



2003: Breakout Year for Authority

The year 2003 could be best characterized as when the Tourism and Sports Authority hit full stride in developing and delivering projects for Cactus League, Youth and Amateur Sports and the new Cardinals Stadium, a multipurpose facility under construction adjacent to the Glendale Coyotes Arena.

All projects in the Authority's purview proceeded in earnest when the Arizona Supreme Court denied Authority opponent John F. Long's petition to review in December 2002, removing the legal handcuffs that had tied the Authority's hand for fifteen months.

That decision, reaffirming the constitutionality of the Authority, allowed the sale of \$222 million of **Multipurpose Stadium construction bonds** and \$33 million of **Cactus League bonds**.

This year witnessed groundbreaking and the start of construction on the southwest's new jewel for sports and entertainment – the new Multipurpose Stadium in Glendale: future home of the Arizona Cardinals, the Tostitos Fiesta Bowl, NFL Super Bowl, NCAA Final Four Championships, motocross, international soccer matches and other sporting events, concerts, and industry and consumer trade shows.

Two important Cactus League stadiums reached significant milestones – one was completed and another started upgrades. Youth and Amateur Sports received a shot in the arm with funding for two showpiece projects and the tourism industry received additional funding for tourism promotion.



Busy Board: The Board of Directors, including Herman Orcutt (l.), John Benton (c.) and Jim Grogan, has met 46 times since inception.

For 2003, all areas of the Authority's statutory responsibilities received full funding. And, this was completed during a time when the state's tourism industry was still woozy from the lingering effects of 9-11.

The nine citizen members of the **Board of Directors** completed their 46th board meeting since beginning operation in July 2000.

Cardinals Stadium Starts Construction, Books Super Bowl

For the stadium, the **initial \$222 million construction bond offering** was **sold out** in 90 minutes. There were four times as many orders as bonds available.

Adding to the excitement was the unveiling of a completely new exterior design by an architect of international renown, **Peter Eisenman**. The previous exterior of the stadium was totally redesigned to present a more modern, high-tech look at the new Glendale site. While presenting the visual elements of the stadium, Eisenman said, "I believe this stadium could become one of the most recognizable in the country."



Digging In for New Stadium: Board members breaking ground for the new stadium (l. to r.) Herman Orcutt, Rod Williams, John Benton, Jim Grogan, C.A. Howlett, Valarie Miceli, Bill Peltier, Roc Arnett.

The first shovels of dirt were turned April 12th as local dignitaries, citizens and football fans mingled for the **groundbreaking**. Representatives of the Tourism & Sports Authority, the **Arizona Cardinals**, the **City of Glendale**, the **Tostitos Fiesta Bowl** and **Hunt Construction** shoveled the symbolic dirt from the 165-acre site signaling the start of building and infrastructure activities.

And then the real work began with **mass excavation of the stadium bowl** on July 30.



Taking Shape: Stadium concourses began taking on recognizable form.

Crews began digging the stadium bowl which reached 26 feet below the present grade to the field level. Workers began pouring tons of concrete September 4th for the **foundation and support column footers**.

Commemorating the project milestone, officials from the Authority, the Cardinals, Hunt and a group of Cardinals season ticket holders pressed their handprints into the wet concrete of the very first footing.



Memorial Prints: Commemorating the first foundation pour at the new stadium.

At year's end, construction reached its 153rd day out of a 1,100 day schedule. The building's structure was clearly becoming visible.

The award of the **2008 Super Bowl** to Arizona marked a major booking milestone for the stadium. The NFL mega-event is the first event to be booked for the facility other than Cardinals games and the Tostitos Fiesta Bowl. Super Bowl 42 is expected to be broadcast in 220 countries and to generate more than \$400 million in direct economic benefit for Arizona.



In November, Authority board members and staff conducted interviews of respondents to the Authority's RFP for **stadium management and marketing firms**. Some of the biggest and brightest entertainment, marketing and management companies in the country are vying for the contract which will provide professional management of the stadium along with opportunities to provide marketing and booking of international entertainment and events. It is anticipated that the Board of Directors will be in a position to make a selection of a management company the first part of 2004.

Tourism Promotion Sees Full Funding

New resorts, new golf courses and new sports and entertainment facilities in Maricopa County look to attract tourism dollars to an economy that sees one of every five jobs tied to tourism.

The Authority joined tourism industry officials in successfully lobbying for **full legislative funding of tourism promotion**. Consequently, the Authority



will be funding all of the required \$4.4 million to the tourism account next year. These monies are for promoting tourism in Maricopa County and are in addition to other statewide tourism promotion dollars.

Cactus League Completes Premier Park, Starts Renovation on a Favorite

This year the Authority provided a huge jump start to the Cactus League, which brings in an estimated \$166 million in economic benefits per year.

