

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.

In this issue

- 37th Annual Tostitos Fiesta Bowl
- Four Valley Youth Sport Programs receive a total of \$6,782 from AZSTA
- NFL Super Bowl Set-Up
- Jobing.com Career Fair
- World of Wheels Autorama Custom Car Show
- NFL Experience
- February & March 2008 Events
- January 2008 Monthly Financial Overview

37th Annual Tostitos Fiesta Bowl



The 37th Annual Tostitos Fiesta Bowl was held Wednesday, January 2 at the University of Phoenix Stadium. The West Virginia Mountaineers and the Oklahoma Sooners brought 70,016 fans (the 23rd sellout in the past 24 Tostitos Fiesta Bowl games) for the kickoff at 6 p.m.

The Big East Conference Champion West Virginia's renowned speed and big-play offense stunned Big 12 Conference Titlist Oklahoma with six touchdowns, including three scores of 57 yards or longer and none shorter than 17 yards, in its 48-28 victory.



Extravaganza seating for the Fiesta Bowl added 7,830 additional seats for the game.

Four Valley Youth Sport Programs receive a total of \$6,782 from AZSTA

The Arizona Sports and Tourism Authority (AZSTA) has awarded \$6,782 to four valley youth sport programs for new equipment and renovations.

The Estrella Youth Sports (EYS) program in Goodyear, received \$1,882 to assist in the purchase of new adjustable basketball rims for the 300 children in their basketball program. The EYS provides children ranging from pre-kindergarten to fifth grade in Buckeye, Goodyear, Avondale and the surrounding Southwest Valley, an opportunity to participate in affordable youth sport programs. EYS currently offers the following sport programs for more than 750 children in the Southwest Valley; baseball, softball, soccer, basketball, and gymnastics. EYS Director Minnie Kamarata, said the funding will allow them to continue on with their mission statement, 'Estrella Youth Sports supports the community and encourages our children to become positive role models throughout participation in youth sports'.

The Sandpiper Elementary in Scottsdale received \$2,500 to assist in the resurfacing of their basketball courts. The current courts are rundown with cracks and bare areas that are slippery and a hazard at all times. By resurfacing the courts, they will be utilized for basketball, volleyball and four-square activities, thus allowing greater use of the courts. Sandpiper Principal Steven Jeras said the funding will not only impact their 450 students who use the courts for physical education classes and recess, but that it will also benefit their before and after school sports programs, and Athletes in Training, a community-based program that uses the facility every Friday.

The Tempe Family YMCA received \$1,200 to assist in the purchase of volleyball and basketball nets along with new basketballs for their youth sports program currently being offered at the North Tempe Multigenerational

Center. This program serves over 300 children annually, where the center offers free sport programs for youth, ages six through seven. Tracey Lane, Tempe Family YMCA Human Resources Manager said the goals of their program are to help children develop socially, emotionally and physically in a safe and nurturing environment and the funding will help contribute to these goals.



Over 300 kids a year from Tempe's YMCA youth sports program will benefit from AZSTA's quick grant program.

The Pinnacle Soccer Academy in Scottsdale received \$1,200 to assist in the purchase of new soccer goals and nets for their U-10 program at Thunderbird Park West. The current soccer goals are outdated and adult size. Jay Wolpe, Pinnacle Soccer Academy President said the youth's experiences are hindered when they play with equipment not designed for their age. The new equipment will allow for the youth's full experience of playing soccer and will benefit an average of 100 youth each day utilized by the academy as well as the other clubs who use the field.

AZSTA is a Municipal Corporation dedicated to enhancing Maricopa County's economy and community's quality of life. AZSTA gave these awards under its 'Quick Grant Program', a program which accepts funding applications on a year-round basis for smaller projects and programs requesting a maximum of \$2,500. AZSTA sets aside five-percent of its annual Youth & Amateur Sports funding per Arizona Revised Statutes for this program and awards the funds on a first-come, first-served basis providing that the program's criteria are met. Grants are based on a completed Quick Grant Program Funding Application and project budget template and the stated need to serve youth and amateur sports, demonstration of financial need and the benefit to a local community.

NFL Super Bowl Set-Up

The NFL began their move-in to the University of Phoenix Stadium on January 4, two days after the Fiesta Bowl (the Fiesta Bowl had until January 6 to complete their move-out.) Beginning on Thursday, January 18 and ending on Wednesday, February 5, the NFL had exclusive use of the facility.



Game Day Credentials and ticketed patrons.

Game week began on Monday, January 28, at which time access to the Stadium was restricted to individuals with NFL-approved credentials or Licensor-approved (AZSTA) credentials working at the Stadium.

A NFL lock-down of the Stadium began on February 1, at which time all spaces in and around the stadium were swept from a security standpoint and higher levels of security were initiated. On game day, February 3, access was limited to only individuals with NFL-approved

Jobing.com Career Fair

Jobing.com held a career expo at the University of Phoenix Stadium on Tuesday, January 8. Jobing.com, the nation's largest, locally-focused provider of employment, holds four career expos each year in the valley.



8,174 individuals walked through the stadium's doors on this one-day event in hopes of benefiting from the resume and job preparations 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 last year in January 2007 with 7,500 in attendance. The next Jobing.com career expo held at the stadium is set for Wednesday, May 14.



Jobing.com provided resume and job preparation classes throughout the career fair.

