



Arizona Sports & Tourism Authority

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**In this issue**

- **Cardinals Stadium Update** — Paving and landscaping; Men's Luxury Toy Expo announced, Cardinals games schedule announced, Global Spectrum stadium event Web site live.
- **Cactus League Update** — 2006 season attendance 3rd highest ever.
- **Youth Sports Update** — Regional sports complex in Avondale an award-winner.
- **Financial Overview** — Year-to-date revenues outpacing last year by 6.3%.

**Cardinals Stadium**

**Paving and Landscaping Showcase Sweeping Progress**

Drivers along the Agua Fria Freeway saw dramatic changes around the stadium this month with significant progress made with paving and landscaping



*Landscaping and Paving — Workers install shade trees along the northeast pedestrian walkway.*

around the 165-acre site.

The radial sections of the parking lots on the western side of the stadium were being paved with the installation of curbs, lighting and landscaping on the Sportsman's Park turf section.

The 8-acre area is just one of three turf areas which are situated on the site. It runs east to west between the Loop 101 and the stadium and is expected to be an attractive area for pre- and post-game events and attractions.

Some of the more than 1,100 trees that will grace the site around the plaza, parking lot and along pedestrian walkways, have been planted.

When completed, there will be parking for 14,000 cars on site, 6,000 next door at the Glendale Arena and 6,000 off-site within one mile.

**First Exposition Where Floor is Open to Public to be Held in August**

Global Spectrum, the management company hired by AZSTA to operate and manage the stadium, has announced that Aug. 18-20 has been set for the Men's Luxury Toy Expo.



The new annual show will feature luxury products and services – targeted mainly to men -- including cars, recreational vehicles, game room essentials, sports memorabilia, and boats. The exposition is being held on the 160,000 square-foot floor of the stadium and it marks the first consumer expo where the general public will be able to walk on the floor of the new stadium.



*On the Floor with the Toy Expo — The Men's Luxury Toy Expo will be held on the 160,000 sq. ft. floor of the facility.*

The public can buy tickets for the show and take the main escalators to the field level and walk out on the floor to visit the many exhibitors at the show. Tickets for the event are \$7 for adults; \$3 for kids 3-12 and free for kids 2 and under. Parking at the stadium is free.

The field tray will be stored in its normal position outside of the stadium – referred to internally as the “outboard” position. It normally spends about 95% of the time outside where the natural grass soaks up the Arizona sun and the stadium floor is completely unencumbered and available for shows and events.

### Arizona Cardinals Football Events Announced

With the announcement by the National Football League of its 2006 season, the schedule for Arizona Cardinals events at the stadium has been set.

The distinctive field is expected to roll in at least three times during the month of August; for a Cardinals pre-season scrimmage Aug. 5, a Cardinals pre-season game against the Pittsburgh Steelers on Aug. 12 and a Cardinals pre-season game against the Denver Broncos on Aug. 31.



The regular season schedule for the Cardinals' home games in the stadium looks like this:

- Sept. 10 vs. San Francisco 49ers
- Sept. 24 vs. St. Louis Rams
- Oct. 8 vs. Kansas City Chiefs
- Oct. 16 vs. Chicago Bears
- Nov. 12 vs. Dallas Cowboys
- Nov. 19 vs. Detroit Lions
- Dec. 10 vs. Seattle Seahawks
- Dec. 17 vs. Denver Broncos

### Cardinals Stadium Web Site Up

Global Spectrum's Cardinals Stadium Web site is now up and running at [www.azcardinalsstadium.com](http://www.azcardinalsstadium.com).

Visitors can get information on events, booking and tickets. There is also a feature called the Cardinals Stadium Cyberclub which visitors can join to be one of the first to know about all sorts of new and exciting events coming to the world-renowned facility.

## Cactus League

### Cactus League Posts 2006 Attendance Figures

The Cactus League showed strong attendance figures this year, coming in with the third highest totals in the league's 52nd season.

