

Formed as a result of voter approval of Prop. 302 in Nov. 2000, AZSTA is dedicated to enhancing Maricopa County's economy and the community's quality of life through the development of professional and amateur sports facilities, the attraction of entertainment, sporting, and business events, and through tourism promotion.

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Sports and Recreation Mapping System Receives Facelift

Setting a new precedent for on-line mapping, a new Geographic Information System (GIS) site geared to kids and adults alike will launch in early 2008 thanks to the support of over \$60,000 in funding from the Arizona Sports and Tourism Authority (AZSTA). The interactive website identifies all public sports and recreation facilities throughout Maricopa County. Users interested in finding the nearest baseball field for example, with just a few clicks, will find an aerial map, which will display the facility while another window showcases respective amenities and contact information.

"This innovative use of modern technology makes finding a space to play fun for people of all ages. Equally important, this web-site helps promote services offered by our local parks and recreation and other community providers", said Shawna Bradlich, Executive Director of the Maricopa Council on Youth Sports and Physical Activity.

The original launch of the GIS in 2005 was tailored to the needs of researchers, grant-makers and policy-makers. The data was presented with census information which provided an objective view of our physical activity outlets as they relate to demographics. With advancements in mapping technology and the desire to make this information suitable for everyone, a new version of the GIS was created.

In 2003, AZSTA, as owner, placed the sport facility mapping project in the hands of MCYSPA to manage the project. "AZSTA strives to improve the recreational opportunities for Maricopa County residents by providing great access to opportunities for youth and amateur sports,

particularly in underserved areas. Identifying community gaps in facilities helps direct available resources to maximize community benefit," said Ted Ferris, AZSTA President and CEO.

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An advisory committee was formed in 2003 to assist AZSTA in making recommendations on grants to support youth and amateur sports. Since then, the group has evolved to become what is known today as MCYSPA, a completely separate entity currently housed at the Arizona Community Foundation. The relationship with AZSTA is now that of partner and grantee, with a mission to address childhood obesity, physical inactivity and poor nutrition. MCYSPA, in turn, has partnered with a variety of not-for-profit agencies, educational institutions, foundations, and health care organizations to assist in this mission.

"MCYSPA is viewed nationally as a best practice model of community coalition building," said Bradlich. "It is hoped that every project of MCYSPA can be replicated and expanded to serve other communities. With obesity prevention as a goal of MCYSPA, it is important to first identify environmental factors. The GIS is a great tool to streamline existing resources and identify the populations served."

AZSTA President and CEO Keynote Speaker at Grand Canyon State Games Event

The Grand Canyon State Games held its Winners Circle Gala event on November 16-17 at the Double Tree Guest Suites in Phoenix. To start of the two-day event, a special night with food and entertainment was created to show appreciation towards the sponsors who made the event possible.

Ted Ferris, AZSTA President and CEO was the keynote speaker for the



AZSTA President and CEO was the keynote speaker of the Winners Circle Gala

main event and spoke on the value of youth and amateur sports for families and our community. He spoke of the inspiration of amateur athletes who are moved to do miraculous things not by money or fame, but for the love of the sport or to test their own will.

AZSTA a Positive Impact on Youth Sports Complex



On behalf of the Arizona Sports and Tourism Authority (AZSTA), Board Member Jerry Walker helped dedicate the newly renovated Kiva Municipal Sports Complex at a ground breaking ceremony, Saturday October 27, 2007 at 10 a.m. Open to the public, the newly renovated athletic fields at the Kiva Elementary School are available for youth sports practice and community use.

In 2005, Kiva Elementary School received \$150,000 from AZSTA's biennial grant program. With the assistance of AZSTA and other public and private funds, the newly renovated field includes new grass, lighting, irrigation systems, landscaping and a restroom building.

Paradise Valley Councilwoman Mary Hamway, who oversaw the plans of the renovation, said it was done for the children and it was truly a community involvement. "The land was a wasted resource, and now through partnerships and community involvement, the field has been brought back to light and can be enjoyed for many years to come," Hamway said.

This grant was part of AZSTA's second biennial grant cycle. In October, AZSTA awarded \$2.25 million to 17 youth and amateur sports organizations for its third biennial grant cycle. The next youth and amateur biennial grant cycle is set for the spring of 2009. For more information on AZSTA and its biennial grant program, visit AZSTA's website at www.az-sta.com.

Formed as a result of voter approval of Prop. 302 in Nov. 2000, the AZSTA is dedicated to enhancing Maricopa County's economy and the community's quality of life through the development of professional and amateur sports facilities, the attraction of entertainment, sports, and business events, and through tourism promotion. The Authority is the owner-operator of University of Phoenix Stadium, home to the Arizona Cardinals, the Tostitos Fiesta Bowl and the 2008 Super Bowl XLII. The Authority also provides funding for Cactus League Spring Training projects and has funded \$159 million worth of facilities in Surprise, Phoenix, Tempe, Scottsdale, Goodyear and Glendale. These projects will increase the total number of major league baseball teams that train

in Maricopa County from seven to 12 in 2009. Finally, the Authority has provided over \$11 million of funding for 48 youth and amateur sports projects throughout Maricopa County.

