Board of Supervisors Memorandum

August 6, 2013

Major League Soccer Incentives through Visit Tucson

Introduction

The County is preparing for the first organized Major League Soccer (MLS) preseason training camp in Tucson in 2014. The MLS preseason training camp is one of only three major events scheduled for the MLS season; the other two are the All Star Game and the MLS Cup. Financial incentives will be necessary to partially offset team travel costs.

Background

Presently under construction is a stand-alone soccer stadium. Attachment 1 contains recent photographs of the ongoing construction of this facility, which should be completed in October 2013.

Many of the scheduled events will be broadcast on national television stations, including NBC Sports and ESPN, providing Pima County invaluable national exposure during the prime tourism season.

To induce professional team travel to Tucson for this MLS preseason event, it is necessary to provide up to $200,000 for 10 participating clubs and teams to offset and mitigate a portion of their costs for travel and training in Tucson. It is also important to strengthen the Mexico soccer connection, as Mexican team games continue to be the most attended soccer events in Arizona. Hence, $80,000 will be needed to procure a Mexican club's participation in major soccer competition.

MLS preseason interest has grown in Pima County from one game in 2011 to 19 games in 2013. The current strategy is for a 2014 season that attracts 8 to 10 MLS clubs for preseason training camp.

Attachment 2 is an analysis of the proposal that provides a conservative estimate of the economic impact for this particular proposal of $4 million. Given the need to grow MLS in Pima County, it is my recommendation the Board of Supervisors allocate up to $280,000 from their Contingency Fund to Visit Tucson for their use in providing measured financial incentives to attract MLS clubs to preseason training camp at the Kino Sports Complex.

Three-party Agreement – Pima County, Visit Tucson and FC Tucson

The economic impact projection of this proposed activity includes a significant increase in hotel and restaurant expenditures. In total, approximately 10,000 hotel rooms are expected to be reserved for this event. Given the need for FC Tucson to remain involved in the activity of specific club attraction, as well as the development of the Mexican club event, they are a necessary party to the agreement. County funds will be transferred to Visit Tucson for the promotion of tourism related to MLS preseason training. Visit Tucson will then allocate the necessary funds for club attraction with the County's consent. The only requirement imposed by the County is that the clubs will be required to lodge in the unincorporated area of Pima County. This will guarantee Visit Tucson directly receives three percent of the bed tax from said occupancy, and Pima County will receive three percent.

The initial agreement would be for a one-year period with an option to extend the agreement for another two years. During the initial term of the agreement, the County will require FC Tucson and Visit Tucson to provide clear economic metrics associated with the economic activity generated by this event.

Recommendation

I recommend the Board of Supervisors allocate a maximum of $280,000 from the Contingency Fund to Visit Tucson for the promotion of Major League Soccer preseason training at the Kino Sports Complex in Pima County.

Respectfully submitted,

C.H. Huckelberry
County Administrator

CHH/dph – July 31, 2013

Attachments

c: Hank Atha, Deputy County Administrator for Community and Economic Development
Chris Bartos, Director, Stadium District

