



Owner and Operator of the

UNIVERSITY OF PHOENIX STADIUM

Arizona Sports & Tourism Authority
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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 Welcomes New Board Members and Officials

New Board Officials

The Arizona Sports and Tourism Authority Board of Directors elected officers for a one-year term at its 88th meeting. Jerry Walker was elected chairman, Brad Wright as vice chairman, and Verma Pastor as secretary.

Walker replaces Debbie Johnson and is the fifth volunteer to serve as chairman since the Authority was formed in 2000, following the approval of Prop. 302. He was appointed by Gov. Janet Napolitano in August 2005 for a term ending in July 2010. He has served as board secretary from 2006-2008, chairman of the Youth and Amateur Sports Committee 2005-2008, and Interim of the Cactus League Committee in 2006. He is active in youth sports programs throughout Phoenix and is currently on the board of the Arizona Hotel and Lodging Association.

Wright was appointed by Gov. Janet Napolitano in February 2007 to a term ending in July 2009, with a recent extension of 2013 and has represented the Cactus League. Pastor was appointed by Gov. Janet Napolitano in July 2004 to a term ending in July 2009.

New Board Members

AZSTA has recently welcomed three new board members. William (Bill) Peltier, Judy Bernas, and Jody Harwood have been named to the board of directors of the Authority to replace board members Roc Arnett, Herman Orcutt, and Debbie Johnson.

Peltier served on the board from its inception in

2000-2005, representing youth and amateur sports. He is past chairman and a member of the Board of Directors for the Boys & Girls Clubs of Metropolitan Phoenix, a member of: the board of directors of the Fiesta Bowl Committee, the Board of Governors of the Safeway/Banner Health LPGA Tournament, the board of directors of the University Club, the Naval Order of the United States, the National Investor Relations Institute and the Association of National Advertisers.

Bernas was recognized as a "Top 40 Under Forty" from Inside Tucson Business in 2005 and also from the Phoenix Business Journal in 2006. She is a member of the City of Phoenix Downtown Strategic Plan Advisory Committee, Phoenix Community College President's Advisory Board, Downtown Phoenix Partnership Economic Development Committee, Phoenix Biomedical Campus Steering Committee, Flinn Foundation Biosciences Roadmap Steering Committee and the Flinn Foundation Federal and State Relations Workgroup.

Harwood is a past chairman of the Board of Directors for the Arizona Hotel & Lodging Association; she was recognized as "2000 Hotelier of the Year" and was inducted into the Association's Hall of Fame in 2005. She is currently serving on the Governor's Tourism Advisory Council, is the past Chairperson of the Arizona Tourism Alliance, currently serves on the Board of Directors for the Arizona Hotel & Lodging Association, Arizona Tourism Alliance, and the Valley Hotel & Resort Association. She is also an Advisory Board Member for ASU West and NAU School for Hotel & Restaurant Management, as well as a member of the Arizona Centennial Commission.

The AZSTA Board of Directors is comprised of nine citizens who volunteer their time and accept no compensation or per diem. The Board members are appointed to terms by the Governor (5), the President of the Senate (2) and the Speaker of the House (2) to five-year terms and are eligible to serve two terms. Board appointees are appointed to achieve a balanced representation of the Valley's regions as well as the tourism industry, Cactus League and youth sports.

The board guides AZSTA through its responsibilities as owner and operator of the University of Phoenix Stadium and as a major provider of funding for Cactus League stadium construction and renovation, tourism promotion, and youth and amateur sports projects throughout Maricopa County.

AZSTA Biennial Grant Recipient Update

Phoenix Zoo: Yakulla Caverns



As a 2008 Biennial Grant Recipient, the Phoenix Zoo held a ribbon cutting ceremony on September 10th. The grant totaling \$45,430 allowed for the construction of the discovery play area, called Yakulla Caverns.



The cave features many life-like geology features kids can learn from through sight and touch.

Yakulla Caverns is a mysterious cave that has become a new favorite place for kids to explore and for parents to take a break in the shade. Inside the cave, the graceful, gentle features reflect the wondrous diversity of cave geology, while encouraging motion and flow. There are three entrances into the cave that include a waterfall, a slide, and a tunnel entrance. A stream surrounds the outside of the cave that kids are welcome to play in.

Kids get to play in the water and experience the cave's features, while parents can relax in the shade.



The Phoenix Zoo is one of the largest non-profit, non-tax supported zoos in the country, relying exclusively on patrons, members, and donors to provide financial support.

