

Mesa Amphitheatre and Mesa Convention Center Management Contract Overview

For consideration on August 17, 2026

Candace Cannistraro, Deputy City Manager

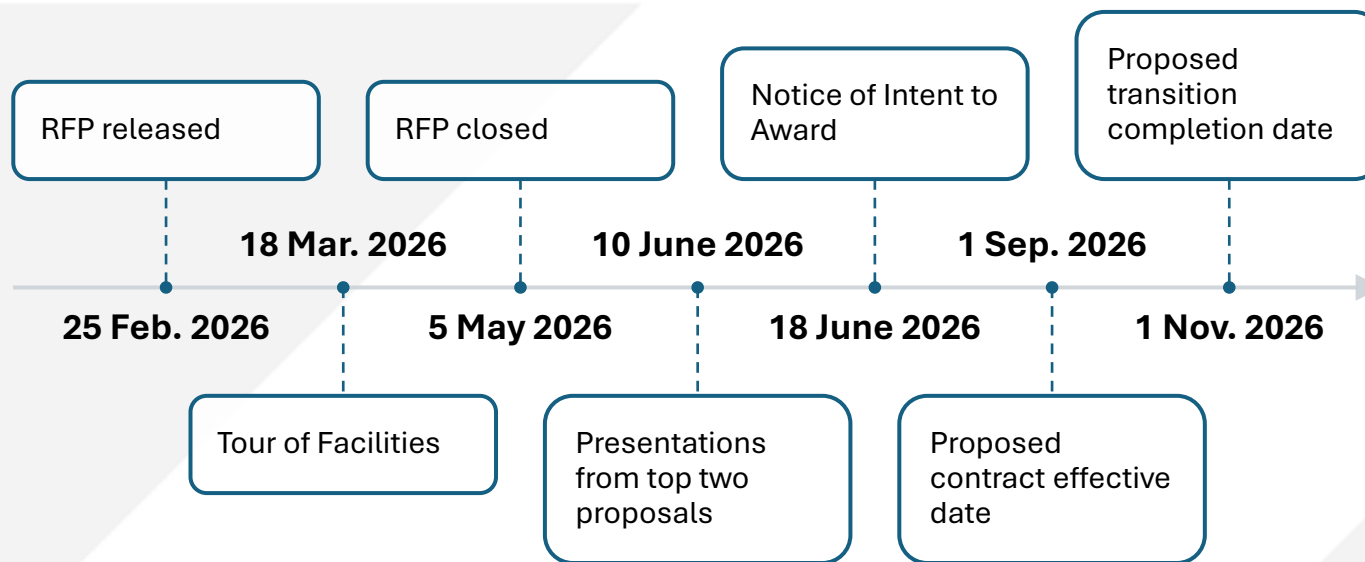
Brad Gessner, Consultant

Harry Cann, Senior VP, Business Development, Legends Global

Tyler Othen, Executive Director, CSL



Timeline



Site view of Mesa Convention Center and Mesa Amphitheatre

Public/Private Partnership

Partnership with an experienced public assembly facility management company capable of providing a full range of comprehensive services:

- Strategic Management
- Daily Operations
- Marketing and Advertising
- Facility Improvement Expertise



Intent of Management Contract



High-quality event experiences and event management



Maximized facility utilization



Modernization and capital improvement planning for the facilities



Strong economic impact for the City of Mesa



Effective communication and collaboration with the City of Mesa, Visit Mesa (DMO), local hotels, and the Downtown Mesa Association



Integration with the Downtown Mesa Arts and Innovation District

- Monthly Base Fee: \$14,000
- Monthly Food & Beverage Fee: 4% Gross Sales & 8% Net Sales
- Annual Performance Incentive Fee: up to \$50,000
 - *Based on Key Performance Indicators*
- Annual Quantitative Incentive Fee: 20% of AGI over benchmark
 - *Benchmark Adjusted Gross Income (AGI) determined during annual budget process*
- Sponsorship Commission: 20%

- Capital Contribution: Upfront one-time payment of \$500,000
 - *Amortized over 10 years*
- Community Contribution: \$10,000/year for five years
 - *Toward not-for-profit or community-based organization*
- Transition Cost: estimated at \$50,000 - \$75,000
 - *System setup, travel, lodging*

THE COMPLETE SOLUTION

We deliver a single, integrated solution tailored to each partner's unique needs.

