



City of Phoenix

Agenda

Economic Development and Equity Subcommittee

Meeting Location:
City Council Chambers
200 W. Jefferson St.
Phoenix, Arizona 85003

Tuesday, June 13, 2023

9:00 AM

City Council Chambers

OPTIONS TO ACCESS THIS MEETING

Virtual Request to speak at a meeting:

- **Register online** by visiting the *City Council Meetings* page on phoenix.gov **at least 2 hours prior to the start of this meeting.** Then, click on this link at the time of the meeting and join the Webex to speak:

<https://phoenixcitycouncil.webex.com/phoenixcitycouncil/onstage/g.php?MTID=e63c51478099cc426df3a621be2743771>

- **Register via telephone** at 602-262-6001 **at least 2 hours prior to the start of this meeting.** noting the item number. Then, use the Call-in phone number and Meeting ID listed below at the time of the meeting to call-in and speak.

In-Person Requests to speak at a meeting:

- Register in person at a kiosk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003. Arrive **1 hour prior to the start of this meeting.** Depending on seating availability, residents will attend and speak from the Upper Chambers, Lower Chambers or City Hall location.

- Individuals should arrive early, 1 hour prior to the start of the meeting to submit an in-person request to speak before the item is called. After the item is called, requests to speak for that item will not be accepted.

At the time of the meeting:

- **Watch** the meeting live streamed on phoenix.gov or Phoenix Channel 11 on Cox Cable, or using the Webex link provided above.

- **Call-in** to listen to the meeting. Dial 602-666-0783 and Enter Meeting ID 2559 205 4813# (for English) or 2555 894 7286# (for Spanish). Press # again when prompted for attendee ID.

- **Watch** the meeting in-person from the Upper Chambers, Lower Chambers or City Hall depending on seating availability.

Para nuestros residentes de habla hispana:

- **Para registrarse para hablar en español**, llame al 602-262-6001 **al menos 2 horas antes del inicio de esta reunión** e indique el número del tema. El día de la reunión, llame al 602-666-0783 e ingrese el número de identificación de la reunión 2558 894 7286#. El intérprete le indicará cuando sea su turno de hablar.
<https://phoenixcitycouncil.webex.com/phoenixcitycouncil/onstage/g.php?MTID=e351a8f7c798fa7eb891f649b9f99b6ed>

- **Para solamente escuchar la reunión en español**, llame a este mismo número el día de la reunión 602-666-0783; ingrese el número de identificación de la reunión 2555 894 7286#. Se proporciona interpretación simultánea para nuestros residentes durante todas las reuniones.

- **Para asistir a la reunión en persona**, vaya a las Cámaras del Concejo Municipal de Phoenix ubicadas en 200 W. Jefferson Street, Phoenix, AZ 85003. Llegue 1 hora antes del comienzo de la reunión. Si desea hablar, regístrese electrónicamente en uno de los quioscos, antes de que comience el tema. Una vez que se comience a discutir el tema, no se aceptarán nuevas solicitudes para hablar. Dependiendo de cuantos asientos haya disponibles, usted podría ser sentado en la parte superior de las cámaras, en el piso de abajo de las cámaras, o en el edificio municipal.

CALL TO ORDER

000 CALL TO THE PUBLIC

MINUTES OF MEETINGS

1 Minutes of the Economic Development and Equity Subcommittee Meeting Page 9

This item transmits the minutes of the Economic Development and Equity Subcommittee Meeting on April 26, 2023 for review, correction or approval by the Economic Development and Equity Subcommittee.

THIS ITEM IS FOR POSSIBLE ACTION.

Responsible Department

This item is submitted by Deputy City Manager Ginger Spencer and the City Manager's Office.

CONSENT ACTION (ITEMS 2-5)

2 Business Attraction and Development Services Contract Award - Greater Phoenix Economic Council Page 15

This report requests the Economic Development and Equity Subcommittee recommend City Council approval to enter into a contract with the Greater Phoenix Economic Council (GPEC) for business attraction and development services.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan, Deputy City Managers Mario Paniagua and Ginger Spencer, and the Aviation, Public Works, Water Services and Community and Economic Development departments.

3 WESTMARC Membership Dues Fiscal Years 2023-26 Page 17

This report requests the Economic Development and Equity Subcommittee recommend City Council approval of membership dues to the Western Maricopa Coalition (WESTMARC) for FY 2023-26.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.