World of Wheels Autorama Custom Car Show

The 39th Annual World of Wheels Autorama Custom Car Show was held at the University of Phoenix Stadium, January 11-13.



Throughout the three-day event there were over 14,000 people who visited the 500 exhibits of chopped, channeled, dumped and decked hot rods, custom cars, trucks and bikes of the past and present filled the stadium on the field level. Show highlights included celebrity appearances as well as a charity auction.

The Autorama Custom Car Show is a national competitive event. All shows are held throughout the U.S. and Canada. The International Show Car Association (ISCA) is the sanctioning body for World of Wheels and Autorama events. ISCA does not produce the events, but since 1963, has governed the rules and regulations for competition and judging procedures. Awards were distributed to various category winners in Glendale, and best-in show winners advanced to compete at the national-level.

NFL Experience

With the Super Bowl in Glendale on February 3, the National Football League (NFL) produced the 17th Annual NFL Experience, built by the Home Depot adjacent to the University of



Phoenix Stadium. Opening weekend, January 26 and 27th brought in 28,585 guests. The NFL Experience was also open January 31-February 2 to the public and was open game-day exclusively for Super Bowl ticket holders.

The NFL Experience has been known to be the most exciting continuous event surrounding Super Bowl 42. The pro-football's interactive theme park offered participating games, displays, entertainment attractions, kids' clinics, free autograph sessions and the largest football card show ever.

Proceeds from the gate were donated towards the NFL's charitable efforts in Arizona, the Youth Education Town (YET) Center.



One of the many interactive aspects of the experience, four days before opening.

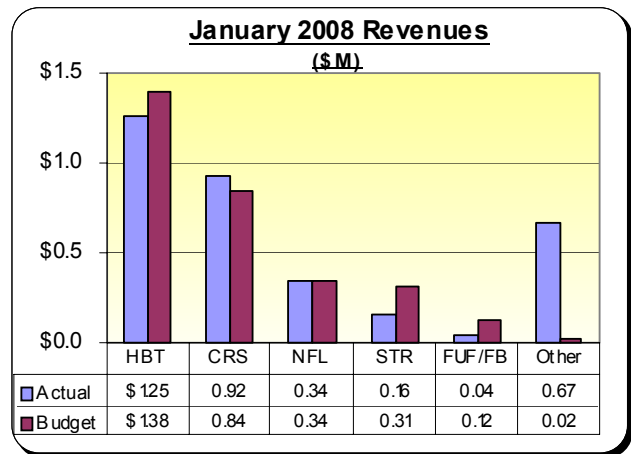
FEBRUARY & MARCH EVENTS

Oasis Gift Show, University of PHX Stadium	2/14-16
SYSCO Food Show, University of PHX Stadium	2/20
AZSTA Board Meeting, University of PHX Stadium	2/21
Arizona Travel Show, University of PHX Stadium	2/23-24
La Mesa RV Show & Sale, University of PHX Stadium	2/28-3/2
Arizona's House Beautiful, University of PHX Stadium	2/29-3/2
International Sportsman's Exposition, University of PHX Stadium	3/7-9

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

FINANCIAL OVERVIEW

Sources – The following chart provides our monthly revenue results for January 2008 which represents transaction activity from November 2007:

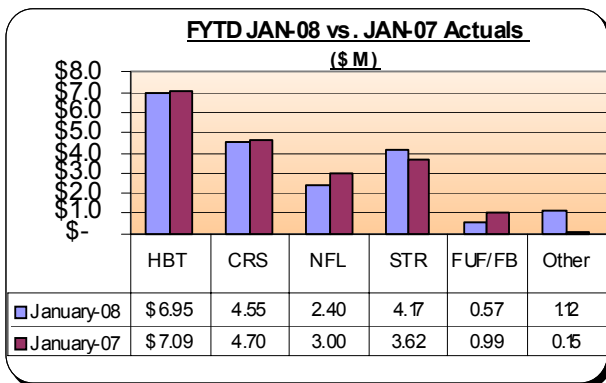


The Authority's **total revenues** for the current month exceeded our budget forecast by \$358.4k, 11.8%. This was the result of the car rental surcharge revenues, for only the second time this fiscal year, beating its forecast (\$82.5k, 9.8%) and the early receipt of a partial reimbursement of game day expenses and the ticket surcharge and facility use fee related to the 2008 Fiesta Bowl game (reported in the Other category).

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

- The combined **tourism revenues** (hotel bed tax and car rental surcharge) posted \$2.17 million in revenues – \$51.7k, 2.3%, below forecast. The **hotel bed tax**, reversed its positive outcome from last month by reporting \$1.25M in revenues, \$134.2k, 9.7%, below budget. The **car rental surcharge** also experienced a reversal, but in the positive direction, by posting a positive variance of \$82.5k, 9.8%, on \$924k in total revenues.
- 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 \$159.3k, 48.7%, below budget.
- The combined **facility use fees and concession revenues** continued to come in below our forecast. A total of \$41.4k was recorded which was \$82.8k, 66.7%, 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 December which was on-budget and the early receipt of the 2008 Fiesta Bowl related game day expenses, ticket surcharge and facility use fee.

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



Overall, the current fiscal year's performance during the first seven months of the year have slightly surpassed last year's reported results primarily 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. Total revenues for this year are \$19.76M vs. \$19.56M for the prior fiscal year.

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 \$295.5k, 2.5%.

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 fund 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