Unlike the traditional scissor cutting of the ribbon, zoo officials brought in a "guest" to cut the ribbon.



UNIVERSITY OF PHOENIX STADIUM EVENTS

Arizona Kidsfaire



The West Coast's largest family expo was held at the University of Phoenix Stadium September 20-21. During the two-day event nearly 31,000 guests participated in the activities held throughout the stadium. The Stadium transformed into a kids dreamland; a place designed especially for kids of all ages and their families.

With two stages of family entertainment, guests were able to experience stage shows starring: Barney, Strawberry Shortcake, Teenage Mutant Ninja Turtles, Alvin and the Chipmunks, and many more memorable kids figures. All shows were free with the price of the admission ticket.

The family expo also featured hundred of exhibits and amazing cartoon figures including: SpongeBob, Dora, Curious George, and many other friendly characters that kids would meet and get autographs from. Rides and adventures were also included in the expo that featured: bungee games, a mechanical bull, rock wall climbing, and much more.

University of Phoenix Stadium Tours

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

Just this past month, nearly 900 people attended tours at the Stadium. 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 accessible experience entertains and educates everyone.



Tour dates and times are subject to change. Groups interested in private tours are welcome to sign up. If interested in visiting the stadium visit the University of Phoenix's website at www.universityofphoenixstadium.com for more information.



Adventure Boot Camp

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

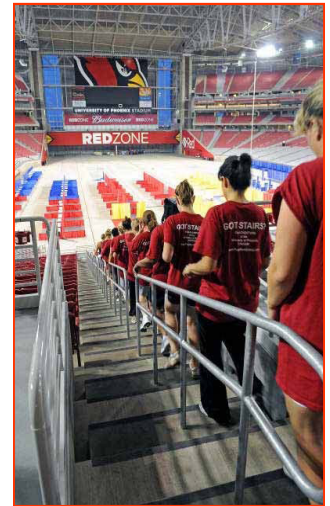


Training is held throughout the stadium.

Participants work-out during the week in the morning for one hour. Exercises for the participants include: core conditioning, short-distance running, muscular strength, jumping, circuit training, and much more.

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."

For more information on participating in the boot camp, visit Adventure's website, www.adventurebootcamp.com.



Arizona Cardinals Football

Sunday, September 14

Arizona Cardinals	31
Miami Dolphins	10

Attendance: 63,445



AZSTA Profile of Month:
AZSTA Board Member Judy Bernas

Full Name: Judy Bernas
 Job Title: Associate Vice President, External Relations, The University of Arizona
 Principal, JB Strategies Group, LLC
 Education: BA in Journalism. The University of Arizona- completing master's of public health currently
 Start Date with AZSTA: July 2008
 Birthday Month: August
 Family: My parents, siblings, nephews and nieces, and a really cute scruffy dog named Gnocchi
 Favorite vacation spot outside AZ? Italy
 ...in AZ? Munds Park
 What's a typical weekend like for you? A bike ride, laundry, events, hopefully watching the UA win, family and friends
 Describe yourself in one word: Nerdtastic
 When you were a kid, what did you want to be when you grew up? A newspaper reporter
 Favorite Hobbies: Cycling and golf
 What have you enjoyed so far about AZSTA? Meeting the great board members- and watching an amazing Cardinals/Cowboys game!
 Favorite TV Show: "Daily Show"
 Favorite Movie: Monty Python's, "The Holy Grail"
 Favorite Restaurant: Richardson's
 Favorite Sport to Watch: Basketball
 Any vacations planned? Australia and New Zealand
 Favorite thing about Arizona: The gorgeous mountains
 If you could live anywhere: Spain
 If you were stuck on an island, what three things would you bring with you? The AZSTA Board and staff, lots of water, and sunscreen
 Where do you see yourself in ten years? Waiting on the island for the other board members and staff to show up.
 What is something interesting about you that not many people know? I ran with the bulls in Pamplona last year (don't tell my mom!)