4 Arizona BioIndustry Association Annual Membership for Fiscal Year 2023-24 Page 19

This report requests the Economic Development and Equity Subcommittee recommend City Council approval for the City's Arizona BioIndustry Association (AZBIO) annual membership for Fiscal Year (FY) 2023-2024. There is no impact to the General Fund with this action.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.

5 **Phoenix Sister Cities, Inc. - Authorization to Extend Contract** **Page 20**

The report requests the Economic Development and Subcommittee recommend City Council approval to extend the City's contract with Phoenix Sister Cities, Inc. (PSC). The original contract dates were July 1, 2021 through June 30, 2024; the extension would continue the contract through June 30, 2026. The contract supports program coordination in youth and education, municipal and technical cooperation, business, and arts and culture with Phoenix's 11 Sister Cities. Additional expenditures are not to exceed \$1,350,000 through June 30, 2026.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.

INFORMATION ONLY (ITEMS 6-7)

6 **Key Phoenix Economic Indicators Quarterly Report** **Page 23**

This report transmits the third quarter report of the Key Phoenix Economic Indicators for Fiscal Year (FY) 2022-23 to the Economic Development and Equity Subcommittee.

THIS ITEM IS FOR INFORMATION ONLY.

Responsible Department

This item is submitted by City Manager Jeffrey Barton and the Budget and Research Department.

7 Special Events at Margaret T. Hance Park

Page 36

This report provides the Economic Development and Equity Subcommittee information on Margaret T. Hance Park's event process, activity and history.

THIS ITEM IS FOR INFORMATION ONLY.

Responsible Department

This item is submitted by Deputy City Manager Inger Erickson and the Parks and Recreation Department.

INFORMATION AND DISCUSSION (ITEM 8)

8 Downtown Pedestrian Safety

Page 60

This report provides the Economic Development and Equity Subcommittee with information from the Street Transportation Department concerning pedestrian safety in the downtown Phoenix area.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Responsible Department

This item is submitted by Deputy City Manager Alan Stephenson and the Street Transportation Department.

DISCUSSION AND POSSIBLE ACTION (ITEMS 9-12)

9 Phoenix Convention Center Expansion Master Plan

Page 62

This report provides the Economic Development and Equity

Subcommittee information on a Conceptual Master Plan for future expansion and development of the Phoenix Convention Center (PCC) South Building site as recommended in the PCC Market Feasibility Study.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Phoenix Convention Center Department.

10 Entertainment District Formation Consulting Services - Authorization to Issue Solicitation Page 64

This report requests the Economic Development and Equity Subcommittee recommend City Council approval to issue a Request for Proposals (RFP) for a consultant to assist in the identification, establishment and activation of an entertainment district. There is no impact to the General Fund with this action.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.

11 Phoenix Central Business District Expansion Options Page 66

This report provides options to the Economic Development and Equity Subcommittee for the potential expansion of the Phoenix Central Business District (CBD).

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.

ADD ON ITEM

***12 Agreements with Aspirant Partners for Development of Property
Located on 2nd Avenue north of Van Buren Street in Downtown
Phoenix**

Page 69

This report requests the Economic Development and Equity Subcommittee recommend City Council approval to enter into a development agreement, lease agreement, easements and other agreements as necessary (Agreements), with Aspirant Partners, or its City-approved designee (Developer), for the development of a two-phase, multi-family residential rental and commercial project located on 2nd Avenue between Fillmore and Van Buren streets in downtown Phoenix. There is no impact to the General Fund.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.

000 CALL TO THE PUBLIC

FUTURE AGENDA ITEMS

ADJOURN

For further information or reasonable accommodations, please call the City Council Meeting Request line at 602-262-6001. 7-1-1 Friendly.

Persons paid to lobby on behalf of persons or organizations other than themselves must register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-534-0490.

Members:

Councilwoman Laura Pastor, Chair
Vice Mayor Yassamin Ansari
Councilwoman Ann O'Brien
Councilwoman Debra Stark



Minutes of the Economic Development and Equity Subcommittee Meeting

This item transmits the minutes of the Economic Development and Equity Subcommittee Meeting on April 26, 2023 for review, correction or approval by the Economic Development and Equity Subcommittee.

THIS ITEM IS FOR POSSIBLE ACTION.

The minutes are included for review as **Attachment A**.

Responsible Department

This item is submitted by Deputy City Manager Ginger Spencer and the City Manager's Office.

Attachment A

Phoenix City Council Economic Development and Equity (EDE) Subcommittee Summary Minutes Wednesday, April 26, 2023

City Council Chambers
200 W. Jefferson St.
Phoenix, Ariz.