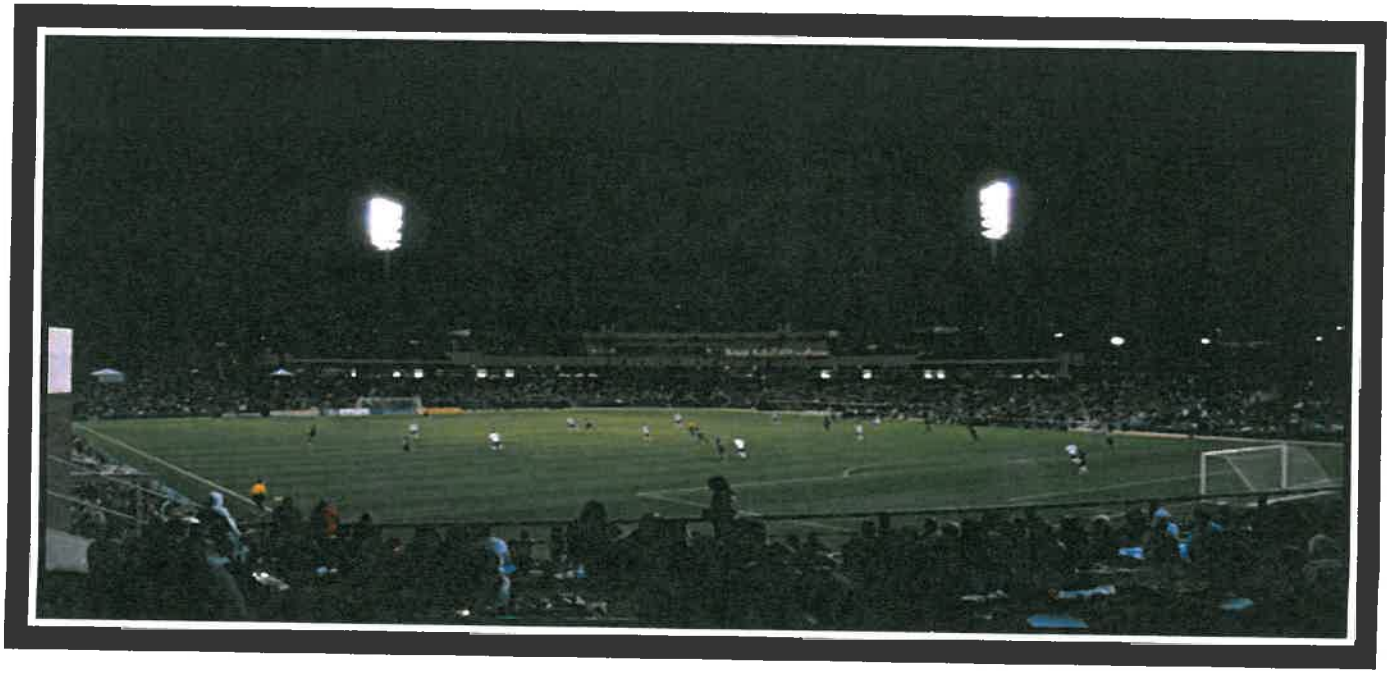
ATTACHMENT 1

VOLVO

S009

ATTACHMENT 2

MAJOR LEAGUE SOCCER PRESEASON TRAINING CAMP IN PIMA COUNTY



Major League Soccer Preseason Training Camp In Pima County

Summary:

- Major League Soccer (MLS) will develop preseason training camp into an MLS event and one of three signature events of the MLS season, along with the MLS All Star Game and MLS Cup. Based upon two successful years of working with FC Tucson and training and competing in Pima County at Kino Sports Complex, MLS is considering development of MLS Preseason Training Camp (MLS PTC) in partnership with FC Tucson and Pima County. MLS is interested in committing to two or three locations, nationwide, as the long term homes of MLS PTC. In return for locating MLS PTC in Pima County, MLS seeks cost mitigation.
- There exists very substantial support for Mexican soccer clubs amongst residents of northern Mexico. In order to encourage tourism from Mexico, FC Tucson and MLS wish to invite a prominent Mexican club to participate in MLS PTC.
- A conservative estimate of the economic impact of year one of MLS PTC in Tucson is $4,000,0000.00. This estimate references only spending by out of town guests, MLS clubs and a Mexican club (See Year 1 MLS PTC In Tucson Economic Impact Projection, attached hereto).
- MLS will feature Pima County in national NBC Sports and ESPN broadcasts as well as a powerful, new digital media platform. (See description attached hereto).
- Participating MLS clubs will develop a market specific sales and marketing campaign from September through January to promote their participation in MLS Preseason Training and to secure the sale of Club customized travel packages to visit Pima County.
- Each Club will provide a selection of Club and customized merchandise to be used as premium gifts in Fan travel packages and develop and promote promotions/sweepstakes awarding travel packages around major soccer events

Major League Soccer Preseason Training Camp In Pima County

Proposal:

The total cost mitigation will be $280,000 per year, for three years (on a renewable basis), to be funded by Pima County and divided as follows:

- $200,000 will be provided to MLS and divided by MLS between MLS and participating MLS clubs. MLS will distribute the funds to teams to mitigate costs associated with training in Tucson. MLS teams will spend an average of $116,000 per week to stay and train in Pima County. MLS may retain some of the funds to mitigate league costs associated with staging the event in Tucson.

