

COUNCIL MINUTES

August 22, 2016

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on August 22, 2016 at 5:02 p.m.

COUNCIL PRESENT

John Giles
Alex Finter
Christopher Glover
Dennis Kavanaugh
David Luna
Dave Richins
Kevin Thompson

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Jim Smith
Dee Ann Mickelsen

1. Review items on the agenda for the August 22, 2016 Regular Council meeting.

All of the items on the agenda were reviewed among Council and staff and the following was noted:

Conflict of interest: None

Items removed from the consent agenda: None

2a. Hear a presentation, discuss, and provide direction on the City's and Visit Mesa's partnership with the Mesa-Phx Marathon.

Assistant City Manager Kari Kent introduced Jamie Campbell, Race Director and Mesa resident, who was present to discuss the accomplishments of Mesa's three-year partnership with Visit Mesa and discuss moving forward with another three-year partnership.

Jamie Campbell played a video highlighting last year's marathon and displayed a PowerPoint presentation related to the BMO Harris Bank Mesa-Phx Marathon. **(See Attachment 1)**

Ms. Campbell explained that the marathon includes the following races (See Page 3 of Attachment 1):

- Full Marathon
- Half Marathon
- 10K
- Kids 1K

Ms. Campbell reported that the marathon has grown significantly since it began five years ago, totaling over 10,000 runners last year. She highlighted some statistics of the marathon and noted that it is a qualifying race for the Boston Marathon, which attracts many elite runners and has enabled four runners to qualify for the Half Marathon Olympic trials. (See Page 4 of Attachment 1)

Ms. Campbell gave a brief synopsis of the economic impacts of the BMO Harris Bank Mesa-Phx Marathon (See Page 5 of Attachment 1) to include the following:

- Holding the race expo at the Mesa Sheraton Hotel attracted over 20,000 participants to the Riverview area.
- Over 1100 people volunteered for the race weekend, 90% being Mesa residents.
- Collaboration with Visit Mesa encouraged runners to stay and play at Mesa hotels and restaurants by offering discounted race registration.

Ms. Campbell explained that a major point of pride is the relationship with the Phoenix Marathon Foundation, which provides scholarship funds and financial assistance for high school students who participate in running-related athletics. She reported that to date, they have raised over \$88,000 in scholarships and the foundation is currently working to shift the focus to Mesa Counts on College in order to assist Mesa students. (See Page 6 of Attachment 1)

Ms. Campbell displayed a list of Mesa sponsors and partners for the BMO Harris Bank Mesa-Phx Marathon. (See Page 7 of Attachment 1)

Ms. Campbell stated that the 2014-2016 sponsorship agreement between the City of Mesa and Visit Mesa was a \$30,000 financial contribution, split equally between the two, as well as in-kind contributions. (See Page 8 of Attachment 1)

Ms. Campbell proposed a new sponsorship for the next three years to include the following (See Pages 9 and 10 of Attachment 1):

- A name change from Phoenix Marathon to BMO Harris Bank Mesa-Phx Marathon, beginning with the 2017 race.
- Continuation of the previous in-kind contributions provided by the City of Mesa and Visit Mesa.
- Developing a contract and proposal with Visit Mesa for hotels and a modified Stay and Play Program.
- Partnering with the City of Mesa to promote rebranding with other sponsors in order to get the City of Mesa name on promotional materials.
- Promoting health and wellness programs and awareness.
- Modifying the course in order to reduce the impact on the residents/neighborhoods and the cost of barricading, while maintaining the criteria to remain a qualifier for the Boston Marathon.
- Increasing the financial assistance from the City of Mesa and Visit Mesa by \$20,000 in 2017, 2018 and 2019.

Councilmember Luna commented that he was pleased with rebranding the name to include Mesa.

Vice Mayor Kavanaugh supported the proposed changes and indicated that the partnership between the three entities is strong. He stated that sports tourism is a significant growing sector of the travel industry and the marathon is a wise investment for the community.

Mayor Giles announced that prior to being on the Council, he was associated with the marathon as a committee member and a runner and attended the event each year. He reported that thousands of people attend and the Riverview area is closed down due to the grid-lock, but despite the growing pains said that he is excited for Mesa to host the marathon. He added that the name change was important to the return on investment of the financial and in-kind contributions given from Mesa. He supported the increased contribution and advised that the partnership between private and government entities will require transparency of the marathon's finances.

City Manager Christopher Brady advised that the contribution will fall under the category of a sponsorship from the City of Mesa, meaning that it will be reported to the Council as a professional service contract.

Councilmember Richins requested better communication with the affected neighborhoods north of the marathon route and their travel south. He suggested making travel concessions along the route to allow people to travel south of the route.

Ms. Campbell explained that the Transportation Department has already provided maps of the neighborhoods that are affected and she assured Council that rerouting some areas is already being considered to facilitate the flow of traffic. She indicated that hanging flyers on doors, adding inserts into utility bills, and sending postcards are also being discussed in an effort to better inform those affected.

It was moved by Councilmember Luna, seconded by Vice Mayor Kavanaugh, that the City of Mesa continue the sponsorship with the BMO Harris Bank Mesa-Phx Marathon with the proposed increase.

Carried unanimously.

3. Hear reports on meetings and/or conferences attended.

There were no reports on meetings and/or conferences attended.

4. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the schedule of meetings is as follows:

Thursday, August 25, 2016, 7:30 a.m. – Study Session Cancelled

Monday, August 29, 2016, 5:15 p.m. – Study Session

Monday, August 29, 2016, 5:45 p.m. – Regular Council Meeting

5. Adjournment.

Without objection, the Study Session adjourned at 5:30 p.m.

