

State of Arizona, County, Incorporated City or Town Designated area

Designated areas, Laws & Taxes imposed

Scottsdale Convention and Vistors Bureau Inc

Scottsdale Convention and Vistors Bureau Inc. ExperienceScottsdale requires Eligibility in order to obtain funding from Governments. The eligibilty restrictions are critical.

PRIMARY Destination : City of Scottsdale Town of Paradise Valley
SEDONARY: Maricopa County Prop 307

The Proposition 302 Maricopa County program is available to destination marketing organizations (DMOs) located within Maricopa County. The purpose of this program is to support Maricopa County tourism marketing and promotion.



WORK IN PROCESS

Member Eligibility

Businesses must relate to the tourism or hospitality industry and demonstrate that they provide tourism-related products or services as part of their regular offerings

Hotels, resorts and spas must have a Scottsdale or Paradise Valley address.

Golf courses throughout Maricopa County are eligible to apply for membership. However, golf courses associated with ineligible hotels and resorts cannot apply.

Maricopa County businesses in the following categories are eligible to apply: Allied*; Activities; Art + Culture; Dining; Golf; Meeting Services; Moving to Scottsdale; Nightlife; Outdoor Adventure; Shopping; Spa + Wellness; Transportation; Visitor Services.

Statewide businesses in the following subcategories are eligible to apply: Air Tours; Attractions, Group + Spouse Activities; Statewide Accommodations; Off-Roadng; Ground Tour

City of Scottsdale

Taxes Voter Approved

https://www.scottsdaleaz.gov/tourism

TARGET

Department: Tourism and Events Department
Commission-Tourism Development Commission (TDC)

General Plan Element: Economic Development

General Plan Goal: Sustain Scottsdale as a Tourist destination

TOURISM PLAN

City hired Resonance Consultancy to create five-year Tourism & Events Strategic Plan (2022-2026).

https://www.scottsdaleaz.gov/Assets/ScottsdaleAZ/Tourism+Reports/Scottsdale+Tourism+Strategic+Plan+Rcommendations.pdf

Tourism Research, Reports &

Proformance Metric

Professional indepentant Contracts, many as the State uses. see reports below

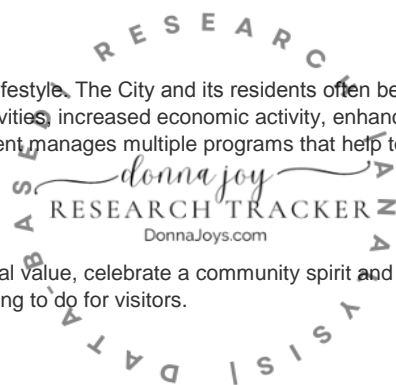
TOURISM RELATED REPORTS

City controls

CVB performance metric Audits

City TARGET MARKETING EVENT FUNDING PROGRAMS INFORMATION

Events are an important component of Scottsdale's overall image, "its product", and its lifestyle. The City and its residents often benefit from events held in Scottsdale through increased cultural opportunities, recreational activities, increased economic activity, enhanced community status, and additional marketing exposure. The tourism and events department manages multiple programs that help to support events throughout the City.



Community Event Funding

Community events are defined as activities that are locally significant, may have historical value, celebrate a community spirit and unique sense of place, and are primarily attended by residents, but also provide something to do for visitors.

[Community Event Funding Application \(PDF\)](#)

[Community Event Funding Post Event Report \(PDF\)](#)

Event Venue Fee Funding

The event venue fee program provides available bed tax funds to be utilized for event development of niche tourism driven events that support the following tourism drivers: Golf, Sports and Recreation. In order to be eligible for the program, event applicants must utilize a city owned, operated or controlled event venue and generate room nights in Scottsdale hotels.

[Event Venue Fee Funding Application \(PDF\)](#)

[Event Venue Fee Funding Post Event Report \(PDF\)](#)

Matching Event Advertising Funding

The Matching Event Advertising Program supports events that market the destination and generate incremental Scottsdale room nights associated with the event.