MLS indicates that the advertising that each MLS Club would do to drive tourists to Pima County from their local market would be directly related to any cost mitigation / subsidy that could be distributed to each of the Clubs. So, in order for Clubs to receive funds they would have to provide back to the League a local marketing plan to boost Tucson tourism to visit MLS Preseason Training Camp.

FC Tucson is cognizant of the fact that it is optimal to secure MLS clubs that will drive sports tourism and strong match attendance. Due to the variable nature of the quality of teams and players on teams, it is difficult to predict which teams will be preferable in the years ahead. However, half of the league will train in Tucson, so Tucson will certainly host some of the top teams in the league.

- $80,000 to be used to procure a Mexican club to participate in MLS PTC. These funds will be used to pay the expenses and appearance fee associated with a Mexican club traveling to Tucson and participating in MLS PTC. The reason that the Mexican Club will command significantly more financial support is that the Mexican club will travel to Tucson during their regular season. They will have no training-based reason to travel to Tucson.

FC Tucson will negotiate with the Mexican club to minimize the expense reimbursement and appearance fee. Any residual funds can remain with the agency holding the money, roll over for use in the subsequent year or be returned to Pima County.

FC TUCSON FUNDAMENTALS

- **FC Tucson Events is a Tucson based venture with a mission to produce and promote youth, amateur and professional soccer events in Tucson.**

Primary assets:

- **FC Tucson Desert Diamond Cup (FCTDDC), a Major League Soccer pre-season tournament**
- **FC Tucson, a club and franchisee in the highly regarded United Soccer League's Premier Development League (PDL).**
- **The Desert Friendlies, a continuing series of professional exhibition soccer matches**

- **FC Tucson operates from and trains and competes at Kino Sports Complex**

FC Tucson Ownership

FC Tucson Events is an Arizona, LLC and comprised of four Managing Partners with unique strengths, experience and local, national and international relationships:

- **Greg Foster** is Chief of Legal and Civic Affairs. Greg is a partner at Karp & Weiss law firm and has been a Tucson resident for over thirty years. He is a member of the Board of Directors of Fort Lowell Soccer Club. He has also served on Boards of the Tucson Downtown Alliance, Greenfields Country Day School and as a member of the Arizona Trial Lawyers Association Community Outreach Committee. He holds a BS from the University of Arizona ('89) and a law degree from Pepperdine University School of Law ('92).
- **Chris Keeney** is the Chief Business Officer and has worked the past sixteen years for three MLS teams (D.C. United, Real Salt Lake and Columbus Crew) and one NFL team (Houston Texans). He now owns and operates A^3 Sports Consulting. His primary skill sets are in revenue generation but he has vast experience in marketing, media relations, fan development, and event operations. Chris has a BS in Marketing from Florida State University ('92) and an MBA from George Mason University ('96).
- **Rick Schantz** is the Head Coach of FC Tucson and co-founder the Gunners competitive youth soccer program at Fort Lowell Soccer Club. A former Arizona Daily Star Player of the Year, Rick played at the University of Portland (Criminal Psychology, '96) under the legendary Clive Charles. His side made it to the NCAA College Cup Finals and Rick went on to play minor league soccer in the USISL. Currently, he is the Assistant Principal of Imago Dei Middle School and was recently nominated for the 2011 and 2012 Arizona Daily Star Forty Under Forty.
- **Jon Pearlman** is the Associate Head Coach and Technical Director of FC Tucson, Director of Coaching for Tanque Verde Soccer Club and Head Coach of Sabino High School. Jon has attained numerous coaching licenses from USYSA, NSCAA and an A license from United States Soccer Federation. He is a part of the U.S. Youth National Team Scouting Network and was a part of the Real Salt Lake youth system for three years. Jon earned a political science degree from Union College ('96) and his teaching certificate from the University of Arizona ('01).

