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## Historic Dual Bowl Format Smashing Success

It was a historic first in a stadium that has been racking up historic firsts.

The University of Phoenix Stadium was the site for the very first BCS Dual Bowl Model consisting of a major college bowl game followed – one week later – by the very first intercollegiate national championship game.

The Tostitos Fiesta Bowl was held Jan. 1 and the BCS National Championship was held on Jan. 8 in a format that had never been tried before. Credit the



**Broncos Fans Cheer** — *Throngs of Boise State fans flocked to the Tostitos Fiesta Bowl and witnessed their team defeat Oklahoma in one of the most exciting college bowl games of all time.*

## Monthly Report — January 2007 Issue 65



**New Field Overlay** — *Crews install a brand new layer of turf for the BCS National Championship over the existing field used for the Tostitos Fiesta Bowl.*

outstanding Fiesta Bowl organization and the flexibility of the University of Phoenix Stadium to pull off such a major national coup.

Starting on Dec. 18, preparations were being made to the stadium to transform it for the Fiesta Bowl. Workers began to assemble the extravaganza seating in the upper north terrace and on the south bridge.

The field received a major facelift with about half of the playing surface re-sodded to replace the worn grass from a season of Cardinals and high school championship football. Once the new sod was installed, the roll-in field was moved inside so the rest of the extravaganza seating could be installed in the south end zone, bringing the total seats to 73,000.

The Fiesta Bowl National Band Championships were held on the new turf Dec. 29 launching three days of bowl-related activities before the big game on Jan. 1 – the Tostitos Fiesta Bowl.

The New Year's Day game featured the No. 7-ranked University of Oklahoma Sooners and the No. 9-ranked Boise State Broncos. In one of the wildest finishes of any recent college bowl game, Boise State won 43-42 in overtime. The exciting finish capped an offensive explosion where both teams scored 22 points in the last 86 seconds of regulation play.

The Broncos wowed the sold-out crowd and a national television audience with a number of trick plays including a hook and ladder, a Statue of Liberty, and a halfback pass to secure the dramatic win.

Immediately following the Tostitos Fiesta Bowl, preparations began again to retool and reset for the BCS National Championship game.

A complete, new overlay of turf was brought in and installed on top of the field. The decision was made by AZSTA, the Fiesta Bowl and the supplier, West Coast

Turf, that the new overlay was necessary to present the best, most aesthetically appealing surface for the historic, inaugural national championship game. Crews transported rolls of the turf through the service access doors on the Service Level and drove them up a ramp onto the field. The new field overlay will remain in place for the upcoming Feb. 8 nationally televised USA vs. Mexico soccer match.

Most of the signage throughout the stadium was changed to reflect the change over to the national championship to feature the undefeated, No. 1 Ohio State Buckeyes taking on the No. 2 University of Florida Gators.

### Interior Improvements Add Needed Space

Final touches were made on the new interior spaces which were under construction for four months including a 10,000 square-foot media area, three party suites which are capable of holding 124 people each and a meeting area with break out rooms totaling another 13,000 square feet.

The Fiesta Bowl organization contributed funds for the party suites and the media center, while AZSTA funded the great room.



Jan. 8 saw another sold-out crowd with a massive influx of national media members to cover the biggest game in college football.

The Florida Gators pulled off a major upset with a decisive 41-14 victory over Heisman Trophy-winner Troy Smith and the No. 1 Ohio State Buckeyes.

### AZSTA Signs Agreement for Goodyear Cactus League Facility

The Board of Directors unanimously approved an Intergovernmental Agreement with the City of Goodyear on Jan. 17 paving the way for a new spring training facility planned for the southeast corner of Estrella Parkway and Yuma Road.

The agreement provides more than \$30 million of funding from AZSTA for a 10,000-seat stadium and practice fields to be used by the Cleveland Indians.

### Discovery Channel Features Stadium

The University of Phoenix Stadium's famous roll-in field received national attention on "[Really Big Things](#)" running on the Discovery Channel in January.

This is the third different show on the Discovery Channel which has



featured the stadium. The "Really Big Things" program highlighted two of the multi-use facility's most unique features, the retractable roof and roll-in field, making the stadium the first of its kind in North America.

### World of Wheels Debuts

The 38th annual World of Wheels Autorama opened the stadium for the first time. The event is the state's largest and oldest annual indoor automotive show featuring 500 customized cars, trucks, vans, motorcycles and classic vehicles along with celebrity appearances.



"General Lee" — Famous car from the TV show "The Dukes of Hazzard."

The show ran Fri., Jan. 12, through Sun., Jan. 14 and featured a number of celebrities:

- Ben Jones, "Cooter" from The Dukes of Hazzard, with the General Lee;
- AJ Janic and Chris Jacobs from TV's Overhaulin';
- Del Worsham, National Hot Rod Association star;
- Michele Smith from TV's American Thunder.

### Goodwill and Verizon Receive Donations

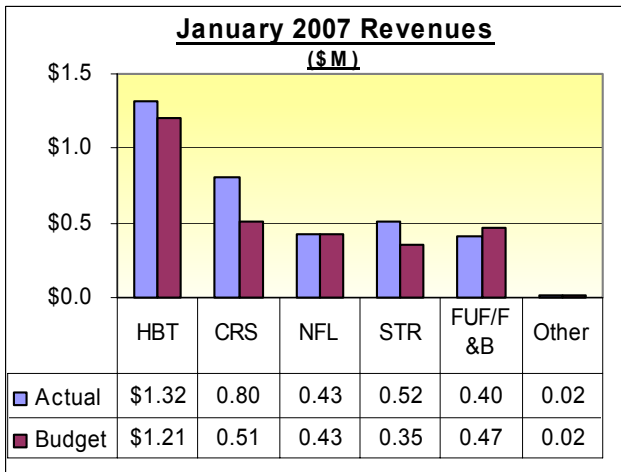
Global Spectrum's Guest Services Department donated a large collection of unclaimed Lost and Found items from events at the stadium to Goodwill and 30 cell phones to Verizon Wireless.