[Matching Event Advertising Funding Application \(PDF\)](#)

[Matching Event Advertising Funding Post Event Report \(PDF\)](#)

New Event Development Funding

The New Event Development program is for large events that market and promote Scottsdale's attractiveness as a destination to our target leisure and meeting visitors, both nationally and internationally, and generate room nights in Scottsdale hotels. Events can participate in this program for a maximum of three years.

[New Event Development Funding Worksheet \(PDF\)](#)

[New Event Development Funding Post Event Report \(PDF\)](#)

EVENT DIRECTIONAL BANNER PROGRAM

The primary purpose of Scottsdale's directional banner program is to allow the City and eligible organizations the opportunity to promote their special events. When applying to display horizontal or vertical directional street banners, certain requirements and fees will need to be satisfied by the applicant. Please review the [banner guidelines](#) before applying for banner use.



City TARGET

TOURISM RELATED REPORTS

Visitor and Lodging Reports

[Lodging Statistics Report \(PDF\) - September 2022](#)

[Visitor Statistics Report \(PDF\) - September 2022](#)

[Longwoods Visitor Report \(PDF\) - July 2022](#)

[Longwoods Return to Sample Report \(PDF\) - July 2022](#)

[Webb Report \(Destination Event Feasibility Study\) \(PDF\) - January 2016](#)

Other Tourism Items

[Scottsdale Hotel/Motel List \(PDF\)](#)

[Special Event Permit Online Submittal](#)



DEMOGRAPHIC STATISTICS

[Quick Statistics \(PDF\)](#)

[About Scottsdale](#)

[City of Scottsdale Monthly Financial Update](#)

Sources used

- AZ Department of Administration
- Compass Longwoods International
- Travel USA Visitor Profile for Scottsdale
- Tourism Economics international

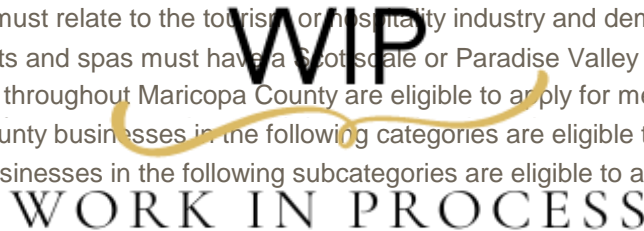
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Member Eligibility

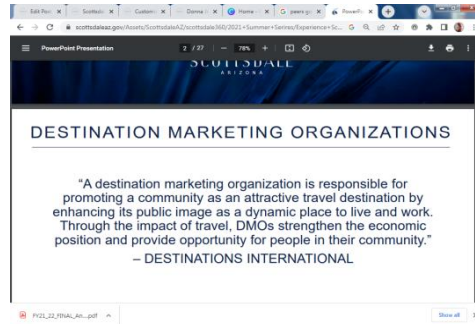
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CITY & CVB

EXPERIENCE SCOTTSDALE Report to City 27 pages

<https://www.scottsdaleaz.gov/Assets/ScottsdaleAZ/scottsdale360/2021+Summer+Series/Experience+Scottsdale+Presentation.pdf>



Destination Marketing Contract, Audit No. 2206

By Sharron Walker, city auditor, 480-312-7867

<https://www.scottsdaleaz.gov/news/destination-marketing-contract-audit-no-2206>

PDF REPORT <https://www.scottsdaleaz.gov/Assets/ScottsdaleAZ/Auditor/Audit-Reports/Calendar+Year+2022+Reports/Destination+Marketing+Contract+-+Audit+2206.pdf>

This audit was conducted to evaluate contract compliance, effectiveness, and administration of the destination marketing contract with Experience Scottsdale. The destination marketing contract can be strengthened by addressing more operating risks, such as requiring a full accounting of City bed tax monies, including any unused monies remaining at year end, and establishing a fee method that is more closely aligned with the purchased services. As well, the contract does not establish ownership of intellectual property, and terms are not sufficient to limit administrative costs and maximize the destination marketing programs. Further, performance monitoring activities can better ensure focus on the City's objectives, including relevant performance standards and regular advertising effectiveness studies.

The department agreed with the recommendations and plans to implement changes by June 2022.