MLS PRESEASON IN PIMA COUNTY

- Born March 5, 2011 when FC Tucson hosted a sold out game between MLS sides New York Red Bulls and Sporting Kansas City at Hi Corbett Field.
- In two years, MLS Preseason in Tucson has generated:
  - 5 MLS events
  - 60,000 spectators
  - 18 MLS teams, 2 international squads and a storied Mexican club staying, training and competing in Tucson
  - A nationally televised final on NBC Sports

MLS PRESEASON GROWTH IN PIMA COUNTY

- **2011:** 1 GAME, 1 DAY, 2 TEAMS
- **2012**: 8 GAMES, 2 WEEKS, 6 TEAMS
- **2013:** 19 GAMES, 5 WEEKS, 13 TEAMS

EXPANDED MLS PRESEASON TRAINING CAMP

- **Strategy**
  - The proposed management strategy will enable MLS to develop a centralized preseason training location in Tucson, Arizona and will provide benefits to all of the parties associated with the property
- **Competition**
  - The 2014 MLS Preseason Training Camp will consist of 8 - 10 MLS clubs and a first class training camp environment in Tucson, Arizona
- **Strategic Positioning**
  - Develop a launch pad to the season, similar to Major League Baseball's Cactus League
  - Enhance international relations by inviting select international Clubs to participate in PTC
  - Develop a platform to enhance fan and partner engagement leading up to the start of each MLS season
  - Develop MLS Preseason Training Camp ("MLS PTC") into a *League special event*
  - Event will focus on broadcasts primarily built around an MLS digital platform with on-site exposure and activation rights during the PTC events, as well as television broadcasting via NBC Sports and ESPN. In addition to game coverage, ESPN is about to launch a daily soccer show. It is anticipated that MLS PTC will be important content in February
  - Conduct MLS Grassroots executions in Tucson such as an "international Sueño" and Futbolito

MLS Preseason Growth Potential

Pima County Partnership Overview

- **MAJOR LEAGUE SOCCER OVERVIEW**

  - **Quick Facts**

    - Currently in its 18th season, MLS is the pinnacle of professional soccer in America founded in 1996 by Phil Anschutz, Lamar Hunt and Robert Kraft
    - 19 teams in 18 markets in top DMAs such as New York, Los Angeles, Chicago and Dallas
    - Season runs from March through early December, with three tent-pole events:
      - MLS "March to Soccer"
        - Player Combine presented by adidas (January)
        - SuperDraft presented by adidas (February)
        - ***Preseason (January – February)***
        - Jersey Week (February)
        - Rivalry Week presented by Windows 8 (March)
      - AT&T MLS All-Star Game (July)
      - MLS Cup (December)
    - Thirty-four (34) regular season games per team (plus 15 League Play-off games; U.S. Open Cup & international tournaments/exhibitions)
    - Nearly 19,000 average attendance per match (up 8% over 2011)
      - Higher average game attendance than the NBA and the NHL
      - Over 6M in total attendance
    - 40+ MLS matches on NBC networks
    - 25+ primetime broadcasts on ESPN2 & ESPN Deportes
    - 45+ regular season games, playoffs, All-Star and MLS Cup on UniMas
    - Regional/local broadcasts of all games

MLS Preseason Growth Potential (Cont.)

The Opportunity

- A partnership with MLS could provide our Preseason Training Camp hosts with a fully integrated marketing platform to reach the diverse, unduplicated American soccer fan base (90M+).
- Pima County will be able to leverage the sport of soccer to reach prospective travelers via experiential marketing, digital media and through the development of proprietary fan platforms with each Club that conducts Preseason Training Camp in their market.
- MLS Preseason Training Camp overlaps with key winter holiday booking and Spring Break travel timeframes that could serve as the foundation of the Pima County/MLS partnership.

