

*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 Biennial Grant Recipient

#### **Brunson Lee Elementary School, "Walk-it-Out"**

As a 2008 AZSTA Biennial Grant recipient, the Brunson Lee Elementary School in the Balsz School District No. 31, received \$100,694 for the construction of a new athletic track, also known as project, "Walk-it-Out".

AZSTA's contribution allowed for the rubberized track surface that will provide a safe environment for the 550 elementary students, visiting students, parents and members of the community.



*The rubberized track is one-sixth of a mile and has six lanes.*

Louis Laffitte, Brunson Lee Principal, a driving force of the "Walk-it-Out" program, noted the school district wanted to establish a community-wide service, designed to reduce the obesity and health problems. Laffitte said project "Walk-It-Out" represents this work. "The track now provides a safe place that wel-

comes a positive environment for the community," Laffitte said. "Students and the community are now offered structured programming. We are very grateful for the AZSTA grant and are looking forward to seeing the ongoing positive changes in the community this will give us."

### UNIVERSITY OF PHOENIX STADIUM EVENTS

#### **Kenny Chesney: *Poets and Pirates Tour***

Country superstar Kenny Chesney hosted his "Poets and Pirates Tour" at the University of Phoenix Stadium on May 31. More than 40,000 fans headed into the Stadium that was cooled to 77 degrees, to hear country music artists Chesney, Keith Urban, Gary Allan and classic rocker Sammy Hagar.



*Tour organizers decided to open the roof during Chesney's set, the final performer of the night.*

The Stadium's parking lots filled up steadily as they opened at 11 a.m., more than four hours before show time. The show began at 3:30, with fans eagerly making their way in from the 100-degree temperature from outside.

At a press conference held prior to the show, Kenny Chesney expressed his excitement in being able to play at the NFL stadium that was home to Super Bowl XLII. "We did six NFL Stadiums last year and had a blast," Chesney said. "You get into a whole other kind of rhythm, and it's just the best vibe."



*Chesney's press conference was held on the main stage.*

This was the tour's fifth stadium stop out of its 14, covering 34 cities throughout the summer.



### Take Steps for Crohn's and Colitis Foundation

The nation's largest event dedicated to funding cures for digestive diseases was held at the University of Phoenix Stadium on May 10. The TAKE STEPS for Crohn's and Colitis Walk and Festival consisted of less than a mile walk around the plaza and throughout the inside concourse of the Stadium.

The Southwest chapter of the Crohn's and Colitis Foundation of America (CCFA) was the first

non-profit organization to hold an event at the Stadium. The event, which raised over \$210,000, consisted of great entertainment, food and fun for the participants who wore and carried noisemakers to break the silence of these devastating diseases.

Participants were also able to partake in the Family Friendly Festival featuring food sampling from local restaurants throughout the valley, art exhibits, a live band, a disc jockey, and the Oasis Kids Zone.

"We were very proud to have our inaugural TAKE STEPS event at the home of the 2008 Super Bowl", Bridget Eagy, CCFA TAKE STEPS Walk Manager said. "It was a great experience for the 1,500 kids and adults who attended the event. We are very excited to return to the Stadium for next year's Walk."



*The event that raised over \$210,000 featured 1,500 kids and adults.*

### Adventure Boot Camp

Adventure Boot Camp continues on for women and men of all fitness levels at the University of Phoenix Stadium. The four-week fitness program open to the public offers fitness instruction, nutritional counseling and motivational training.



*Boot campers utilize the main level of the stadium as well as other levels inside and outside of the building.*

Participants work-out every Monday and Wednesday from 6:30 to 7:30. Exercises for the participants include: core conditioning, short-distance running, muscular strength, jumping, circuit training and much more.

"Hands down, the boot camp is one of the best things I have done for myself," Storey Pryor, Sales Coordinator for Global Spectrum said. "When you have the support behind you, your goal of losing weight or getting toned is reachable."

Lisa Olona, Adventure Boot Camp Owner and Instructor, said utilizing the Stadium has been very rewarding. "It is such an awesome facility with a variety of elements that help create a unique, safe, and effective work out," Olona said. "It's an honor to be able to train my boot campers in such an outstanding facility."

Adventure will be teaming up with *Communities in Schools Arizona* (CISA) on June 21st to host a fundraising event held at the Stadium. Adventure will be conducting the world's largest fitness boot camp, with Guinness World Records certifying the event.

Proceeds from the event will help to rebuild playgrounds and physical education programs for children in



the Phoenix area. A \$30 minimum fee is due to participate, and a “no sweat” donation can be made for those unable to attend. For more information on participating, sponsoring or volunteering, call (602) 518-6020 or visit Adventure’s website at [www.adventurebootcamp.com](http://www.adventurebootcamp.com).

