

*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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### **AZSTA Awards \$2.25 Million to Youth and Amateur Sports**

The Arizona Sports and Tourism Authority (AZSTA) Board met Tuesday, October 23, to approve \$2.25 million in grants for youth and amateur sports projects throughout Maricopa County.

Every two years, AZSTA awards youth and amateur sports (YAS) biennial grants to allocate funding throughout Maricopa County that will service a wide variety of sporting and physical activity experience. This year's qualified parties applied for the YAS biennial grant in June 2007. This year there are 17 recipients of the total \$2.25 million. The 17 recipients include the following projects; multi-purpose fields, lighting systems, gymnasiums, aquatics, motorsports, play areas, and physical fitness centers for those physically challenged. Of those who applied, 68% received funding, and with those funded, 85% of the requested funding was met.

Since the inaugural year of the YAS biennial grant program in 2001, 47 projects have been funded. Of the total, 27 projects, or 58%, are in locations below the median household income, and 69% of project funding is for projects in neighborhoods with above-average minority populations.

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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](http://www.az-sta.com).

### **AZSTA Chair and CEO Honored at Business Journal Power Bash**

AZSTA Chairman Debbie Johnson and Executive Director and CEO/President Ted Ferris were honored by the Phoenix Business Journal on Thursday, October 11th. Both were awarded as one of Arizona's Super Bowl's Most Valuable Power Players. Johnson was named Most Valuable "Offensive Player"

for her work as President and CEO of the Valley Hotel and Resorts Association in securing contracted hotel rooms (beds) for the NFL; whereas Ferris was named Most Valuable "Defensive Player" for his work in representing the taxpayers of Maricopa County in discussions and negotiations with the NFL.



### **UNIVERSITY OF PHX STADIUM EVENTS**

#### **The Phoenix Bridal Show**

The Phoenix Bridal Show on October 21st from 11 a.m. to 3 p.m. brought 1,484 anxious bride to be's and those involved in helping them plan their big day. The bridal show was created to offer a creative and fun atmosphere for couples to plan their wedding, and for professionals to connect with brides and grooms with more quality time and a "no rush" feeling.





*Models prepare for the Bridal Fashion Show*

Nick DiLello, the event promoter said, “I was very happy with the event in how things were ran as well as the attendance.” DiLello said the next show’s date has not been set yet, but that he is excited to plan another at the stadium next fall.



*An elementary class has their field trip at the University of Phoenix Stadium in a private group tour*

### **University of Phoenix Stadium Tours Continue Strong**

The University of Phoenix Stadium is unlike any other in the world, is a marvel of design both in engineering and technology and because of this, behind-the scene stadium tours are provided throughout the year.



Just this past month, numbers in attendance show there has been no slow-down of interest within this past inaugural year. In October 2006 there were 28 tours given, and a total of 981 in attendance. During October 2007, there were 65 public tours given with 1,361 in attendance. Connie Ciuffreda, Global Spectrum’s Guest Services Manager said she is excited the tours have continued to be so popular to the community and visitors of the valley. “We are happy that we can showcase our facility to as many public patrons as possible,” said Ciuffreda. “We are looking forward to the already increasing interest around the upcoming holidays.”

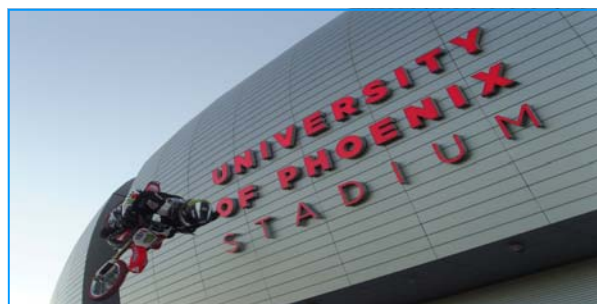
Guests become part of the action, as they are led through the stadium by an expert guide. The hour and a quarter-long wheel-chair assessable experience entertains and educates everyone from those die-hard football fans to those who have no interest at all in football. With a one-mile of walking throughout the tour be prepared to wear Comfortable walking shoes.