Marketing Assets MLS and MLS Clubs Can Deliver to Pima County

Potential Marketing Assets

- The following is a list of marketing assets that could potentially be tied into our overall partnership based on the funding/sponsorship commitment provided to Major League Soccer and our Clubs.
- **Digital**
  - Rotational inventory on nationally distributed MLSsoccer.com and locally associated Club sites
  - Additional inventory across balance of MLS Digital Properties portfolio (Outlined later in this document)
  - Targeted email blasts to MLS Digital Properties database
  - Ability to develop custom content based on partner objectives
- **Broadcast Partners**
  - ESPN Family of Networks
  - NBC Family of Networks
  - Local Club Broadcast Partners

Marketing Assets MLS and MLS Clubs Can Deliver to Pima County(Cont.)

- **MLS Special Event Marketing**
  - MLS Playoffs and MLS Cup (October-December):
    - Access to the most exciting time of the MLS season, where fan attention and interest is at its peak is the perfect time to distribute travel information to fans in attendance.
  - MLS Player Draft- January 16th to 17th, Philadelphia, PA
    - On-site distribution of travel information to fans in attendance
- **Marketing Tool Box**
  - Each Club must develop a market specific sales and marketing campaign from September through January to promote their participation in MLS Preseason Training and to secure the sale of Club customized travel packages to visit Pima County.
  - Each Club will provide a selection of Club and customized merchandise to be used as premium gifts in Fan travel packages.
  - Promotions/sweepstakes awarding travel packages around major soccer events
- **Pima County Events**
  - Each Club will provide their Coaching, Players, Technical Staff or Broadcasters to participate in VIP functions tied to customized fan travel packages. Including events such as: Youth Clinics Meet & Greets, Fitness workouts and BBQ's /Player Parties.

Marketing Assets MLS and MLS Clubs Can Deliver to Pima County (Cont.)

- **Measuring Return-On-Investment**
- Direct revenue
  - Club and Fan spending in the local market

- Media Value/Branding
  - Market value of both national and local media included in partnership help drive awareness of tourism to Pima County (in-stadium, digital media, print media, television, radio, etc.)
  - Market value of brand exposure on national TV broadcasts

- Additional Metrics
  - Development of Fan loyalty to the vacation marketplace
  - Promotions/sweepstakes exposure around major soccer events (MLS Cup, etc.)
  - Integration into MLS fan culture and the soccer lifestyle.

Marketing Assets MLS and MLS Clubs Can Deliver to Pima County (Cont.)

- **Brand Loyalty of Soccer Fans (Sports Business Journal 2012)**

- MLS fans are the most loyal consumers to brands that support their team/sport (exhibiting even more loyalty than NASCAR fans in every category)

- **80%** answered that they are more likely to consider trying a product/service if that product/service is an official sponsor of MLS

- **76%** answered that they are more likely to recommend a product/service to a friend or family member if that product/service is an official sponsor of MLS

- **82%** answered that they are more likely to consciously support a company by purchasing its products/services if the company is an official sponsor of MLS

Marketing Assets MLS and MLS Clubs Can Deliver to Pima County (Cont.)

- **MLS Fans – General Demographic Information** (Scarborough Research)

- **Household Income:**
- HH Income (Mean) — $79K
- **Household Income:**
- $100K + — 26% (Index of 120)

- **Age Range:**
- 18-24 — 18% (Index of 147)
- 25-34 — 21% (Index of 120)
- 35-54 — 41% (Index of 111)
- 55+ — 20% (Index of 60)

Marketing Assets MLS and MLS Clubs Can Deliver to Pima County (Cont.)