The benefits of combining Legends Global services into one complete solution:

- Maximizing revenue opportunities
- Increasing efficiency & scale
- Unmatched expertise across every discipline

01 BUILD

- FEASIBILITY & CONSULTING
- OWNER'S REP

02 MONETIZE

- PREMIUM SALES
- PARTNERSHIPS

03 DELIVER

- HOSPITALITY
- MERCHANDISE
- VENUE MANAGEMENT
- CONTENT & BOOKING

INDUSTRY LEADER IN VENUE MANAGEMENT

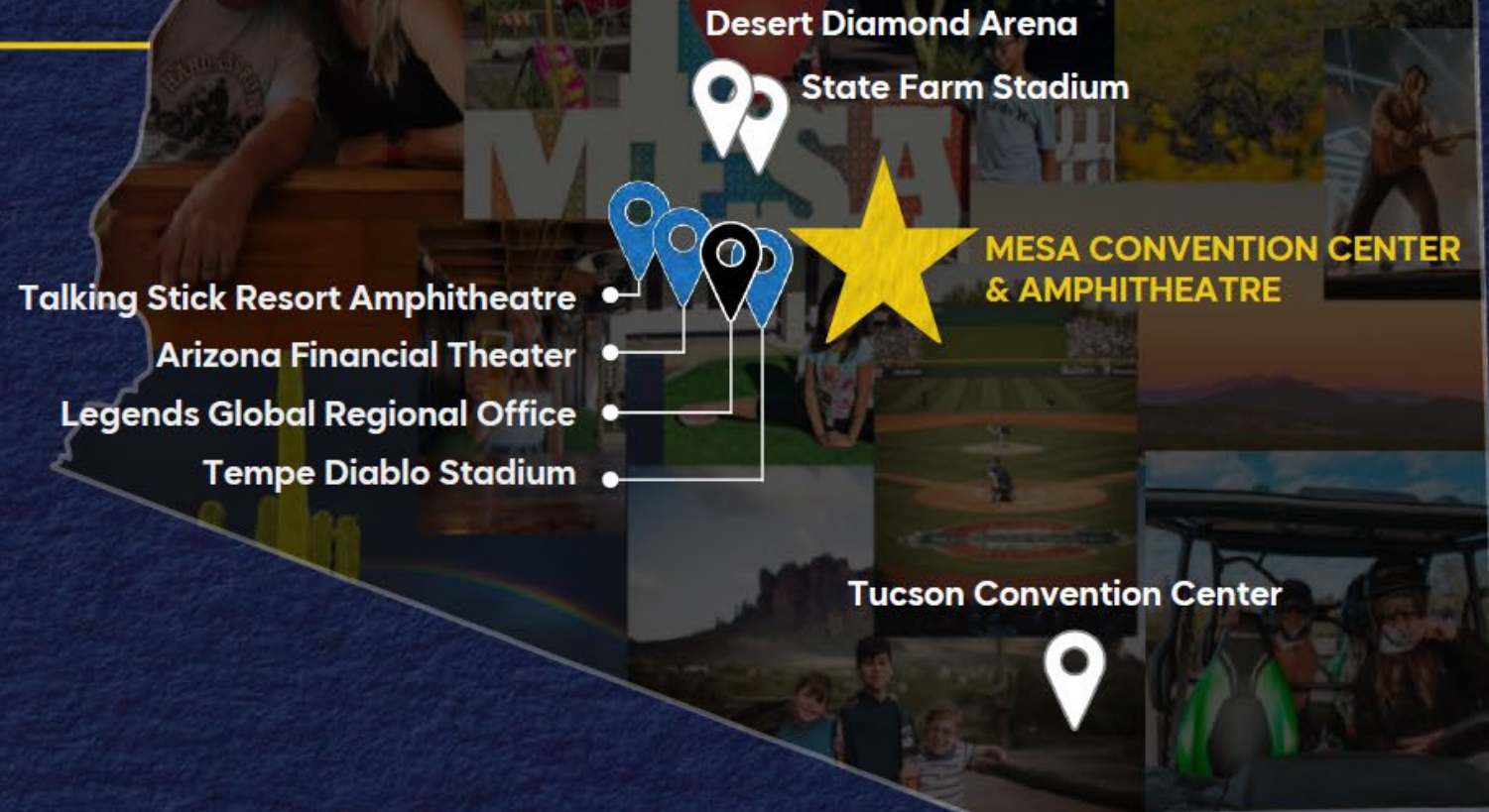
Legends Global provides a full range of management services for each of our venues

Our national & regional teams provide support to our venues driving content, revenue & value



REGIONAL STRENGTH & KNOWLEDGE

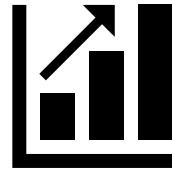
- Increasing rotational business & lead generation
- Shared business intelligence, best practices & industry trends
- Shared event, staff support & subject matter expertise
- Regional industry knowledge & data