Denver Metro Chamber Foundation Leadership Exchange

160 delegates from the Denver Region headed to Phoenix on October 25-27 to learn of the Phoenix region's strengths from a handful of leaders who have made a positive impact, with the goal being to bring back ideas to their region's in Denver. Among those with positive impact's were AZSTA President and CEO Ted Ferris and Steve Moore President and CEO of the Greater Phoenix Convention and Visitors Bureau.



Ferris and Moore spoke at a session titled, "Money, Magic and Sports." The goal of the session was to educate the delegates about how recreation and multiculturalism boosts the region's economy and national status, with key events to attribute to, being the Super Bowl events, Cactus League, the Fiesta Bowl, among many others AZSTA has been involved with.

Maureen McDonald, Executive Director of the Denver Metro Chamber Foundation was very appreciative of the session and of the speakers involved. "This annual activity is very important to our business leadership and without these individuals, we could not conduct a compelling exchange trip", McDonald said.



From left to right: Carrie Besnette, who organized the event, and speakers Steve Moore and Ted Ferris.

UNIVERSITY OF PHOENIX STADIUM EVENTS

Thousands gather for Graduation Commencement

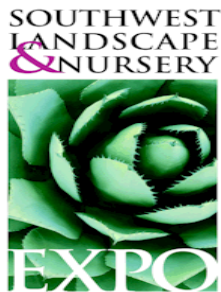
More than 7,000 were in attendance to watch their friends and family members graduate from the University of Phoenix (UOP) on November 3rd at the University of Phoenix Stadium. Set every six months, the University of Phoenix holds commencements for graduates. On this date, nearly 3,000 eagerly anticipated the completion of their schooling with the University of Phoenix.



Guests arrive to the University of Phoenix Stadium for the ceremony

The UOP is a for-profit educational institution specializing in adult education, with campuses located throughout the United States, Canada, Mexico, and Puerto Rico. UOP was founded in 1976 by Dr. John Sperling and is now owned by Apollo Group, Inc. The University of Phoenix is the United States' largest private, accredited university with programs on campus, online and through flexnet programs.

Southwest Landscape and Nursery Expo



More than 1,500 landscape industry representatives were present for the Southwest Landscape and Nursery Expo, held Thursday, November 8 at the University of Phoenix Stadium.

Guests were able to walk through the floor level of the stadium to research and learn about the companies who displayed their work ranging from flowers to turf management. More than 100 business

were present, and were able to reach their target market in this one-day event.

Established in 1959, the Arizona Nursery Association is a professional trade organization dedicated to promotion and advancement of the nursery industry for its members and the public they serve. The business of the



Association is conducted by a Board of Directors who are elected by the membership. The work of the association is carried out by the staff which is based in Tempe, Arizona and have statewide coverage.



Arizona Facility Management Show

Nearly one-thousand industry representatives attended the 4th Annual Arizona Facility Management Show on November 14th and 15th, held at the University of Phoenix Stadium.

Those involved in the Management and Operations of buildings and facilities were invited to attend the two-day event. The expo is held as a way for guests to stay on top of the hottest products and services in order to make their facility a more efficient, profitable, safe and functional facility. Guests were able to check out the newest products from more than the 100 business present, as well as participate in the free seminars.

The Arizona Facility Management Show, is the marketplace for suppliers to showcase their latest products and services to decision makers throughout the Phoenix Area.

Spa, Hot Tub, BBQ & Outdoor Living Sale

More than 1,000 guests filled the University of Phoenix Stadium on November 16-18 for the Spa, Hot Tub, BBQ & Outdoor Living Sale. The week-end event showcased outdoor and back yard needs at the free show open to the general public.



Businesses were able to showcase their outdoor and back yard products to guests

ARIZONA CARDINALS

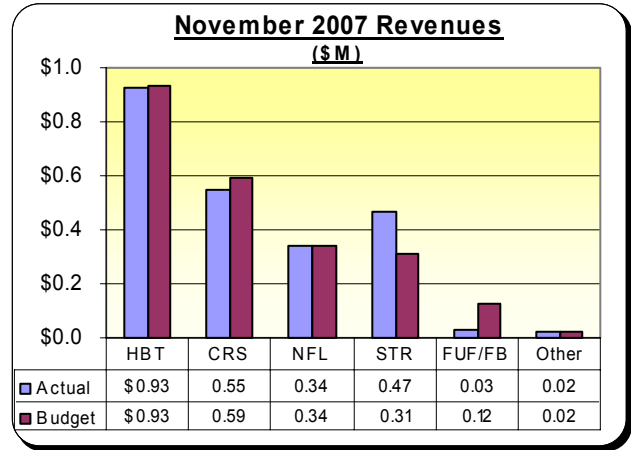
November, 11th, 2007, 2:15 p.m.
Arizona Cardinals (4-5) 31
 Detroit Lions (6-3) 21
 Sell out game, 64,753



November, 25th, 2007, 2:05 p.m.
Arizona Cardinals (5-6) 31
San Francisco 49ers (3-8) 37
 Sell out game, 64,483