Sex:	
Male	63% (Index of 129)
Female	37% (Index of 72)
Education Level:	
Grade School (8th Grade or less)	6% (Index of 147)
Some High School	6% (Index of 95)
High School Graduate	28% (Index of 84)
Some College	30% (Index of 99)
College Graduate +	30% (Index of 113)
Ethnicity:	
White/Caucasian	52% (Index of 78)
Hispanic	32% (Index of 197)
Black	9% (Index of 81)
Asian	4% (Index of 112)
Other	3% (Index of 104)

Marketing Assets MLS and MLS Clubs Can Deliver to Pima County (Cont.)

Employment Status:

- Employed Full Time (35+ Hours/Week) — 52%
- Employed Part Time (less than 35 Hours/Week) — 20%
- Not Employed — 28%*

** A large percentage of the soccer fan base remains in the education system*

Marital Status:

- Married — 57% (Index of 104)
- Never Married — 33% (Index of 117)

Number of Children in Home (17 or Younger)

- 0 — 49% (Index of 81)
- 1-2 — 38% (Index of 127)
- 3-4 — 12% (Index of 143)
- 5+ — 1% (Index of 109)

Marketing Assets MLS and MLS Clubs Can Deliver to Pima County (Cont.)

Industry Research (index v. non-fans)

Items Bought on Internet Past 12 Months:

- Airline Tickets — Index of 123

Number of Domestic Air Round Trips Past 12 months: Business or Personal

- 1 — Index of 178
- 2 — Index of 182
- 3-4 — Index of 145
- 5+ — Index of 191

Number of trips outside continental U.S. past 3 years: Business or Personal

- 1 — Index of 145
- 2 — Index of 214
- 3-4 — Index of 184
- 5+ — Index of 188

Airlines used most often:

- United/Continental — Index of 133
- American — Index of 130
- Southwest — Index of 118
- JetBlue — Index of 117
- Delta — Index of 114
- US Airways — Index of 114

Execution of MLS PTC Event

Major League Soccer:

Will procure MLS teams (with assistance from FC Tucson) for participation in MLS PTC in Pima County

Will look to schedule additional MLS/SUM (Soccer United Marketing) meetings and events to take place in Pima County

Will develop and facilitate a marketing plan for Pima County MLS PTC

FC Tucson:

Will manage all PTC matches and provide approved complex scheduling of the day-to- day training camps of the participating MLS Clubs

Will develop and facilitate a local marketing plan

Will secure hotel, local transportation rates and practice facilities for MLS teams

Will manage game day operations, ticketing and food and beverage

Joint Responsibilities:

MLS and FC Tucson will manage local marketing and PTC competition scheduling, fan travel and hospitality packaging

Pre-Event MLS Club Training

- Four to Six MLS Clubs will conduct preseason training in Pima County prior to the competitive event
- Clubs will, likely, stay in Pima County for fourteen days
- Teams will stay in local hotels
- Teams will train at Kino Sports Complex

Media and Content Distribution

MLS recently announced creation of a new content and distribution group. MLS+, announced June 18, will generate substantial media exposure for Pima County while MLS PTC is in town.

NEW YORK (June 18, 2013) – Today Major League Soccer took an innovative stride forward by introducing **MLS+**, a new content and distribution group that brings together top storytellers, producers and digital media partners to create a broad range of soccer programming on multiple platforms. By telling the stories behind the game, **MLS+** will establish deeper connections between fans, players and Clubs and fuel the League's rapid growth.

MLS Chief Marketing Officer Howard Handler announced the creation of **MLS+** at the Cynopsis Digital summit in New York today.

"Soccer in North America and MLS are soaring," Handler said. "To build on this momentum and inspire the next wave of fans, MLS+ will create hundreds of hours of premium programming per year. MLS+ will also deliver new opportunities to leverage the relationship between our fans and the commercial community."

Content created by **MLS+** will include new television shows, digital series, mini-documentaries, mobile applications, lifestyle features, user-generated content, viral video stunts and more. **MLS+** will engage with fans, wherever fans consume content: on-air, online, mobile, social, in local MLS markets. Distribution partnerships include NBC Sports Network and NBCSports.com, TSN and RDS, KickTV, the MLS YouTube channel, MLSsoccer.com and a wide range of other digital partners including Yahoo!, MedioTiempo, and SB Nation.