- **PROJECT EXPERIENCE:** More than 2,500 previous engagements.
- **EXISTING CONDITIONS:** Evaluated 50 competitive convention and concert facilities throughout Arizona.
- **COMPARABLE ANALYSIS:** Benchmarking analysis of 21 comparable facilities and markets throughout the country
- **INDUSTRY TRENDS:** Detailed evaluation of macroeconomic trends in the convention and concert industries.
- **STAKEHOLDER INTERVIEWS:** Held more than 20 stakeholder interview sessions.
- **INITIAL SITE VISIT, INTERVIEWS & OUTREACH:** Completed 65 surveys of event planners collectively representing more than 300 annual events.



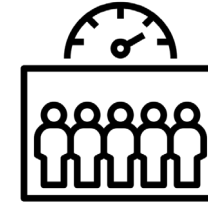
ANALYSIS TAKEAWAYS



Recent Convention
Growth



Crowded
Competitive Field



Ballroom + Hotel
Limitations



Dated Facility



Lack of Familiarity
Among Planners

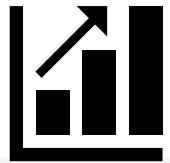


Disconnected from
Downtown



Opportunity to Be a
Pioneering Facility

ANALYSIS TAKEAWAYS



Outdoor Concert Growth



Competing with
Recently Improved
Venues



Need to Improve
The Artist
Experience



Opportunities to
Improve the Fan
Experience

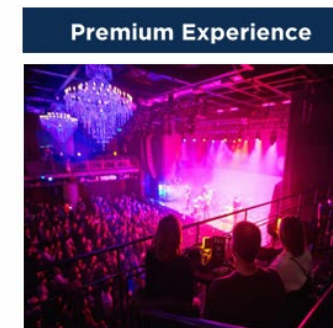
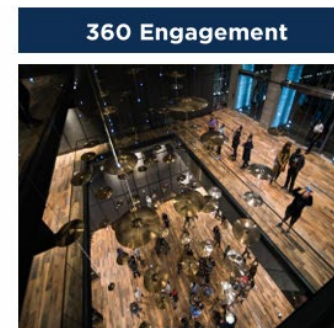
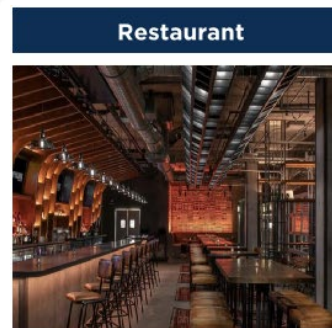
Market-Based Planning

- Market analysis review
- Financial estimates
- Economic impact calculations
- Sensitivity tools for decision-making
- Funding alternatives review
- Capital investment planning
- Roadmap development

Trends in Convention Centers



Trends in Live Music Experience



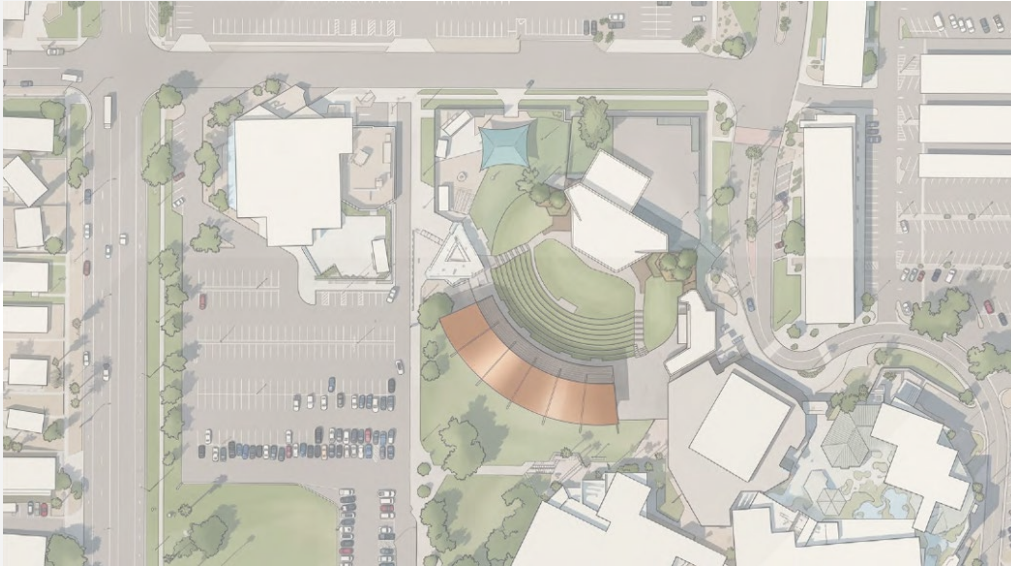
Pre-Show

Greater Venue
Exploration

Higher Ticket Prices and
Likelihood of F&B Spending

Multiple
Transactions

- Legends Global and the City will work together to identify and prioritize improvements to modernize, enhance, and monetize the facilities
- Legends Global and its affiliates will provide the expertise and services related to capital planning, feasibility and finance modeling, venue development, real estate consulting and construction management