### Jobing.com Career Expo

Jobing.com held its second career expo this year at the University of Phoenix Stadium on May 14. Jobing.com, the national largest, locally-focused provider of employment, holds four career expos each year in the valley.

More than 7,500 individuals walked through the Stadium’s doors during the one-day event. There were 250 local businesses who attended the event, and set up displays and booths for their businesses on the field level of the Stadium to attract the job-seekers. Individuals were also able to benefit from the resume and job preparation classes that were held throughout the event.

Kristen Harris, Jobing.com Senior Event Logistics Manager, said the number of participants have increased since the career expo has moved from downtown Phoenix at the Convention Center to the stadium. “In my opinion the free parking is a great bonus and attracts more attendees to the stadium”, Harris said. “We look forward to the next career expo this summer.”



**7,500 job seekers attended the event held on the field level.**



**Job seekers are able to get face time with the companies which interest them.**

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 August 6.

### Arizona Skin Art Expo

More than 4,000 guests visited the University of Phoenix Stadium during May 16-18 for the first Arizona Skin Art Expo held at the stadium. Open to the public, guests were provided with a perfect place to explore ideas for tattoos, and find artists that offered what they were looking for. Tattoos were not the only thing that went on during the expo.



Music, food and entertainment were available throughout the entire weekend. Phoenix band, *Primary*, performed on Friday and Saturday evening. Guests were invited to participate in skateboarding contests, where prizes were given away to the best competitors.

The Arizona Derby Dames, Arizona’s fastest growing all-girl roller derby league, competed in front of the public on Saturday. Also on hand were Arizona’s Anaya Tribal Belly Dancers, who performed American Tribal-style belly dance for guests.

The three day event provided seminars for those in the tattooing industry looking for proper and safe ways to practice as well as other seminars for guests interested in cosmetic-tattooing.

High Caliber events, the promoter of the event, said they had a great time and that they can’t wait to host the event again next year in 2009 at the Stadium.

### University of Phoenix Graduation

There were 7,425 in attendance to watch friends and family members graduate from the University of Phoenix (UOP) on May 3 at the Stadium. The UOP holds commencement exercises at the Stadium throughout the year for graduates. On this date, 880 students received their diplomas from UOP.

University of Phoenix has held their graduations at the Stadium since the Stadium’s inception in 2007. Karen Turner, Academic Services Manager for UOP, said they been pleased with the outcome every time. “The University of Phoenix Stadium has been one of the best venues for our commencement ceremonies,” Turner said. “The staff and facilities meet or go above our needs on a regular basis. The graduates, facility and staff have commented on how exciting it is to be in the Stadium for this special event.”

The UOP is a for-profit education institution specializing in adult education, with campuses located throughout the United States, Canada, Mexico, and Puerto Rico.

The UOP is the United States' largest private, accredited university with programs on campus, online and through flex-net programs.

**Tolleson Union and Peoria Unified High School District Graduations**

Both the Tolleson Union and Peoria Unified School Districts held high school graduations at the University of Phoenix Stadium.



*Ironwood High School graduates take their seats.*

Tolleson Union School District held their High School graduations on May 21 in front of 20,142 guests. There were four separate schools graduating from the district on this day, including: Westview, La Joya, Copper Canyon and Tolleson Union.

Peoria Unified School District held their graduations on May 22 and 23 in front of 29,525 guests. Four high schools from this district graduated on May 22, including: Cactus, Centennial, Peoria, and Sunrise Mountain High Schools. Ironwood and Raymond S. Kellis High Schools graduations were held the following day.



*Centennial High School graduates celebrate their big day.*

**Stadium Employee Appreciation Event**

All full-time employees at the University of Phoenix Stadium were invited to participate in this year's "Stadium Slugfest", an employee appreciation event held on May 8.



Employees headed off to the Peoria Sports Complex to participate in the employee softball game played on the main field as well as additional activities. The event was dedicated to the employees of the AZSTA, Cardinals, Centerplate, Global Spectrum and S.A.F.E. Management, to celebrate the hard work put into the year.



**AZSTA Profile of Month:**

Full Name: Thomas Richard Sadler  
 Position: AZSTA President/CEO  
 Birthday Month: August  
 Immediate Family: Wife Shellie, Daughters Chelsea, 25, and Shea, 13  
 Hometown: Kalamazoo, Michigan  
 Where did you go to school? Aquinas College in Grand Rapids, Michigan for my B.A. in Industrial and Organizational Psychology and graduated from Arizona State University for my M.A. in Public Administration  
 Favorite Vacation Spot in Arizona? Northern Arizona



Favorite Hobby: Hiking, enjoy going to South Mountain Activities/sports in college? Played on the Aquinas College basketball team for four years  
 Favorite Restaurant: Teakwoods, an American restaurant  
 Favorite Celebrity: Bruce Springsteen, I connected with his music  
 Favorite thing about Arizona: The scenery and weather  
 What is something interesting about you that not many people know? I am a dog lover. I have a 13 year-old yellow lab named Abby.