According to Connie Ciuffreda, head of Guest Services, her department has donated a number of obsolete uniform items such as shirts, jackets, sweaters, and hats to Goodwill. The clothing items are out-of-date after the name change was made to the University of Phoenix Stadium. Guest Services also donated an assortment of unclaimed items such as strollers, sunglasses, reading glasses, binoculars, cameras, radios and jewelry to the charity as well. The cell phones were donated to Verizon Wireless which redistributes the phones to women's shelters.

### Financial Overview

**Sources** — The following chart provides our monthly revenue results for January 2007 which represents transaction activity from November 2006:

The Authority's **total revenues** for the current



month continued their positive performance from the first half of the current fiscal year. The individual revenue components and their performance are detailed as follows:

- The combined **tourism revenues** (hotel bed tax and car rental surcharge) posted **\$2.12 million** in revenues – \$402.4k, 23.4%, over our forecast. The **hotel bed tax**, for the 19<sup>th</sup> month in a row, managed to better its forecast by a total of \$110.8k, 9.2%. The **car rental surcharge** continued to build momentum for the 9<sup>th</sup> month in a row by soundly beating our projections by \$291.6k, 57.2%.
- 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 \$429k for the month.
- **Sales tax recapture** revenues for the month of January posted a positive performance with \$515.6k in total revenues which resulted in a \$163.0k, 46.2%, better-than-forecast mark. Some of this was related to the Rolling Stones' concert which was not in our original forecast of events. Even though we've had several good months in a row, on a year-to-date basis we are still \$406.6k, 10.1%, behind our forecast. We did meet with ADOR in January to discuss this issue and came away with several ideas that will help with the collection of these revenues. We are going to provide ADOR with more timely event information so that they can determine whether or not to send their compliance personnel to the event. This added level of oversight will further impress on those transacting business at the stadium that they must comply with existing business licensing and tax reporting requirements. Next, we are revising the sales tax waiver form with the hope that it will im-

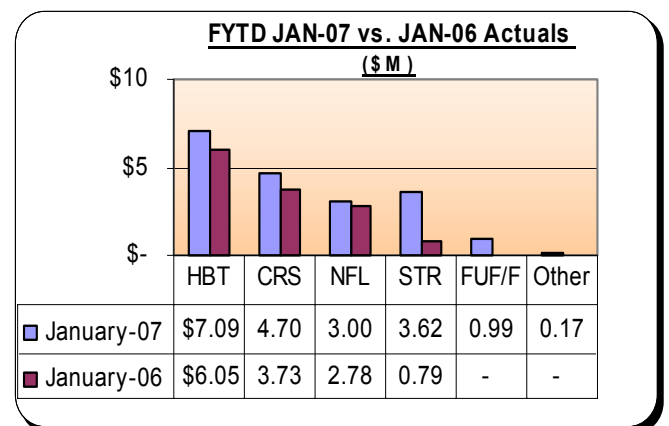
prove voluntary compliance with it. This waiver provides us access to stadium related transaction privilege tax information at both the state and city level. Lastly, we are developing a brochure on behalf of the city and ADOR that will be provided to all vendors and which outlines the licensing and reporting requirements for transacting business at the stadium.

- **Facility use fees and concession revenues** were \$404.9k which were \$63.8k, 13.6%, below our monthly forecast.

**Other revenues include the Arizona Cardinals' rent of \$20.8k and future revenues from the Fiesta Bowl and Glendale for marketing purposes. Currently only the Cardinals' rent is being received and reported and is on-budget.**

**Sources – Comparing Fiscal Years 2007 and 2006** – The next chart provides a fiscal year-to-date comparison between January 2007 and January 2006:

Through the first seven months of this fiscal year



our revenues continue to be strong in comparison to the prior fiscal year. Total FYTD January 2007 revenues were \$19.6 million vs. \$13.3 million for the prior year – an increase of \$6.2 million, 46.6%. All revenue categories have contributed to this positive performance – a good sign indicating strength across the board.

**Senior Bond Debt Service** – The Authority will pay an estimated \$13.7 million in senior bond debt service during fiscal year 2007 -- \$11.7 million for the 2003A bonds and \$2.0 million for the 2005A bonds. Approximately 60% 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

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 \$275.0 million.

**Tourism** – During fiscal year 2007 the Authority will provide \$5.1 million to the Arizona Office of Tourism for use in the promotion and marketing of Maricopa County. This amount is increased by five percent annually.

**Cactus League** – The Cactus League will receive another \$3.0 million in the current fiscal year. Of this amount \$2.46 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** -- \$1.5 million will be distributed into this fund this fiscal year. This annual distribution grows by \$100,000 each year. The Authority will also fully fund the \$100k annual increment to the existing \$1.3 million youth and amateur sports reserve fund.

**Authority Operations** – The Authority's operating budget has grown significantly for fiscal year 2007 with the opening of the new stadium and the requirements of operating the building and all its scheduled events. The total approved operating budget is \$21.9 million which is comprised of the Authority's operations at \$1.1 million, Global Spectrum's operations at \$11.7 million and one-time capital expenditures for stadium furniture, fixtures and equipment, tenant improvements, extravaganza seating and the final contribution to the stadium construction project totaling \$9.1 million.

Approved by,



Ted A. Ferris  
President/CEO