62-Month Initial Term

- 2-month transition period
- 5-year management period

Up to three (3) five-year renewal terms

Legends Global will take control of all on-site operations including; ticketing, food & beverage, security, IT, facility maintenance, personnel, finances, marketing and sales, etc.

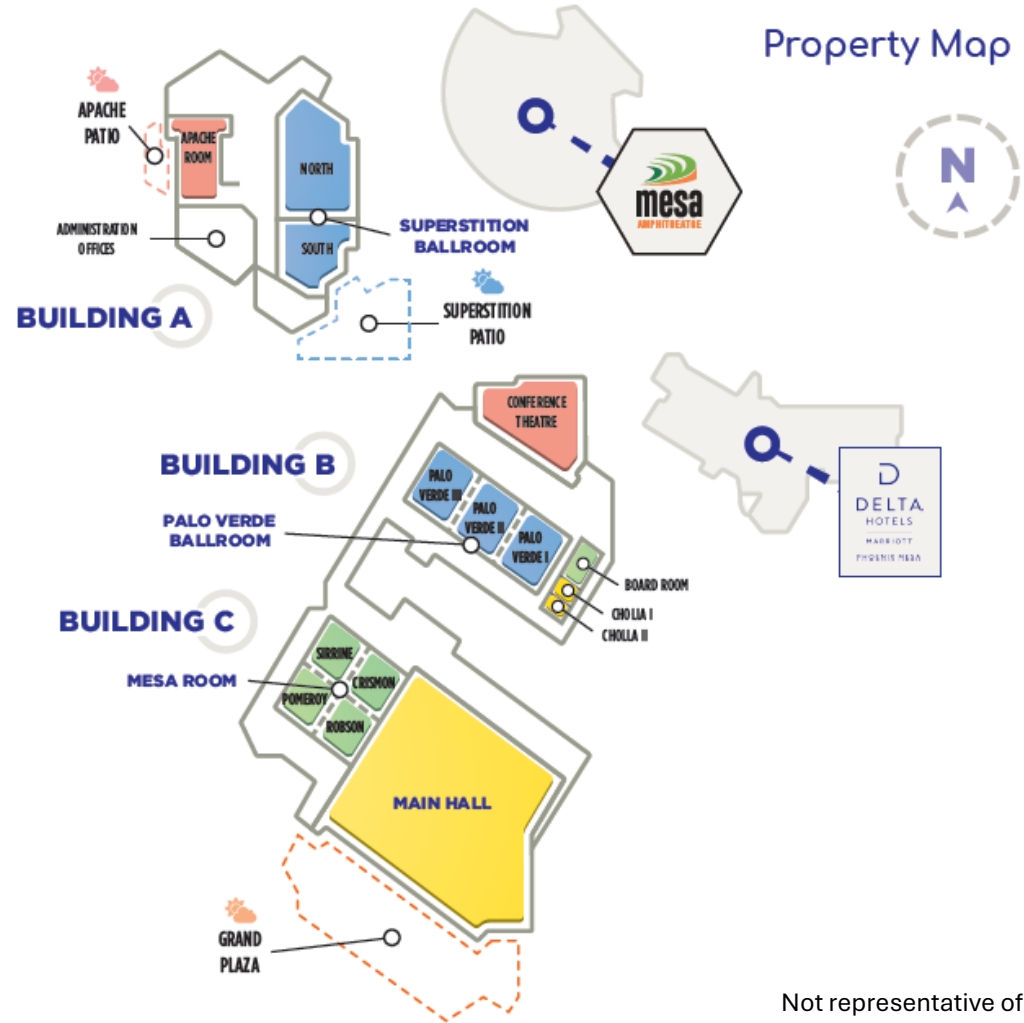
- All current personnel will have the option to move to Legends Global employment or remain with the City in another capacity
- The PRCF Director and City Human Resources will work with each employee

City staff will work with the General Manager and other site employees regarding financial reconciliations and City sponsored events

Thank You



Facilities



All except Delta Hotel included in management contract

Not representative of location proximities