February 11th saw the successful sale of \$33 million of Cactus League Bonds. The very same day, the board approved \$4.3 million towards the \$6.4 million **Phoenix Municipal Stadium upgrade**. In return, the **Oakland A's** extended their lease by an additional ten years, until the year 2014.

Just 17 days later, the Authority presented a commemorative \$32 million check to the City of Surprise during the inaugural game at Surprise Stadium between the **Kansas City Royals** and the **Texas Rangers**.



\$32 Million to Surprise: The new premier spring training facility in Surprise is directly responsible for bringing two new teams to the Cactus League.



\$4.3 Million to Phoenix Muni: Bill Peltier (r.) makes the presentation of the Authority's check to upgrade and renovate Phoenix Municipal Stadium. Also from the TSA are Ted Ferris (c.) and Deb Wilson.

The beautiful **Surprise Spring Training Complex** is directly responsible for luring both teams from Florida to the Arizona Cactus League. The check presentation symbolized the Authority's completion of its funding obligation for this grand \$48 million facility.

Community Input for Youth and Amateur Sports

Youth and Amateur Sports got off to a collaborative start with the first annual **Youth and Amateur Sports Summit**. The February 7th event attracted 150 stakeholders from around the Valley who listened to various national youth and amateur sports experts and provided input and feedback on the local efforts by the Authority. The summit was

followed in April with a series of **Town Hall meetings** in locations throughout the Valley on the status and process of its Youth and Amateur Sports Grant Program. The open meetings were for public and private agencies and foundations, grant applicants, sports organizations, matching grant funding partners and others with an interest in youth and amateur sports.



Youth Sports Summit: Local stakeholders meet national experts.



YMCA Thanks: Herman Orcutt (c.) and Ted Ferris (l.) receive commemorative award for the Authority's role in helping the YMCA project.

A sterling example of what can be accomplished with community partnerships is the newly **completed South Mountain YMCA sports complex**.

Using an initial \$150,000 grant from the Authority as seed money, the YMCA partnered with other organizations like the **Arizona Cardinals**, the **Arizona Diamondbacks** and the **City of Phoenix** to build a \$750,000 sports complex providing lighted baseball, soccer/football fields and other facilities for

area children.

Construction of the **Avondale Regional Youth Sports Complex** began mid-year. Ground was broken on the new \$5.6 million youth sports complex at Avondale Friendship Park on Friday, June 27. The park features lighted soccer fields, baseball fields, basketball courts and tennis courts.



Avondale Project: Board members (from left) Rod Williams, Roc Arnett and Herman Orcutt join Avondale Mayor and City Council for groundbreaking.

It also has open turf play areas, a dog-park, walking trails, ramadas, and restrooms. The Authority awarded \$3.4 million toward this important regional project.



Board Member
Michele Eckert

In July, **Governor Janet Napolitano** appointed two new members to the Board of Directors. **Michele Eckert** was named to replace Valarie Miceli as representative of the Valley hoteliers and **Tom Hocking** was named to fill a long-vacant slot and to represent the Cactus League. Eckert was appointed to a new, full five-year term and is eligible for reappointment in 2008. The Governor indicated that Hocking was appointed to fill the remainder of Denise Meredith's term and a five-year term expiring in 2009.

Board member **Herman Orcutt** was reappointed by the President of the State Senate to a 5-year term, as was **Roc Arnett**, an appointee of the Speaker of the House. Both of their terms will expire in 2008.

Looking Ahead to 2004: Delivering More than Promised

- The steel and concrete of the new **Multipurpose Stadium** is already peeking over the grade level at the site in Glendale. By the end of 2004 there will be an enormous amount of steel and concrete rising above grade level as more sections of the stadium are completed to their highest level prior to raising the steel trusses in place for the stadium roof.
- The successful selection of a **management and marketing company** will allow the Authority to ramp up marketing strategy and advanced bookings for the Multipurpose Stadium.
- Efforts will be expanded to **integrate the promotion** of the Multipurpose Stadium, Cactus League and Youth and Amateur Sports facilities with Westmarc, Greater Phoenix Convention and Visitors Bureau, the Scottsdale CVB and the Arizona Office of Tourism.
- In the Cactus League, renovations will be completed on **Phoenix Municipal Stadium** and work will begin on the upgraded practice facilities for the **Scottsdale Giants** as well as **Tempe Diablo Stadium**. A new stadium and yet another team relocation from Florida may become a reality in 2004.
- For **Youth and Amateur Sports**, the evaluation of 92 grant applications will be complete for the award of nearly two million in new Authority grants. The county-wide survey of existing facilities will be completed as will the initial version of a new Geographic Information System which will allow users to locate all of Maricopa County's youth and amateur sports facilities on the Internet.

2003 was a year of delivery and the beginning of projects which will have a positive effect on our economy and our quality of life. For 2004, the Authority intends to deliver even more than originally promised.