JOHN GILES, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 22nd day of August, 2016. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

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(attachment – 1)



BMO



Harris Bank

MESA-PHX MARATHON





BMO Harris Bank MESA-PHX Marathon Our Races

Full Marathon

Beginning at Utery Mountain Park, runners experience nearly 1000 feet of net elevation loss in this fast race to Mesa Riverview Shopping Center

Half Marathon

Beginning near WAXIE, runners experience nearly 350 feet of net elevation loss & enjoy diverse scenery from the desert vistas down to the beautiful citrus groves, through downtown Mesa to Mesa Riverview Shopping Center

10K

Starting at Fitch Park, this easy course for beginning runners winds through historic downtown to Mesa Riverview Shopping Center

KIDS 1K

This FREE run offers children the experience of entering the finish chute with thousands of spectators cheering them on. Each child will receive a race bib, shirt, & a finisher ribbon



BMO Harris Bank MESA-PHX Marathon

Quick Statistics

- 10k+ Runners
- 56% Female Athletes (2016)
- 44% Male Athletes (2016)
- Age 30-55: 68% (2016)
- Runners from Arizona: 74% (2016)
- Representation from all 50 states & over 20 countries
- **USA Track & Field** certified **Boston** qualifying race
- 16.9% of the running field qualified for the Boston Marathon in 2015
- BMO Harris Bank Phoenix Marathon nominated to the **World's Top Ten Overall Best Marathons** (*April 2013...rateruns.com*)
- Each marathon participant has four supporting spectators (*average...marathonguide.com*)
- One of fastest growing races in the United States

BMO Harris Bank MESA-PHX Marathon Impact

- Significant direct marathon operating expenses realized by Mesa businesses
 - Printed materials, food/beverage, equipment rental, office space, apparel, public services, consumables, etc.
- Race Expo/Package Pick-up held in Mesa (2016 moved to Sheraton Mesa's Ballroom); with over 60 retail vendors, & 20k in attendance
- Over 1100 volunteers for race weekend...90% reside in Mesa. Partner with Mesa Public Schools, Scout Groups & Faith-Based Organizations
- Marathon site is the most visited webpage on Visit Mesa's Website
- Nearly 2000 Mesa residents crossed the finish line in 2016
- Collaboration with Visit Mesa to direct participants to Mesa hotels & restaurants
- Several Mesa schools, churches & charities receive recurring annual financial marathon donations for their assistance.

BMO Harris Bank MESA-PHX Marathon Our Charity Partners



The Phoenix Marathon Foundation provides scholarship funds & financial assistance for high school students who participate in running-related athletics who are dedicated to the pursuit of a higher education.

To date, the marathon committed **\$88,000 in such scholarships.**

A proposed shift of focus to Mesa Counts on College to provide funds for Mesa students to pursue higher education (i.e. assistance with tuition, transportation challenges to college, purchase of books, etc.)

BMO Harris Bank MESA-PHX Marathon Our Mesa Partners

■ BMO Harris Bank	■ City of Mesa	■ Visit Mesa
■ Mesa Riverview	■ Mesa Sheraton	■ Mesa Hyatt Place
■ Empire	■ United Rentals	■ Boeing
■ Sports Authority	■ Kneaders	■ United RX
■ Smart and Final	■ Affiliated Dermatology	■ Pepsi
■ Arnett Insurance	■ Dole	■ Welch's
■ Sprouts	■ Gatorade Endurance	■ White Water
■ SRP	■ CLIF	■ Muscle Milk
■ Smarty Pants Vitamins	■ Famous Dave's	■ PRI Graphics
■ Ideal Physical Therapy	■ 24 Hour Fitness	■ Holmes Homes
■ Massage Envy	■ Sole Sports	■ A Company
■ LeSueur Car Company	■ Scott James Jewelry	■ Chick-fil-A
■ Rubio's		

BMO Harris Bank MESA-PHX Marathon

Current City of Mesa & Visit Mesa Partnership

- Recently completed a 3-year Host City Sponsorship
- \$30K Financial Contribution (split equally between City of Mesa & Visit Mesa)
- City of Mesa In-Kind Contributions include:
 - Mesa Fire & Medical Department Personnel
 - Solid Waste & Recycling Collection
 - Transportation staff race planning services & onsite race day support
 - Parks & Recreation stage & special event assistance
 - Public Information promotion through utility bill inserts & other media & sound system
- Visit Mesa In-Kind Contribution:
 - Stay & Play Hotel Packages
 - Development & promotion of marathon through Visit Mesa's Website & other media

BMO Harris Bank MESA-PHX Marathon Proposed Future Partnership Commitment

- Official name change from Phoenix Marathon to Mesa-PHX Marathon beginning with the promotion of the February 25, 2017 race
- Continue previous initiatives promoting the City of Mesa
- Continue previous financial & in-kind contributions from the City & Visit Mesa
- Partner with Mesa Counts on College & direct scholarships to Mesa students pursuing higher education
- Partner with Visit Mesa & Mesa hotels to incentivize runners to lodge in Mesa
- Partner with the City of Mesa to seek sponsorship funds to rebrand Marathon promotional materials & inflatables with new logo & race name

BMO Harris Bank MESA-PHX Marathon Proposed Future Partnership Commitment

- Health & Wellness Programs & awareness – Donated by Arnett Insurance Consulting Services, including expanding benefit of Health & Fitness Programs throughout the City’s organizations through existing providers.
- Joint collaboration in creating a new route maintaining a fast, Boston-qualifying course, while reducing impacts on citizens and other resources (i.e. barricading costs, off-duty police, etc.)
- Provide a three-year sponsorship (2017-2019)
- Increase City/Visit Mesa financial assistance to \$20K in 2017, 2018, & 2019 (split equally)

WELCOME TO THE 2017 BMO Harris Bank MESA-PHX Marathon February 25, 2017

Questions/Direction