The total number of spring training baseball fans was 1,169,030 -- an average of 6,587 fans per game.

"This is a very good year," said J.P. de la Montaigne, president of the Cactus League. "This is the fifth year in a row over 1 million and the third highest ever. It's not a record breaker, but that's tough to do three years in a row."

He said the eight games that were rained out and the World Baseball Classic had a impact on attendance.

Of the 12 teams in the Cactus League, the World Champion Chicago White Sox had the biggest gain in attendance over last year with this year's total attendance coming in at 98,728. However, the Chicago Cubs again were the attendance champs of the league with a total of 154,978 with the San Francisco Giants close behind at 150,875.

The Giants played their 2006 season in the newly refurbished Scottsdale Giants Stadium while the Angels drew 96,315 fans to the newly refurbished Tempe Diablo Stadium.



*Day at the Ballpark — More than 1.1 million fans, like these seated on the Surprise Stadium's outfield berm, enjoyed spring training for the 2006 season.*

## Youth & Amateur Sports

### Avondale Friendship Park Big Award Winner

It's one of the best examples of how a regional, multi-field sports complex can become an asset to the local community and an important regional amenity for

youth sports in the Valley.

The \$5-million Avondale Friendship Park/Youth Sports Complex has received multiple awards and is proving to be a winner with youth groups and individuals.

The facility was named the 2005 Outstanding Facility Award winner by the Arizona Parks and Recreation Association and a Merit award winner from Valley



*One of the Best — Avondale’s regional sports complex has enjoyed significant usage and picked up accolades during it’s first year of operation.*

Forward at the 25th Annual Environmental Excellence Awards for outstanding environmental achievement.

Set up on 55 acres at McDowell Road and the Agua Fria River, the facility has:

- ten multipurpose soccer/football fields;
- two Little League baseball fields;
- softball fields;
- ramadas;
- a children’s playground;
- a dog park;
- walking trails;
- and a Japanese Garden surrounded by a water feature.

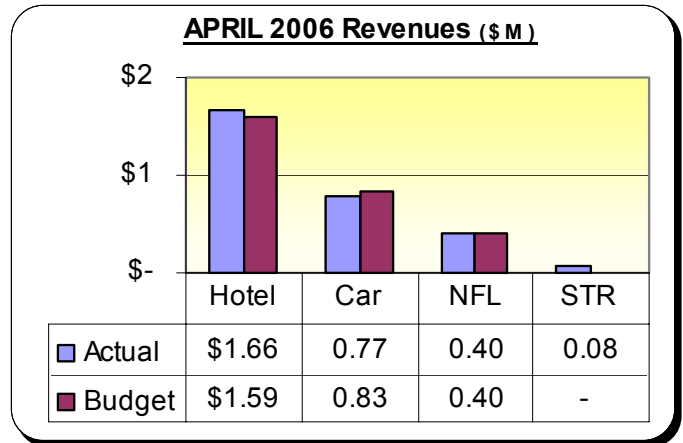
AZSTA provided \$3.4 million in funding for the popular complex with the City of Avondale contributing the remaining \$1.6 million.

Almost 381,000 people used Friendship Park last year for events which included 16 tournaments drawing an average of 60 teams and 1200 participants each. Other events included clinics, recreational leagues and classes, private rentals, and special events like a Pet Expo, paintball competition and the Pepsi Pitch Hit and Run Competition.