UPCOMING EVENTS

University of Phoenix Stadium Events

Sony Take Back Recycling Program	10/18
Phoenix Bridal Show	10/19
Cycle World International Motorcycle Show	10/31-11/2
SW Landscape & Nursery Expo (trade only)	11/6
University of Phoenix Commencement	11/8
Arizona Cardinals vs. San Francisco 49ers	11/10

AZSTA Events

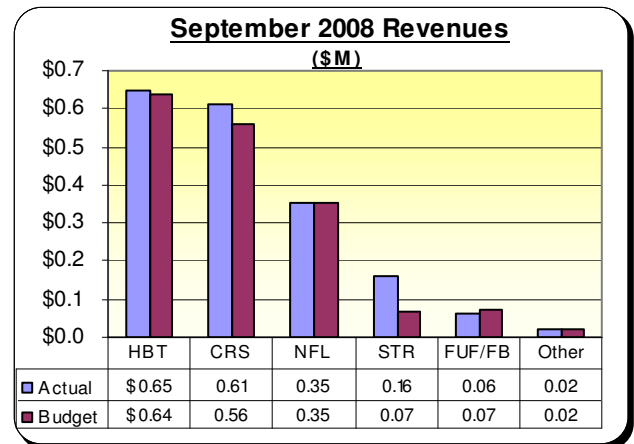
AZSTA Board Meeting, AZSTA Board Room	12/18
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Further information available at www.az-sta.com



FINANCIAL OVERVIEW

Sources - The following chart provides our monthly revenue results for September 2008 which represents transaction activity from July 2008:

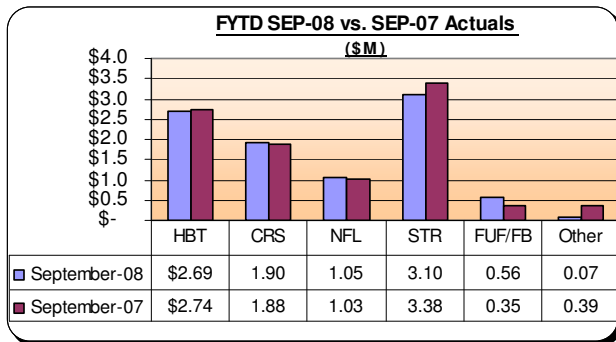


The Authority's **total revenues** for the current month were above our budget forecast by a total of \$147.9k, 18.7%. Nearly all of the revenue categories contributed to this positive outcome (see chart above).

The individual revenue components and their performance were as follows:

- The **tourism revenues** (hotel bed tax and car rental surcharge) posted \$1.26 million in total revenues – \$62.2k, 5.2%, above forecast. The **hotel bed tax** reported \$649.2k in revenues, \$9.0k, 1.4%, above budget. The **car rental surcharge** posted a positive variance of \$53.2k, 9.5%, on \$612.3k of 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 \$350k for the month. This represents a 2% increase over the prior year’s results.
- **Sales tax recapture** revenues for the month were \$161.7k. This total beat its monthly estimate by \$96.5k, 147.8%.
- The combined **facility use fees** and **concession revenues** for the month were \$62.4k – a \$10.8k, 14.7%, below-budget performance. 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 \$21.7k.

Sources – Comparing Fiscal Years 2009 and 2008 – The next chart provides a fiscal year-to-date comparison between September 2008 and September 2007:



Total revenues for the first quarter of the current fiscal year lagged behind the results from the prior fiscal year through September. 2009 is currently \$393.4k, 4.0%, behind 2008. The primary categories accounting for this net difference were the Sales Tax Recapture and Other categories. During the prior fiscal year there was a multi-day soccer tournament at the stadium which boosted sales tax recapture revenues. In the Other category for the prior year there were some timing issues with the receipt and recording of some revenues that contributed to this net difference.

Senior Bond Debt Service – The Authority’s estimated \$14.5 million in senior bond debt service is higher this fiscal year due to \$1.53M in principal payments due at the end of the fiscal year. The Authority’s refunding of its \$53.05M in variable rate bonds this past May has resulted in significant interest savings due to the continuation of the historic low interest rate environment.

Tourism – During fiscal year 2009 the Authority will provide its statutory obligation of \$5.65M to the Arizona Office of Tourism in Prop 302 funds for use in the promotion and marketing of Maricopa County. This amount is statutorily increased by five percent annually.

Cactus League – The Cactus League amount to be distributed from the tourism revenues is higher by \$1.0M for this fiscal year due to the increase in the statutory amount. Of this amount \$3.6M will be used for subordinate bond debt service payments with the balance earmarked for the repayment of renovation project commitments to the cities of Tempe and Scottsdale.

Youth and Amateur Sports – \$1.7+ million will be distributed into this fund this fiscal year. This annual distribution grows by \$100,000 each year. The Authority also fully funded the \$100k annual increment to the existing \$1.5 million youth and amateur sports reserve fund. The Authority is scheduled to initiate its fourth biennial grant process during Spring 2009.

Authority Operations – The total approved operating budget for the year was \$13.9M which is comprised of the Authority’s operations at \$1.1 million and Global Spectrum’s operations at \$12.8 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 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