FINANCIAL OVERVIEW

Sources – The following chart provides our monthly revenue results for November 2007 which represents transaction activity from September 2007:



DECEMBER EVENTS

Governor's Celebration of Innovation, University of PHX Stadium	12/6
4A & 5A AIA State Football Championships, University of PHX Stadium	12/6-8
Holiday Family Expo, University of PHX Stadium	12/15-16
AZSTA Board Meeting, AZSTA Board Room, University of PHX Stadium	12/20
Arizona Cardinals vs. Atlanta Falcons, University of PHX Stadium	12/23
Fiesta Bowl National Band Championship, University of PHX Stadium	12/28
Arizona Cardinals vs. St. Louis Rams, University of PHX Stadium	12/30

Further information available at www.az-sta.com or www.universityofphoenixstadium.com

The Authority's **total revenues** for the current month were slightly ahead of our budget forecast by \$15.4k, 0.7%. This was the result of some belated sales tax recapture revenues from the City of Glendale related to the prior several months of transaction activity. If not for these revenues our revenues would have fallen below our forecast.

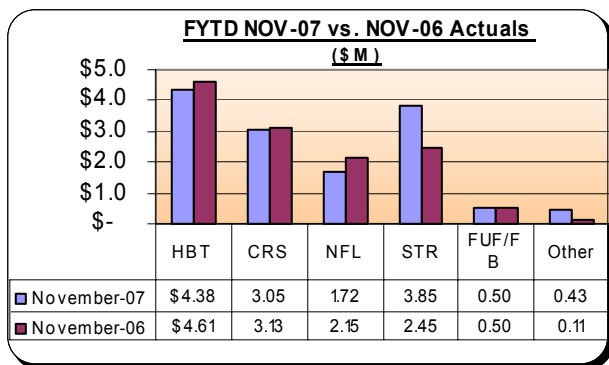
The individual revenue components and their performance are detailed as follows:

- The combined **tourism revenues** (hotel bed tax and car rental surcharge) posted \$1.48 million in revenues – \$48.5k, 3.2%, below forecast. The **hotel bed tax**, was slightly below its targeted amount this month as it posted \$929.0k in revenues, \$0.6k, 0.6%, below budget. The **car rental surcharge** accounted for the majority of the negative monthly results as it came in \$42.9k, 7.3%, below forecast.
- 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 \$343k for the month. This is nearly \$86k less than for the prior fiscal year with the removal of the guaranteed minimum by the state legislature.
- **Sales tax recapture** revenues for the month were more than 50% above budget due to several months of belated local sales tax recapture dollars from the City of Glendale.

▪ The combined **facility use fees** and **concession revenues** continued to come in below our forecast. A total of \$30.0k was recorded which was \$94.2k, 75.8%, below budget. These sources are directly tied to the number and types of events held at the stadium as well as the actual attendance figures.

Other revenues were comprised of the Arizona Cardinals' rent of \$21.3k for the month of November which was on-budget.

Sources – Comparing Fiscal Years 2008 and 2007 – The next chart provides a fiscal year-to-date comparison between November 2007 and November 2006:



Overall, the current fiscal year's performance during the first four months of the year eclipsed last year's figures due to the timing of several revenues at the beginning of this fiscal year related to the sales tax recapture revenues as well as the other revenues. Unfortunately, the Authority's core revenue categories, the two tourism revenues, are materially lower than last year's same-period results. The combined tourism revenues continue to lag behind last year's results by \$306.6k, 4.0%.

Senior Bond Debt Service – The Authority will pay an estimated \$12.8 million in senior bond debt service during fiscal year 2008. Approximately 60% of the total amount will be sourced from our tourism revenues.

Tourism – During fiscal year 2008 the Authority will provide \$5.4 million to the Arizona Office of Tourism in Prop 302 funds 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 slightly greater than \$3.0 million in the current fiscal year. Of this amount \$2.55 million will be used for subordinate bond debt service payments and the balance is earmarked for spring training baseball renovation projects in the cities of Tempe and Scottsdale.

Youth and Amateur Sports -- \$1.6+ million will be distributed into this fund this fiscal year. This annual distribution grows by \$100,000 each year. The Authority will also fully funded the \$100k annual increment to the existing \$1.4 million youth and amateur sports reserve fund.

Authority Operations – The Authority's operating budget, which is a combination of its own operations plus those of its stadium management firm, is forecasted to be less than the prior fiscal year – the first year of stadium operations. The total approved operating budget is \$13.1 million which is comprised of the Authority's operations at \$1.4 million (including expenses related for Super Bowl XLII), and Global Spectrum's operations at \$11.7 million.



Approved by:

Ted A. Ferris
 Executive Director/President/CEO

Note: This monthly report is required by Arizona Revised Statutes Section 5-814. A. which states that... "Within three weeks after the end of each calendar month the authority shall prepare a report signed by the executive director of the authority and transmit the report to the governor, the legislature, as provided by section 41-1178, and the joint legislative budget committee. The report shall include a progress report of the activities of the authority during the previous month."

***All AZSTA monthly reports are available at www.az-sta.com