Subcommittee Members Present

Chairwoman Laura Pastor, Chair
Councilwoman Ann O'Brien
Councilwoman Debra Stark
Vice Mayor Yassamin Ansari

Subcommittee Members Absent

Vice Mayor Ansari joined the meeting at 10:08 a.m.

CALL TO ORDER

Chairwoman Pastor called the Economic Development and Equity Subcommittee to order at 10:06 a.m. with Councilwoman Ann O'Brien and Councilwoman Debra Stark present.

CALL TO THE PUBLIC

None.

MINUTES OF MEETINGS

1. Minutes of the Economic Development and Equity Subcommittee Meeting

Councilwoman Stark made a motion to approve the minutes of the March 22, 2023 Economic Development and Equity Subcommittee meeting. Councilwoman O'Brien seconded the motion which passed, 3-0.

Vice Mayor Ansari joined the meeting at 10:08 a.m.

DISCUSSION AND POSSIBLE ACTION (ITEMS 4-7)

Items 4, 5, 6, and 7 were heard out of order as requested by Chairwoman Pastor.

4. Authorization to Enter into a Development Agreement with IDM Companies for Reimbursement of Public Infrastructure Improvements

Community and Economic Development Director Christine Mackay and Deputy Community and Economic Development Director Nathan Wright gave a presentation requesting authorization to enter into agreements to reimburse IDM Properties for the installation of public improvements at Loop 202 and Dobbins Road.

Vice Mayor Ansari thanked staff for their hard work.
Chairwoman Pastor opened the floor for public comment.

Deputy City Manager Ginger Spencer noted Carmen Terrell was not online.

Chairwoman Pastor commented on the land's history and opportunities to honor agricultural families within the area.

Vice Mayor Ansari made a motion to approve the item. Councilwoman Stark seconded the motion which passed unanimously, 4-0.

5. Authorization to Enter into a Development Agreement with Leon Capital Group for Reimbursement of Public Infrastructure Improvements

Vice Mayor Ansari made a motion to approve the item. Councilwoman Stark seconded the motion which passed unanimously, 4-0.

6. Request for Proposals for Redevelopment of Parcels Near Central and Columbus Avenues

Community and Economic Development Director Christine Mackay and Assistant Housing Director Aubrey Gonzalez gave a report requesting to issue a Request for Proposals (RFP) for the redevelopment of City-owned property located east of Central Avenue between Columbus and Weldon Avenues.

Chairwoman Pastor discussed the importance of transit-oriented development and mixed-use planning including affordable and workforce housing.

Councilwoman Stark made a motion to approve the item. Vice Mayor Ansari seconded the motion which passed unanimously, 4-0.

7. Affordable Housing and Housing Phoenix Plan Follow-Up

Assistant Housing Director Aubrey Gonzalez provided an overview of housing terminology.

Chairwoman Pastor asked for clarification on workforce housing.

Ms. Gonzalez discussed how workforce housing could naturally occur in the market.

Chairwoman Pastor commented on workforce housing nuances.

Deputy City Manager Gina Montes summarized supply and demand factors impacting affordable and workforce housing.

Deputy Housing Director Samantha Keating presented on the Housing Phoenix Plan Gap Analysis.

Planning and Development Director Joshua Bednarek summarized text amendment updates.

Councilwoman Stark advocated for affordable housing incentive tools.

Housing Manager Elenia Sotelo provided an update on the Housing Choice Voucher Program.

Vice Mayor Ansari asked about the mobile home text amendments and what modernizing standards would accomplish for mobile homes.

Mr. Bednarek responded the text amendments would make it easier to create new mobile home parks and continue investment in existing mobile home parks.

Vice Mayor Ansari asked for clarification on the Accessory Dwelling Unit (ADU) text amendment.

Mr. Bednarek discussed duplexes and triplexes.

Vice Mayor Ansari asked what the process would be leading up to September.

Mr. Bednarek summarized the text amendment timeline.

Vice Mayor Ansari advocated for affordable housing and comprehensive zoning reforms.

Councilwoman Stark made a motion that the full City Council consider adding \$2 million to the Planning and Development Department to help with affordable housing projects.

Councilwoman O'Brien asked how staff would determine distribution of the \$2 million.

Mr. Bednarek replied distribution would be a future point of discussion.

Ms. Montes added staff would return to the full City Council and provide details.

Deputy City Manager Alan Stephenson responded staff would help develop criteria based on feedback.

Chairwoman Pastor thanked staff for their work on the ADUs.

Mr. Bednarek replied more text amendments for affordable housing and housing options would come in the fall.

