survey, Room Pickup Reports, etc.):
2,900	Room blocks and reporting from our hospitality partner

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
2026	30,000
2025	30,000
2024	30,000

MATCHING EVENT ADVERTISING FUNDING APPLICATION

The City's Tourism Development Commission has developed the Approved uses, listed below, for any funds that are granted. Events must use City funds for advertising outside Maricopa County.

A. Traditional advertising (print, television, out-of-home, radio
B. Digital advertising
C. Social Media advertising
D. Mail

Funds granted are based on a dollar-for-dollar match for the same approved use. For example, if the total cost of an advertising campaign is $10,000 the request for City funds would be $5,000, with the balance of $5,000 to be paid by the event.

The 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 activities are in the Event Agreement and should be reviewed carefully.

ONLY list those items that are being requested for reimbursement.

Fill out the chart below in its entirety to be eligible for matching event funding from the city. Here is an example:

Examples:					
Item: *Afar Magazine*	Demographics: *Adults 35-53*	Market: *National*	Timing: *Jan. 2017*	Type: *Print*	Cost: *$35,000*
Facebook	*Adults*	*National*	*Dec-Feb*	*Social media*	*$5,000*

MARKETING PLAN AND BUDGET INFORMATION

Item:	Demographics:	Market:	Timing:	Type:	Cost:
See attached					
			Total Cost:	0	

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:

- The City of Scottsdale will be mentioned and referenced in 40 hours of live television coverage on FYI and The HISTORY Channel.
- Exhibitor space at the event to promote and drive awareness to the City of Scottsdale initiatives and promotions.
- Advertisement in Barrett-Jackson's Experience Magazine - distributed to all bidders, consignors and attendees (11,000 printed. Digital version is sent to over 200,000 subscribers). This is valued at $3,500.
- Social media posts to promote the City of Scottsdale initiatives and promotions (Instagram, Facebook and X valued at $2,000 per post per channel)
- Official partner listing on Barrett-Jackson website (valued between $15,000 and $50,000 per year)

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

For more than 50 years, Barrett-Jackson has evolved beyond a collector car auction into a premier automotive lifestyle event, focused on expanding the audience of collectors, buyers, sellers and enthusiasts. While the live auction remains the cornerstone of the experience, strategic marketing investments support targeted outreach, family-friendly programming and new entertainment designed to attract younger, more diverse audiences and showcase initiatives such as Family Day. Additional funding will allow us to further elevate the auction site and hospitality experience through enhanced fan activations, premium guest spaces and engaging entertainment, while expanding marketing efforts that increase accessibility, strengthen community engagement and inspire the next generation of automotive enthusiasts.

SUBMISSION INFO

Is this application being submitted at least 90 days before your event?	YES ☑	NO ☐

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

Signature of applicant (Required): Megan	**Date:** 7-10-26
Name Megan Jones, VP of Marketing + Content	

2026 Marketing Plan: Scottsdale Jan				
Local				
	Ad Size	**Month**	**Material Deadline**	
Arizona Republic	Overline Ad - Front Page			**$10,000.00**
Scottsdale Airpark News	FP (Dec) / FP+ Cover (Jan)	DEC/JAN		$8,298.00
Entertainer	FP (Dec) / FP+ Cover (Jan)	NOV/DEC		$3,900.00
East Valley Tribune	FP	NOV		$12,800.00
Scottsdale Progress	FP	January		$0.00
So Scottsdale	2FP Each Issue	NOV, DEC, JAN		$16,000.00
Arrived Annual Book				$10,000.00
Arrived	FP + Cover (Jan)	JAN		$6,742.00
Iconic	FP + Dec Feature Story	Nov/Dec, Jan		$10,000.00
Trends	FP			$2,500.00
Phoenix Magazine		January		$6,055.00
	FP	February		$0.00
Phoenix Magazine - City Guide	FP	November-April		$2,538.66
Front Doors	FP	Winter Issue		$3,500.00
Modern Luxury	FP	DEC/JAN		$6,400.00
Scottsdale City Lifestyle	FP	NOV/DEC/JAN		$5,700.00
Paradise Valley City Lifestyle	FP	NOV/DEC		$3,800.00
Pardise Valley Independent				$3,800.00
Highline Autos	FP + Cover (Nov/Dec/Jan)	Nov/Dec/Jan		$19,500.00
Experience Scottsdale				$0.00
Experience AZ	FP	Fall/Winter		$2,010.00
TOTAL				$133,543.66
National				
	Ad Size	**Month**	**Material Deadline**	
Classic Motor Sport				$2,150.00
Classics and Sports Car	FP	Dec/Jan		$2,150.00
Hagerty (Drivers Club)	FP	Nov/Dec		$13,500.00
Hagerty (Radius)				$0.00