The first **MLS+** creative partner is eight-time Emmy Award-winning filmmaker Jonathan Hock, the executive producer of *MLS Insider*, a new magazine show that premieres on NBC Sports Network this Friday, June 21 at 7:30 p.m. ET and on TSN2 in Canada at 2 p.m. ET. Regarded as one of the best storytellers in sports, Hock has created three critically-acclaimed documentaries for ESPN Films' *30 for 30* series. For more on Hock Films, click here.

This Friday's premiere episode of *MLS Insider* includes in-depth features on New York Red Bulls midfielder Tim Cahill, Philadelphia Union's Sons of Ben supporters group, and LA Galaxy midfielder Robbie Rogers. Future episodes will explore compelling stories throughout MLS.

Also airing on NBC Sports Network is *MLS 36*, which provides in-depth profiles and an all-access pass into the life of elite MLS players. This season, MLS+ extends its partnership with 441 Productions to give viewers an off-the-field glimpse of star players.

DIGITAL
PROPERTIES

MLS DIGITAL PROPERTIES

ONE STOP ACCESS TO THE WORLD'S MOST POPULAR SPORT

SOCCER UNITED MARKETING COMMERCIALLY MANAGES MULTIPLE HIGH PROFILE SOCCER PROPERTIES AND PROVIDES THE FOUNDATION FOR THE SPORT'S GROWTH IN NORTH AMERICA

SUM
SOCCER UNITED MARKETING

MLS

1913 - CENTENNIAL - 2013

MLS
DIGITAL PROPERTIES

MLS DIGITAL PROPERTIES

OFFERING THE ONLY 24/7/365 ONLINE ADVERTISING SOLUTION FOR BRANDS TO REACH A COVETED AUDIENCE OF DIE-HARD, UNDUPLICATED SOCCER FANS

#1 SOCCER DESTINATION IN NORTH AMERICA

U.S.

HISPANIC

GLOBAL

YOUTH

Source: comScore 2013

MLSSOCCER.COM FAN TRAVEL PROFILE

FROM SUPPORTERS GROUPS TO THE AVERAGE FAN, OUR USERS TRAVEL & OVER-INDEX ON KEY TRAVEL METRICS

INDEX 120
P18+ who have a high frequency of domestic personal travel in the past 12 months

INDEX 156
P18+ who searched for vacation package information online in past 6 months

INDEX 134
P18+ who searched for a hotel online in past 6 months

INDEX 150
P18+ $2,500-$4,999 online travel spending in past 6 months

INDEX 125
P18+ who purchased a vacation package online in past 6 months

INDEX 139
P18+ who have purchased a hotel online in past 6 months

TUCSON & OUR FANS

ACROSS OUR PORTFOLIO OF SITES, OUR FANS OVER-INDEX ON KEY TRAVEL STATS FOR TUCSON, ARIZONA

Traveled to Southwest for personal vacation in past 6 months	136
Went to a Museum while on personal vacation	167
Went to a National Park while on personal vacation	120
Went to a Resort/Spa while on personal vacation	126

Source: comScore May 2013

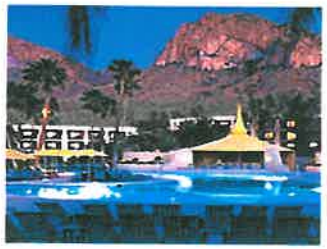
Year 1 MLS PTC Pima County Economic Impact Projection