Councilwoman Stark made a motion to approve the item. Vice Mayor Ansari seconded the motion which passed unanimously, 4-0.

INFORMATION AND DISCUSSION (ITEMS 2-3)

Items 2 and 3 were heard out of order as requested by Chairwoman Pastor.

2. Arena Suite Policy Update

Community and Economic Development Director Christine Mackay gave a report on the Arena Suite Policy.

Chairwoman Pastor asked if there would be financial value in giving up the suite.

Ms. Mackay responded the development agreement did not provide financial benefit to the City.

Chairwoman Pastor asked if staff would return to the committee with next steps.

Interim Deputy City Manager John Chan replied yes.

3. Phoenix Promise Program with The Maricopa County Community College District Foundation Update

Chairwoman Pastor declared a conflict with Item 3 and noted Vice Mayor Ansari would lead the discussion.

Community and Economic Development Director Christine Mackay and Workforce Administrator LaSetta Hogans provided an update on the Phoenix Promise Program.

Councilwoman Stark expressed excitement for the program success and spoke to the need for assistance with trade skills as well.

Ms. Hogans responded staff was looking into developing an apprenticeship program to focus on trade skills.

Vice Mayor Ansari applauded program success and asked about program longevity.

Ms. Hogans replied the Foundation was looking into long-term funding.

Ms. Mackay added staff also wanted to explore private sector funding to continue this program.

Councilwoman Ansari commented on possible opportunities for refugee communities to participate in the program.

CALL TO THE PUBLIC

None.

FUTURE AGENDA ITEMS

Councilwoman Stark requested an update on the Superbowl.

Vice Mayor Ansari requested discussion and possible action on the scope and timeline for stakeholder outreach and passage of a prevailing wage ordinance.

ADJOURNMENT

Chairwoman Pastor adjourned the meeting at 11:25 a.m.

Respectfully submitted,

Danielle Vermeer
Management Fellow

DRAFT



Business Attraction and Development Services Contract Award - Greater Phoenix Economic Council

This report requests the Economic Development and Equity Subcommittee recommend City Council approval to enter into a contract with the Greater Phoenix Economic Council (GPEC) for business attraction and development services.

THIS ITEM IS FOR CONSENT ACTION.

Summary

GPEC's mission is to attract and grow quality businesses in the region and advocate for Greater Phoenix's competitiveness. Its efforts include marketing the region, which includes coordinating regional prospect proposals and real estate tours, domestic and international sales missions, and other strategic activities resulting in business investment in Greater Phoenix.

The City has been a member of GPEC since the organization's inception in 1989. The fee for each GPEC member in Maricopa County is calculated using a per capita rate of \$0.4897, which has remained constant since 2020, and is based on the most current population estimates from the Arizona Office of Economic Opportunity. The 2022 population estimate for Phoenix is 1,657,035. Based on this formula, the Fiscal Year (FY) 2023-24 contract amount is \$811,450, which will be shared equally by the Aviation, Public Works, Water Services, and Community and Economic Development (CED) departments.

GPEC regularly collaborates with CED to generate prospects and attract new business investment from outside the region. As of February 2023, GPEC's efforts this fiscal year have helped locate 25 companies to the region, with the expectation of creating nearly 5,000 jobs and capital investments exceeding \$397.4 million. To date, eight of those companies have chosen to locate in Phoenix. Over the past five years, Phoenix's return on investment from our partnership with GPEC has been \$107 of direct revenue for every \$1 invested.

GPEC represents 23 municipalities in the region, including Maricopa County, and conducts a variety of diverse and value-added services and activities on behalf of its

members. In addition to the public sector members, more than 190 private investors contribute resources to support GPEC's efforts.

Procurement Information

In compliance with Administrative Regulation 3.10, an exception to the procurement process was approved to select this vendor as a Sole Source given its unique role in performing economic development services for the Greater Phoenix region.

Contract Term

If approved, the term of the contract will be one year with four one-year renewal options to be exercised at the City's discretion. Staff will return to Council for approval of each year's proposed contract amount. The contract term will begin on or around July 1, 2023.

Financial Impact

FY 2023-24 contract amount is \$811,450, which will be shared equally by the Aviation, Public Works, Water Services and CED departments.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan, Deputy City Managers Mario Paniagua and Ginger Spencer, and the Aviation, Public Works, Water Services and Community and Economic Development departments.



WESTMARC Membership Dues Fiscal Years 2023-26

This report requests the Economic Development and Equity Subcommittee recommend City Council approval of membership dues to the Western Maricopa Coalition (WESTMARC) for FY 2023-26.