Placeholder - Amsive				
CTV				$50,000.00
Retargeting (Meta)				$50,000.00
Search				$50,000.00
Programmatic Video				$50,000.00
Sports Car Market Online				$4,500.00
Sports Car Market Newsletter				$0.00
Sports Car Digest				$0.00
AZ Central Digital				$1,629.43
Influencers				$8,000.00
CCN				
TOTAL				

$750,000.00

Exhibit B
FY26/27
Matching Event Advertising Funding Program
Qualified Item List

Event Name: Barrett-Jackson 2027 Scottsdale Auction
Event Date: January 23-31, 2027

Category	Qualified Items	Maximum City Matching Funding
	See Exhibit A pages 5-6	
TOTAL		*$750,000*

FY 2026/27 Matching Event Advertising Funding Program
Post-Event Report

The Post-Event Report is due 60 days following your event or May 31, whichever is earlier. Event producers are to provide a Post Event Report as identified in the event agreement.

Instructions:

Please submit along with the following **required documentation**:

- Event producers are to provide an invoice, as identified in the event agreement, as well as a W-9 that has been signed within the last year.
- Third party invoices paid by the producer of items outlined on funding application as listed on qualifying worksheet Exhibit B of Contract
- Cancelled check(s) or credit card statements showing payment by the producer of above-mentioned invoices as listed on Exhibit B of Contract
- Submit tear sheets, air-time logs, website content, distribution or viewing logs, and other evidence of media publication or distribution, all in form and content acceptable to City.
- Examples of expenses **NOT** eligible for reimbursement include but are not limited to advertising agency commissions, public relations expenses, influencer expenses, "in-kind" expenses, salaries, entertainment, supplies, equipment, postage, sales tax, travel expenses, general operating expenses, and any item not specifically included in the funding request.
- Payment is contingent upon submitting the appropriate documentation.

If your file is large, please contact Holli to send a secure link.
Questions, Post-Event Report, and Invoice should be submitted to:
City of Scottsdale Tourism & Events Department
Attention: Holli Shannon
hshannon@scottsdaleaz.gov
480-312-7177

MEAF POST-EVENT REPORT

Post-Event Submit Date:	
Event Name:	
Event Dates:	
Total NON-LOCAL Marketing Expense:	
Actual Attendance:	**Attendance tracking method:** Include supporting documentation, such as but not limited to, venue records, attendance logs, receipts, and/or survey data.

Please provide the following:

A. A description of the Performance under Agreement

MEAF POST-EVENT REPORT

B. Benefits to the City of Scottsdale and the public. Provide quality of life and local business benefits.

C. Positive & Negative Effects on City Services, Facilities and Neighborhoods

MEAF POST-EVENT REPORT

D. Describe any additional information such as survey or economic impact results, etc., that might be useful in understanding the event's impact on Scottsdale and its Tourism Industry.

E. Effect on City Hotels. Provide number of room nights generated in Scottsdale hotels and a list of contracted Scottsdale hotels. Please include property room night reports and any documentation from Scottsdale hoteliers confirming the actual number of rooms sold in room blocks set aside for the Event.

MEAF POST-EVENT REPORT

F. Describe the event's experience with any City-owned and/or operated facilities utilized with particular attention to problems and opportunities as it relates to the physical facilities and operations.

G. What could be done to improve the event in the future?

MEAF POST-EVENT REPORT

Describe any charitable component provided by the event.

Did you produce an event program?

YES ☐ **NO** ☐

If YES, (per contract) **submit a copy of the full-page advertisement promoting the City of Scottsdale.**

Did you offer the City of Scottsdale exhibit space 60 days prior to the event? (per contract)

YES ☐ **NO** ☐

If YES, please include your method of contact (email/phone call) and offer date:

Did your event website have a prominent link to the City of Scottsdale 60 days prior to the event? (per contract)

YES ☐ **NO** ☐

If YES, please include the hyperlink to the webpage:

SUBMISSION INFO

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

Signature (Required):	**Date:**
Name	

*Attachments are permissible if more room is required