*Guests are guided by a University of Phoenix Stadium guide on their tour*

Tour dates and times are subject to change, private group tours are also available. If interested in visiting the stadium visit the University of Phoenix Stadium’s website at [universityofphoenixstadium.com](http://universityofphoenixstadium.com).

### **Cycle World International Motorcycle Show**



The University of Phoenix Stadium was home to the Cycle World International Motorcycle show on October 26th, 27th and the 28th. The Cycle World’s show that displays international motorcycles, bought in 11,215 people throughout its three-day event.

Those in attendance were able to see the BOSS motorcycle stunt show, test drive a variety of the latest street bikes, experience



a motocross bike showcase, and had the opportunity to see the World’s largest and smallest motorcycle.



*Set-up for the weekend-show began one day from the scheduled start*

## Job Fair for Veterans and Military Personnel

The military-to-civilian recruiting firm, *RecruitMilitary*, presented a free hiring event for job seekers who had military backgrounds on Thursday, October 4th from 11 a.m. to 3 p.m. at the University of Phoenix Stadium.

The career fair with 400 in attendance, was open to veterans who already had civilian work-experience, men and women who have been

transitioning from active duty to civilian life, members of the National Guard and reserves, and military spouses.

More than 25 veteran-friendly organizations conducted one-on-one interviews with the job seekers. Included in these organizations were corporate employers, law-enforcement agencies and other government employers, educational institutions, veterans service agencies, and veterans associations.



*Over 400 job seekers attended this event*

## Jobing.com holds its fourth Career Fair for 5,000



Jobing.com held its fourth career expo this year at the University of Phoenix Stadium on October 17th. Jobing.com, the nations largest, locally-focused provider of employment media holders four career expos each year.

More than 5,000 individuals walked through the stadium's doors on this one-day event in hopes of benefiting from the resume and job preparation classes as well as meeting one-on-one with local businesses in pursuit of finding their dream career.

The first Jobing.com Career Expo at the stadium was held January 2006, with 7,500 participants in attendance. The next Jobing.com career expo held at the stadium is set for Tuesday, January 8th 2008 from 12- 5 p.m.

## The Sky's the Limit Expo hosts 3,288

The Sky's the Limit Career and Technical Education Expo was held at the University of Phoenix Stadium on October 6th from 9 a.m. to 2 p.m. The career fair provided 3,288 individuals a learning environment where students and community members were able to explore Career and Technical Education Programs, career options and job opportunities to be competitive in the ever-changing economy.

More than 220 exhibitors and schools showcased opportunities and demonstrated resume development, interview techniques and seminar classes for financing college.

## Cardinals fall short to Panthers

The Arizona Cardinals were defeated by the Carolina Panthers on October, 14th. Game time was at 1:05 p.m. and another sell-out crowd of 64,403 packed the University of Phoenix Stadium.



## SUPERBOWL EVENTS

### NFL Commissioner Luncheon

In anticipation for the 2008 Super Bowl in Glendale, Arizona, NFL Commissioner Roger Goodell was in town at the Westin Kierland Resort and Spa on October 16th for the NFL Commissioner's Luncheon.

AZSTA staff and board members were present for the Super Bowl Host Committee's luncheon, with the highlight being Goodell's question and answer session and was asked what it would take to host another Super Bowl. "You have all the elements," said Goodell, "The proposal and bid you put together (for the 2008 game) stands far and above what others are doing. "I expect more Super Bowls in Arizona."

Super Bowl XLII is set for February 3rd, 2008 and will be held at the University of Phoenix Stadium.



*NFL Commissioner Roger Goodell (left) is interviewed by Dave Pasch*



*Spike along with Charles Fazzino unveil his Super Bowl XLII artwork*

**Countdown Party Marks 100 Days to Super Bowl**

Thousands of Arizona football fans headed to the Westgate City Center on Saturday, October 27th to help kick off the countdown of 100 days till Super Bowl 2008. The free party featured fun for all ages, and included appearances by the Super Bowl mascot, Spike, Arizona Cardinals cheerleaders, NFL Hall of Famers and Rock band Sugar Ray, who performed during the event.