THIS ITEM IS FOR CONSENT ACTION.

Summary

WESTMARC was formed in 1990 to address important issues facing the West Valley's economic prosperity. WESTMARC, a public-private partnership, actively promotes the West Valley region of Greater Phoenix (area west of I-17) and represents 15 cities and the West Valley business community and education sector. In partnership with the Community and Economic Development (CED) Department, WESTMARC gives specific focus to the Villages of Alhambra, Deer Valley, Estrella, Laveen, Maryvale, North Gateway, North Mountain, and Rio Vista.

CED participates in many of WESTMARC's committees, including the Economic Development, Quality of Life, Workforce, and Marketing Committees. Participation in these committees promotes collaboration with other west valley cities, businesses, investors and stakeholders. In addition, WESTMARC provides statistical information regarding workforce and west valley demographics, which are utilized in preparing strategies for retail and business attraction to West Phoenix. CED has also had opportunities to promote West Phoenix Opportunity Zones and featured sites for restaurant and retail development at WESTMARC pitch events. The membership also provides a table of 10 to each of WESTMARC's signature events, including its annual meeting, Governor's State of the State Luncheon, Economic Development Summit, and the Best of the West Awards.

Membership dues are based on population and communities with greater than 100,000 residents are asked to contribute \$20,000 annually.

Financial Impact

Membership dues for year one are \$20,000 and a consumer price index escalator will apply for years two and three. The three-year, cumulative amount for FY 2023-24

through FY 2025-26 will not exceed \$75,000. Funding is available in the CED budget.

Location

Council Districts: 1,4,5,7 and 8

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.



Arizona BioIndustry Association Annual Membership for Fiscal Year 2023-24

This report requests the Economic Development and Equity Subcommittee recommend City Council approval for the City's Arizona BioIndustry Association (AZBIO) annual membership for Fiscal Year (FY) 2023-2024. There is no impact to the General Fund with this action.

THIS ITEM IS FOR CONSENT ACTION.

Summary

CBRE, Inc., a national commercial real estate firm, has recognized the City of Phoenix as a hub of bioscience activity and has ranked Phoenix fifth in the nation as an Emerging Life Science Market in its 2020 annual U.S. Life Science Report and first for Life Science Job Growth in Emerging Life Science Markets in its 2021 report. The City has been a member of the AZBio for six years and staff recommend continuing this membership for FY 2023-24 to maintain and grow the City's position in the industry. AZBio is the only statewide organization exclusively focused on building Arizona's bioindustry; it is committed to building a top-tier life science industry in Arizona and is a critical partner for Phoenix. As specialists, AZBio provides industry insight, programs specifically designed for life science organizations, visibility into investment opportunities, and a voice for the industry in the media, across the community, and with elected leaders and government agencies at the local, state, and federal levels.

Financial Impact

Annual membership is \$15,000. Funding is available in Genomic Facilities and Operations Fund, there is no impact to the General Fund.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.



Phoenix Sister Cities, Inc. - Authorization to Extend Contract

The report requests the Economic Development and Subcommittee recommend City Council approval to extend the City's contract with Phoenix Sister Cities, Inc. (PSC). The original contract dates were July 1, 2021 through June 30, 2024; the extension would continue the contract through June 30, 2026. The contract supports program coordination in youth and education, municipal and technical cooperation, business, and arts and culture with Phoenix's 11 Sister Cities. Additional expenditures are not to exceed \$1,350,000 through June 30, 2026.

THIS ITEM IS FOR CONSENT ACTION.

Summary

Phoenix Sister Cities, Inc. is a 501(c)(3) nonprofit organization established in 1972. It is responsible for coordinating exchange programs in youth and education, municipal and technical cooperation, business, and arts and culture with Phoenix's eleven Sister Cities. Currently, the City has Sister Cities relationships with Calgary, Canada; Catania, Italy; Chengdu, China; Ennis, Ireland; Hermosillo, Mexico; Himeji, Japan; Grenoble, France; Prague, Czech Republic; Ramat-Gan, Israel; Suwon, South Korea; and Taipei, Taiwan.

PSC exists to create people-to-people relationships between the residents of Phoenix and its Sister Cities through commercial, educational, cultural and artistic exchange programs and events that create and sustain global, long-term, international partnerships and business opportunities for Phoenix. The City has contracted with PSC since the mid-1980s. The organization is administered by a Board of Directors composed of PSC Commission members, appointed by the Mayor and approved by the City Council, and the chairpersons of the 11 Sister Cities committees and the Disability Awareness Committee. Currently, four other community members serve as at-large Board members.