**Financial Overview**

Sources – The following chart provides our monthly revenue results for April 2006 which represents

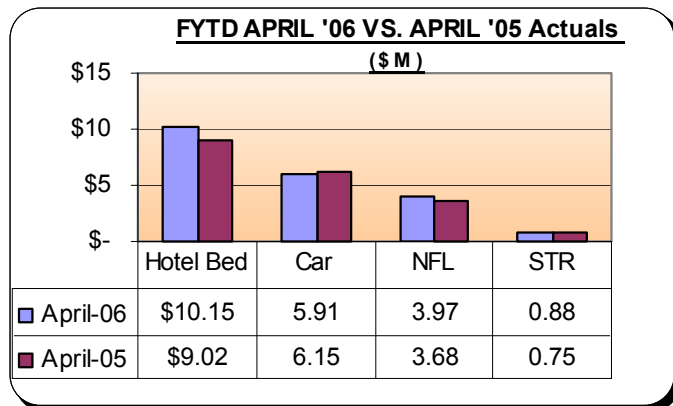
transaction activity from February 2006:



The Authority’s total revenues for April 2006 again just broke through our forecast by \$16.1k, 0.6%. The individual revenue components and their performance are detailed as follows:

- The combined tourism revenues (hotel bed tax and car rental surcharge) posted \$2.4 million in revenues -- \$16.01k, 0.7%, over our forecast. The hotel bed tax for the tenth month in a row outperformed its monthly estimate by \$76.9k, 4.9%. The car rental surcharge was a disappointment again as it came in \$60.8, 7.3%, below forecast. We have met with ADOR in the past month to review this and other issues. They are finalizing their strategy on how to approach this issue in order to get it resolved.
- The NFL income tax is determined by the Arizona Department of Revenue prior to the start of each fiscal year. This was on-budget at \$397k for the month. The Authority was informed by the Arizona State Treasurer’s office that we will be receiving \$429,044 per month during fiscal year 2007 – an increase of eight percent (the guaranteed minimum).
- ADOR, based on our inquiry as to why we did not receive any sales tax recapture revenues for two months during the NFL season, researched the issue and discovered a reporting error to the Authority’s favor of \$76,283.10. This brings our FY2006 total up to \$880k vs. our forecast of \$700k for a \$180k, 25.6% favorable result. We are anticipating a significant increase in these sales tax recapture revenues related to the Arizona Cardinals’ home games based on early season ticket sales.

Sources – Comparing Fiscal Years 2006 and 2005 – The next chart provides a fiscal year-to-date comparison between April 2006 and April 2005:



for one-time capital expenditures at the stadium.

Approved by:

Ted A. Ferris  
 President/CEO

Overall, the current fiscal year-to-date revenues continue to outpace last fiscal year's results by a total of \$1.23 million, 6.3%. All current fiscal year revenue sources continue to perform at higher levels with the exception of the car rental surcharge. The hotel bed tax is \$1.13 million, 12.5%, higher, the NFL income tax is \$294.3k, 8.0%, up, the sales tax recapture is \$180k, 25.6%, better but the car rental surcharge is down by \$234.9k, 3.8%, from last year.

Senior Bond Debt Service – The Authority will be accruing a total of \$11.1 million for senior bond debt service payments this fiscal year. Approximately 75% of the total amount will be sourced from our tourism revenues. The balance will come from the facility revenues – the pledged portion only. This split is based on statutory language that limits the debt service from tourism revenues to the equivalent of no more than \$165.5 million of the bond principal which is \$221.95 million.

Tourism – During fiscal year 2006 the Authority will be distributing \$4.9 million in tourism funding to the Arizona Office of Tourism. This amount is increased by five percent annually.

Cactus League – The Cactus League fund is to receive a total of \$3.0 million in the current fiscal year. Of this amount \$2.3 million will be used for subordinate bond debt service payments, \$0.5 million for funding the required bond reserve account and the balance is earmarked for spring training baseball renovation projects in the cities of Tempe and Scottsdale.

Youth and Amateur Sports -- \$1.4 million will be distributed into this fund this fiscal year. This annual distribution grows by \$100,000 each year. The Authority has also fully funded a \$1.3 million youth and amateur sports reserve fund.

Authority Operations – The Authority's current operating budget is \$6.2 million of which \$1.7 million is for the Authority's operations, \$2.4 million is designated for our stadium management operator's pre-opening startup operating budget and \$2.1 million is earmarked