*NFL Hall of Famers take the stage for a special presentation*



*Fans listen to Sugar Ray perform*

“The idea was to create an event at the midpoint of the season to create a local buzz for the Super Bowl,” says Bob Sullivan, president of the Super Bowl Hosting Committee.

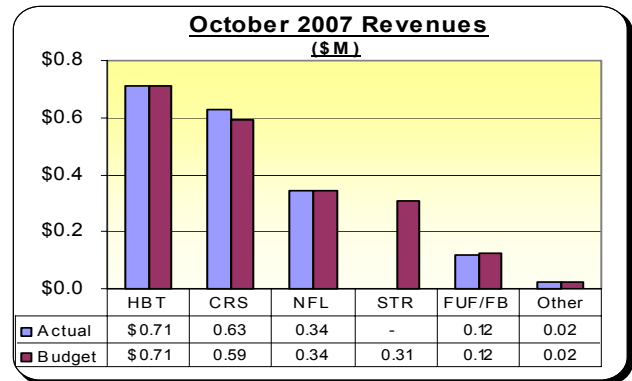
**UPCOMING EVENTS**

Glendale Spring Training Facility Groundbreaking	11/19
Arizona Cardinals vs. San Francisco 49ers, University of PHX Stadium	11/25
Arizona Cardinals vs. Cleveland Browns, University of PHX Stadium	12/2
AZSTA Cactus League Committee Meeting, AZSTA Board Rm.	12/5
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
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](http://www.az-sta.com) or [www.universityofphoenixstadium.com](http://www.universityofphoenixstadium.com)

**FINANCIAL OVERVIEW**

**Sources** – The following chart provides our monthly revenue results for October 2007 which represents transaction activity from August 2007:



The Authority’s total revenues for the current month were below our budget forecast by \$281.8k, 13.4%. This was the result of zero collections under the sales tax recapture category due to an amended filing made by an entity conducting business at the stadium whose amended return reduced the amount they had claimed on the prior month’s sales tax return form to ADOR.

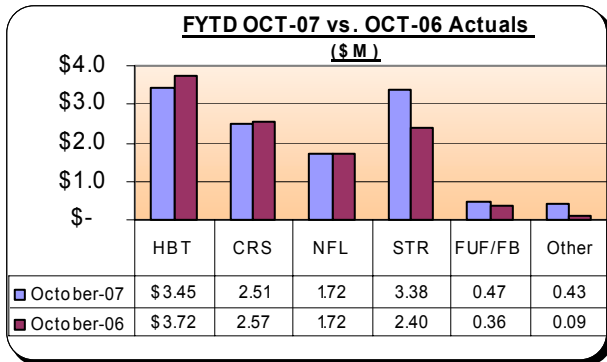
The individual revenue components and their performance are detailed as follows:

- The combined **tourism revenues** (hotel bed tax and car rental surcharge) posted \$1.34 million in revenues – \$36.8k, 2.8%, above forecast. This is the first positive result for the current fiscal year. The **hotel bed tax**, just missed its targeted amount this month by posting \$708.5k in revenues, \$0.8k, 0.1%, below budget. The **car rental surcharge** accounted for the entire positive results this month as it came in \$37.6k, 6.4%, above our 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 zero due to the filing of an amended sales tax return with the State of Arizona which eliminated the receipt of these funds. The entity filing the return is an affiliate of the Arizona Cardinals which has not honored our request to complete and execute a sales tax waiver release form which would allow ADOR to provide us with a more adequate and complete description of the circumstances under which this amended return was filed.

▪ The combined **facility use fees** and **concession revenues** were slightly below our forecast. A total of \$116.4k was recorded which was \$7.8k, 6.3%, 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 October.

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



Overall, the current fiscal year's performance during the first one-third of the year eclipsed last year's figures due to the strong performance of the sales tax recapture revenues in addition to the FUF and Food and Beverage and Other categories. Unfortunately, the Authority's core revenue categories, including our two tourism revenues, are materially lower than last year's same-period results. The combined tourism revenues continue to pace behind last year's results by \$330.7k, 5.3%.

**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. The Authority finalized its annual finance audit during the month of October 2007.



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](http://www.az-sta.com)