



Owner and Operator of

UNIVERSITY OF PHOENIX STADIUM



Arizona Sports & Tourism Authority
University of Phoenix Stadium
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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.

UPCOMING EVENTS

CARFAX Super Sale: June 17-20

Summer Maricopa County Home and Garden Show

August 6-8

Public Tours: On-going

For more information or to purchase tickets please visit universityofphoenixstadium.com

DID YOU KNOW?

Since its inception AZSTA has given more than \$11.4 million back to the community for youth and amateur sports facilities

Children’s Museum of Phoenix opens “The Climber” with the help of AZSTA funding

On May 21, 2010 the Children’s Museum of Phoenix opened its newest exhibit, the Schuff-Perini Climber, to hundreds of children and their families. With a focus on youth and the importance of exercise, the Climber is the Children’s Museum’s iconic attraction – a giant, three-story high tower of fun unlike anything offered in the Phoenix area. Children of all ages (yes, adults too) can scramble up tubes, climb stairs and maneuver platforms to reach the many levels of this structure unlike any they’ve ever seen. Constructed of wood, fiberglass and 37 tons of steel (the equivalent of nine elephants), the Climber offers a sense of daring and adventure.

“This grant money has made it possible for us to carry on with our mission of engaging the minds, muscles and imaginations of children and the grown ups who care about them...in a whole new way,” said Marion Wiener, Director of Marketing and Communications for the Children’s Museum of Phoenix. “Kids and adults can climb and clamber to great new heights in the Museum and the impact on our visitorships and memberships has been terrific. Not only are general admissions up but our memberships, both new memberships as well as renewals, have seen steady increases since the Climber’s opening on May 21st. “

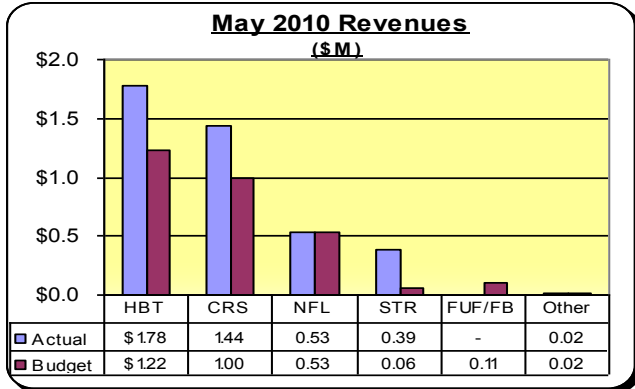
Since its inception AZSTA has given more than \$11.4 million back to the community for youth and amateur sports facilities.

The application for the next biennial grant process will be available in May 2011. For more information on the grant program, please visit www.az-sta.com.



FINANCIAL OVERVIEW

Sources – The following chart provides our monthly revenue results for May 2010 which represents transaction activity from March 2010. We have now completed 92% of fiscal year 2010:



The Authority’s **total revenues** for the current month were **ahead of** our budget forecast by a total of **\$1.22k**, or **41.5%**. For budget to actual comparison, it is important to note that all comparisons from September 2009 forward are in comparison to the Authority’s revised budget.

The individual revenue components and their performance were as follows:

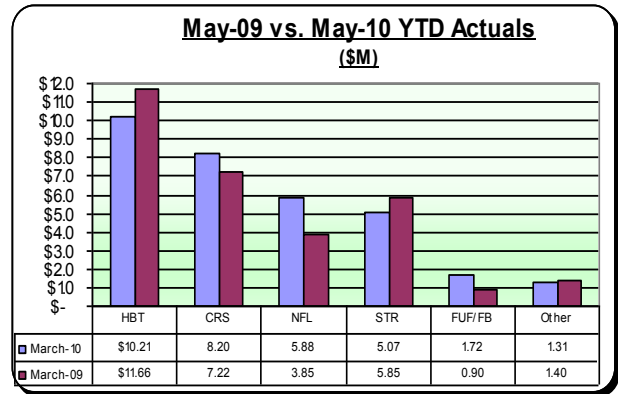
- The **tourism revenues** (hotel bed tax and car rental surcharge) posted **\$3.21 million** in total revenues – **\$994k** or **44.7%**, **above forecast**. The **hotel bed tax** reported **\$1.78 million** in revenues, **\$556k**, or **45.4%**, **above budget**. The **car rental surcharge** posted total revenues of **\$1.45 million**, **\$438k**, or **43.9%**, **above budget**.
- 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 \$535k for the month. The Authority, prior to the start of FY2010, received notification from the Arizona Department of Revenue that we would experience a significant increase to \$6.4 million from the prior fiscal year’s amount of \$4.2 million. Nearly \$1.0 million of the increase is related to an adjustment for amounts not received by the Authority for prior years.
- **Sales tax recapture** revenues for the month were **\$0.39 million** which were higher by **\$332k**, or **576%**, than our forecast.

- The combined **facility use fees** and **concession revenues** for the month were **\$0.0k** which was (\$105k), or (100%) lower than our forecast.
- **Other revenues** were comprised of the monthly Arizona Cardinals’ rent of \$22.1k.

Comparing Fiscal Years 2010 and 2009 – The next chart provides a comparison between FY2010 and FY2009:

Total revenues through the first eleven months of FY2010 are ahead of last year’s results by a total of **\$1.51 million**, or **4.9%**, on total revenues of

\$32.4 million. The tourism revenue portion of our revenues lag last year’s same eleven-month period by **(\$0.46 million)**, or **(2.5%)**.



Approved by:

Tom Sadler
Arizona Sports and Tourism Authority
President/CEO

Prepared by:
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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