2014 Preseason Projections

Groups	# In Groups	# of Individuals	# per room	LOS	Aff Spec Ratio	LOS	# of room nights	Rate	Hotel Spending	Daily Spending Rate	Daily Spending	Multiplier	Multiplier Spending	Total
MLS Club	1	50		7	0.25	7	350	$140	$49,000	$100	$43,750	0.41	$38,028	$130,778
MLS Club	1	50		7	0.25	7	350	$140	$49,000	$100	$43,750	0.41	$38,028	$130,778
MLS Club	1	50		7	0.25	7	350	$110	$38,500	$100	$43,750	0.41	$33,723	$115,973
MLS Club	1	50		7	0.25	7	350	$110	$38,500	$100	$43,750	0.41	$33,723	$115,973
MLS Club	1	50		7	0.25	7	350	$110	$38,500	$100	$43,750	0.41	$33,723	$115,973
MLS Club	1	50		7	0.25	7	350	$105	$36,750	$100	$43,750	0.41	$33,005	$113,505
MLS Club	1	50		7	0.25	7	350	$105	$36,750	$100	$43,750	0.41	$33,005	$113,505
MLS Club	1	50	0	7	0.25	7	350	$105	$36,750	$100	$35,000	0.41	$29,418	$101,168
MLS Club	1	50		7	0.25	7	350	$100	$35,000	$100	$35,000	0.41	$28,700	$98,700
MLS Meetings	1	100	1	3	0.25	3	375	$160	$60,000	$100	$30,000	0.41	$36,900	$126,900
Media	1	30	1	4	0.25	3	143	$115	$16,388	$100	$12,000	0.41	$11,639	$40,026
		630					**4,018**		**$ 470,138**		**$ 453,250**		**$ 378,589**	**$ 1,301,976**
MLS Club (Pre-EVT)	1	50		14			700	$110	$77,000	$100	$87,500		$67,446	$231,946
MLS Club (Pre-EVT)	1	50		14			700	$140	$98,000	$100	$87,500		$76,056	**$ 261,556**
MLS Club (Pre-EVT)	1	50		14			700	$140	$98,000	$100	$87,500		$76,056	$261,556
MLS Club (Pre-EVT)	1	50		14			700	$140	$98,000	$100	$87,500		$76,056	$261,556
Mexican Club	1	50		2			100	$100	$10,000	$100	$10,000		$8,200	**$28,200**
Total		**150**					**2,900**		**$381,000**		**$360,000**		**$303,814**	**$1,044,814**
Banquet Spending ($18.15 X No. of team Room Nights)							6,918							**$125,562**
Team Spending Total														**$2,472,352**
MLS Fans/ Events	1	1,000	2	3	0	3	1,500	$105	$157,500	$150	$450,000	0.41	$249,075	$856,575
Mex Club Fans	1	1,000	2	2		2	1,000	$105	$105,000	$150	$300,000		$165,884	$570,884
Fan Spending Total														**$1,427,459**
Event Total							9418		**$1,113,638**					**$3,899,811**

Pima County Hotel Properties That Have Bid On 2014 MLS PTC

- FC Tucson will assist MLS Clubs and MLS with identifying local properties. Strong emphasis will be placed upon properties in Pima County.
- Bids received by FC Tucson to date include the following properties in Pima County:



Hilton
Tucson El Conquistador
Golf & Tennis Resort

LOEWS
VENTANA CANYON
RESORT

OMNI TUCSON NATIONAL
GOLF RESORT & SPA

Hotel occupancy in Tucson jumps in February due to big events

• March 25, 2013 12:00 am • Arizona Daily Star Arizona Daily Star

Several major events boosted Tucson's hotel occupancy in February by 10 percent over the same time last year, the Metropolitan Tucson Convention & Visitors Bureau says.

Some of the increase can be attributed to the Tucson Gem, Mineral & Fossil Showcase taking place a week later than in 2012, but mainly, it's a result of several signature events happening at once.

Other high-profile February events included the WGC-Accenture Match Play Championship, the Tucson Rodeo and **FC Tucson's Desert Diamond Cup, which featured four Major League Soccer teams playing matches at Kino Stadium.**

"These events play a major role in making February our peak tourism month," MTCVB President and CEO Brent DeRaad said.

New events are key to boosting tourism in the region, the agency said. . .