During the beginning of this contract period, July 1, 2021, through the present, PSC coordinated:

- The establishment of a Sister Cities relationship with Suwon, South Korea;

- Events and activities to welcome to Phoenix employees of the Taiwan Semiconductor Manufacturing Company and their families, including a celebration at Arizona State University (ASU) West for Double Ten (Taiwan's national holiday);
- A trade mission of companies from Calgary, Canada, exploring opportunities to launch their U.S. operations in consumer packaged goods from Phoenix;
- A trade mission of companies from the Czech Republic in artificial intelligence, biotech, fintech, and cybersecurity, exploring opportunities to launch their U.S. operations from Phoenix;
- An event to introduce Phoenix economic development opportunities to 27 economic attaches of the European Union (stationed in their respective embassies in Washington, D.C.) during a visit to Phoenix;
- A delegation of Phoenicians to Hermosillo, Mexico, to explore baseball, art and cuisine in Phoenix's oldest Sister City;
- An event to introduce Phoenix economic development opportunities to 31 members of the Global Federation of Chinese Business Women (headquartered in Taipei, Taiwan) during a visit to Phoenix;
- Negotiations to establish a Sister Cities relationship with Medellin, Colombia, including sending a working delegation to Medellin and receiving a working delegation, in turn, to determine the terms of a Sister Cities agreement; and more.

These activities are accomplished by outsourcing the coordination of events and exchanges through a great number of PSC volunteers, totaling more than 13,000 hours and valued at more than \$400,000 between July 1, 2021 and June 30, 2022.

In March 2020, Council approved an International Trade Strategy to advance the City's economic development activities with multiple partners internationally. Described in the plan, amongst its many components, is the expansion of international inbound and outbound delegations to grow new international activity as well as partnerships with Phoenix hospitals to create a Destination Medicine/Healthcare Tourism program.

Beginning in Fiscal Year 2024, PSC will expand its scope beyond its traditional role and provide support to the City's International Trade Strategy. To meet this expanded role and continue the work already undertaken, funding for PSC will support:

- The adoption of up to three new Sister Cities: one in India; one in Africa; and Medellin, Colombia (contingent upon City Council approval);
- Youth and Education and Business Development programs - continuing the work of PSC's award winning Youth Ambassador Exchange Program, this work began with

the trade missions outlined above; and

- Costs associated with the Phoenix Global Forum - an international economic development conference to be presented annually beginning in May 2024 in partnership with the International Economic Forum of the Americas.

The PSC program has been recognized by Sister Cities International for its excellence, receiving the award for Best Overall Program in the U.S. (for a city with a population over 500,001) 10 times in the last 24 years - most recently in 2022.

Procurement Information

In compliance with Administrative Regulation 3.10, an exception to the procurement process was approved to select this vendor as a sole sources given its unique role in providing these services to the City.

Contract Term

If approved, the revised contract term will be extended through June 30, 2026.

Financial Impact

City funds pay for staff salaries and benefits. All PSC exchanges, events and travel are privately funded. The budget for the remaining contract period through June 30, 2026 totals \$1,350,000. The funding increase for these expanded services in Fiscal Year (FY) 2023-24 would come from the Downtown Community Reinvestment Fund, the funding for FY 2024-25 and FY 2025-26 would come from the General Fund.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.



Key Phoenix Economic Indicators Quarterly Report

This report transmits the third quarter report of the Key Phoenix Economic Indicators for Fiscal Year (FY) 2022-23 to the Economic Development and Equity Subcommittee.

THIS ITEM IS FOR INFORMATION ONLY.

Summary

As part of efforts to continuously improve budget forecasting and reporting, the Budget and Research Department compiles 18 key Phoenix economic indicators into the attached quarterly report. The data is collected with the assistance of the Aviation, Budget and Research, Planning and Development, Public Works, and Water Services departments. The attached report provides insightful data that, when reviewed collectively, can reveal a helpful overall picture of recent economic activity trends specifically within Phoenix. Although outside sources of economic data are also available, most of that information covers the entire Greater Phoenix region or the State of Arizona. However, with the exception of two statewide measures, the indicators in the attached report relate to data specifically within City of Phoenix boundaries, which may differ from the region or state. The indicators attached to this report (**Attachment A**) are for review by this Subcommittee.

The 18 Phoenix data measures include:

Sky Harbor International Airport Passengers: This measure indicates regional tourism and business activity.