**JUNE AND JULY EVENTS**

**AZSTA Events**

AZSTA Finance Committee Meeting	6/18
AZSTA Board of Directors Meeting	6/25

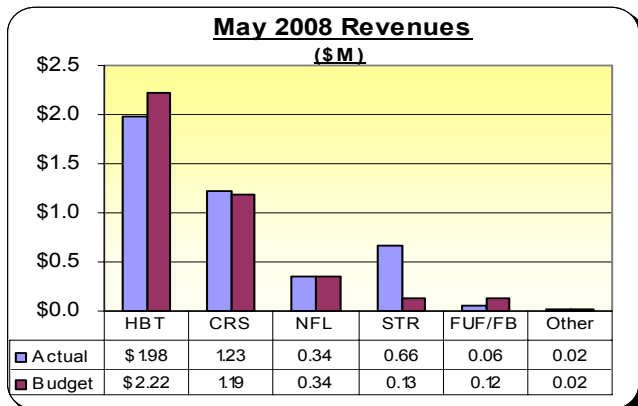
**University of Phoenix Stadium Events**

The Big Give, Adventure Boot Camp	6/21
New York Red Bulls vs. Chivas De Guadalajara Soccer Match	6/25
AZ Babies and Children's Expo	6/28-29
Stadium Job Fair	7/8
Axia College of University of Phoenix/Western International University Commencement	7/18
University of Phoenix Online Campus Commencement	7/19

Further information available at [www.az-sta.com](http://www.az-sta.com)

**FINANCIAL OVERVIEW**

**Sources** – The following chart provides our monthly revenue results for May 2008 which represents transaction activity from March 2008:



The Authority's **total revenues** for the current month were above our budget forecast by a total of \$259.5k, 6.4%. Much of this positive performance is attributable to the sales tax revenue correction that we were expecting last month. As the chart above indicates our STR revenues were significantly higher than our forecast by a total of \$530.5k, 413.7%.

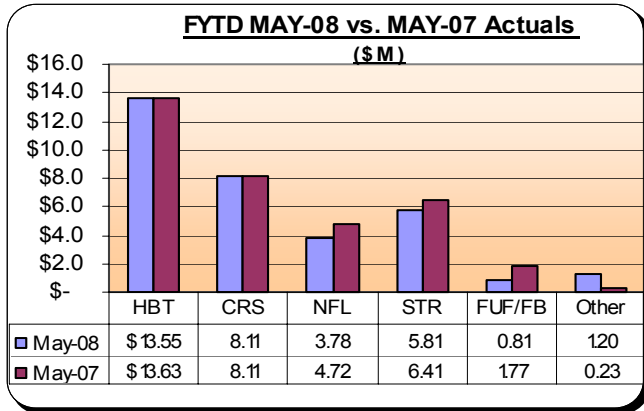
Our core tourism revenues of the hotel bed tax and car rental surcharge were below our forecast by a total of \$205.3k, 6.0%. The combined tourism revenues continue to lag our forecast through the first eleven months of the fiscal year by a total of \$1.17M, 5.1%.

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

- The combined **tourism revenues** (hotel bed tax and car rental surcharge) posted \$3.2 million in revenues – \$205.3k, 6.0%, below forecast. The **hotel bed tax** reported \$1.98M in revenues, \$242.6k, 10.9%, below budget. The **car rental surcharge** posted a positive variance of \$37.4k, 3.1%, on \$1.23M 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 \$658.7k. This was \$530.5k, 413.7%, above our monthly forecast and reflects last month's expected correction to this category.
- The combined **facility use fees** and **concession revenues** continued to come in below our forecast. A total receipt of \$58.5k was recorded which was \$65.7k, 52.9%, 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.

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



Our current total fiscal year's revenues are \$33.3M which compares to the same period from the prior fiscal year of \$34.9M – a net negative difference of \$1.6M, 4.7%. Of this net difference, \$0.94M, is attributable to the removal of the guaranteed minimum for the NFL income tax.

**Senior Bond Debt Service** – The Authority's estimated \$12.8 million in senior bond debt service has grown over the past several months as a result of the subprime mortgage crisis and the credit issues facing bond insurers (see last month's report). The Authority completed its refunding of its 2005 Variable Rate Demand Bonds on May 15, 2008 which allowed the Authority's variable rate bonds to return to market rates. 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:

Tom Sadler  
 AZSTA President/CEO

Prepared by:

Jennifer Copeland  
 AZSTA Communications Coordinator

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 4-1-1178, 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)