



Arizona Cardinals Training Camp Update

Workshop
City of Glendale

March 5, 2013



Overview



Project History:

- Initially briefed Council on December 4, 2012
- Council provided direction to proceed with a response to the RFP
- Council directed staff to report back on the progress
- Providing an update on Training Camp proposal today



Training Camp Deal Points



The Arizona Cardinals will:

- Utilize U of P Stadium and the Youth Sports Fields (YSF) for Training Camp
- Construct an air supported structure (bubble)

The City of Glendale will:

- Enter into an Agreement with Rojo Entertainment Management (REM) to manage the YSF Complex year round
- Lease YSF fields # 2, and part of # 3 to the Cardinals



YSC Fee Comparison



	Global Spectrum	Rojo Management
Management Fee Costs	\$216,000.00 ¹	\$285,000.00
Utility Costs (Water + Electric)	\$106,000.00*	\$ 40,889.25**
Total	\$322,000.00	\$325,889.25
Revenue to City	\$ 50%	\$ 20% ²
Net Cost	\$322,000.00	\$325,889.25

¹ Represents \$18,000/month management fee with 2% annual increase

*\$106,000 based on historical totals ; Per agreement, utility costs cannot exceed \$110,00.00

** Includes water cost only; based on 25% less water expenses (actual 11/12 was \$54,519.00)

² Revenue shared after \$150,000.00



Economic & Revenue Impacts



Applied Economics was retained to perform a study on the Economic & Revenue Impacts of Cardinals Training Camp coming to Glendale

Positive Impacts Include:

- Could have an economic impact of **\$15.3 million** in 2013; thus supporting over **200 jobs** and **\$5.4 million** in payroll at other local businesses during the one month camp
- Total of Direct Revenue for the City of Glendale is **\$509,000**; including fan spending, hotels, and utilities
- Increased attendance at Westgate City Center during July and August, creating more vibrancy in the greater Sports & Entertainment District