Phoenix Water Service Accounts: This measure may indicate changes in Phoenix population and commercial and residential property development.

New Phoenix Single Family Home Construction Permits Issued: This measure may indicate Phoenix population growth and shifts in housing preferences or demographics, as well as spill-over benefits to other economic sectors such as construction, retail, manufacturing and utilities.

New Phoenix Multifamily Units Permitted: Like single family permits, this measure may

indicate Phoenix population growth and shifts in housing preferences or demographics, as well as spill-over benefits to other economic sectors such as construction, retail, manufacturing and utilities.

Total Value of Permitted Phoenix Activity: Along with other factors, this measure may provide an indication of Phoenix property market values and development, as well as overall strength for commercial and residential markets.

Phoenix Solid Waste Residential Customer Growth: This measure may indicate changes in Phoenix population and revenue generated through solid waste services provided by the Public Works Department.

City of Phoenix Overall Sales Tax: This measure indicates overall economic activity related to all categories of taxable sales within Phoenix.

City of Phoenix Retail Sales Tax: This measure indicates economic activity related to taxable retail sales and consumer spending levels within Phoenix.

City of Phoenix Hotel/Motel Sales Tax: This measure indicates economic activity related to hospitality, leisure and tourism within Phoenix.

City of Phoenix Restaurants/Bars Sales Tax: This measure indicates economic activity related to hospitality, leisure and tourism within Phoenix.

City of Phoenix Contracting Sales Tax: This measure indicates economic activity related to taxable commercial and residential construction in Phoenix.

State Overall Sales Tax: This measure indicates economic activity related to all categories of taxable sales within the State of Arizona.

State Vehicle License Tax: This measure indicates vehicle sales activity within the State of Arizona.

Phoenix Assessed Property Valuation: This measure is based on the Primary Net Assessed Valuation, which provides the basis for City of Phoenix property tax revenue.

Phoenix Full Cash Property Value: This measure indicates the market value of residential and commercial property within Phoenix and is an important economic indicator relating to the overall commercial and residential property markets.

Phoenix Median Household Income: This annually updated measure provides the mid-

level household income within Phoenix, an important indicator of job and wage activity levels.

Phoenix Unemployment Rate: This annually updated measure shows the percentage of the active labor force currently unemployed within Phoenix, an important indicator of overall economic health.

Phoenix Labor Force Participation: Another measure of employment levels, this annually updated measure shows the percentage of the population aged 16 and older currently in the Phoenix labor force, which can help account for "discouraged workers" not captured in the unemployment rate.

Each measure provides the year-to-date totals and year-to-date growth rates compared to the prior year, prior three-year average, and peak year (when the peak year differs from the current year).

Responsible Department

This item is submitted by City Manager Jeffrey Barton and the Budget and Research Department.



City of Phoenix

Phoenix Economic Indicators Report

Third Quarter FY 2022-23

Executive Summary

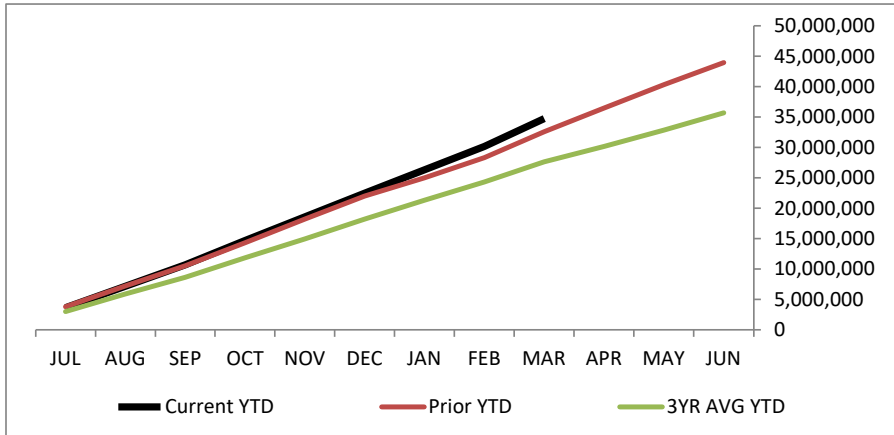
Economic indicators, such as those included in this report, provide measurements for evaluating the health of our economy, the latest business cycles, and how consumers are spending and generally faring. Included in this report are aviation, utility, new development, state and local sales tax, vehicle sales, property values, and employment statistics. Each statistic is shown through a graph presenting current year-to-date data (for data available on a monthly basis), prior year-to-date, prior three year average of year-to-date data, and peak year data for three quarters of the current fiscal year (July 1 - June 30). Each indicator has its own peak year where performance was at its highest since 2000. Each graph is accompanied by a description of the significance of the measure as an economic indicator, and a statement about the current year data in relation to prior years. Many of the statistics are measured on a monthly basis, but a few are only available quarterly or annually.

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Phoenix Sky Harbor Airport Total Passengers

Significance: The number of passengers utilizing the Phoenix Sky Harbor airport can be an indicator for regional tourism and business activity.



Current YTD Compared to:

Prior Year	6.7%
3 Year Avg.	25.7%
Peak Year (FY 2018-19)	3.0%

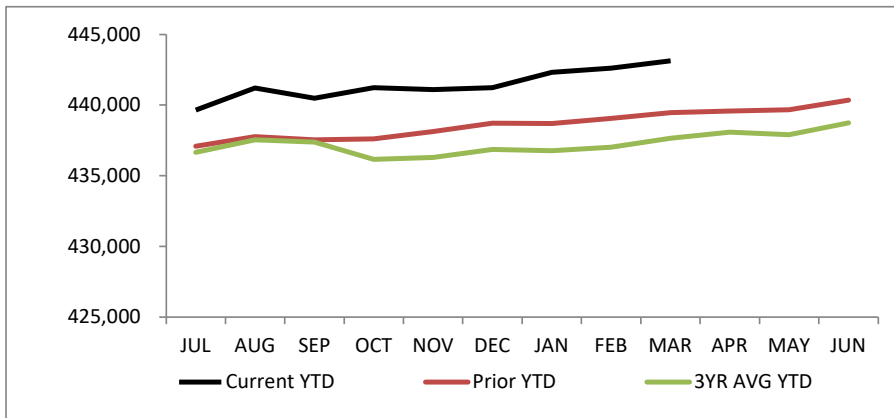
Totals

CYTD	34,753,180
PYTD	32,570,000
3YRAVG	27,644,000
Peak Year (FY 2018-19)	33,751,000

Current Year: Passenger traffic increased 6.7% compared to the same time period last fiscal year and is 25.7% higher than the three year average. Industry data lags two months.

Total Water Service Accounts

Significance: Total water service account growth is a measurement indicating revenue generated through services provided by the Water Services Department. The number of water service accounts can be an indicator of changes in population and development.



Current YTD Compared to:

Prior Year	0.8%
3 Year Avg.	1.3%
Peak Year (FY 2021-22)	0.8%

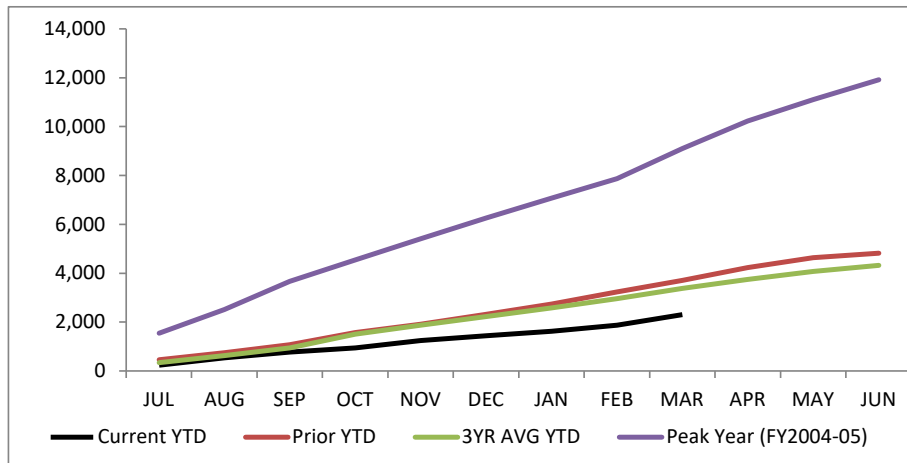
Totals

CYTD	443,125
PYTD	439,452
3YRAVG	437,643
Peak Year (FY 2021-22)	439,452

Current Year: Water service accounts continue to reflect an upward trend in residential customers. While most growth has occurred in the single family residential sector, multifamily residential also grew at an increased rate as compared to previous years.

Total New Home Construction Permits Issued

Significance: New single family homes are a key economic indicator, reflecting local population growth as well as spill over benefits to other sectors of the economy such as demand for construction labor/materials, retail, manufacturing and utilities.



Current YTD Compared to:

Prior Year	-37.7%
3 Year Avg.	-31.8%
Peak Year (FY 2004-05)	-74.7%

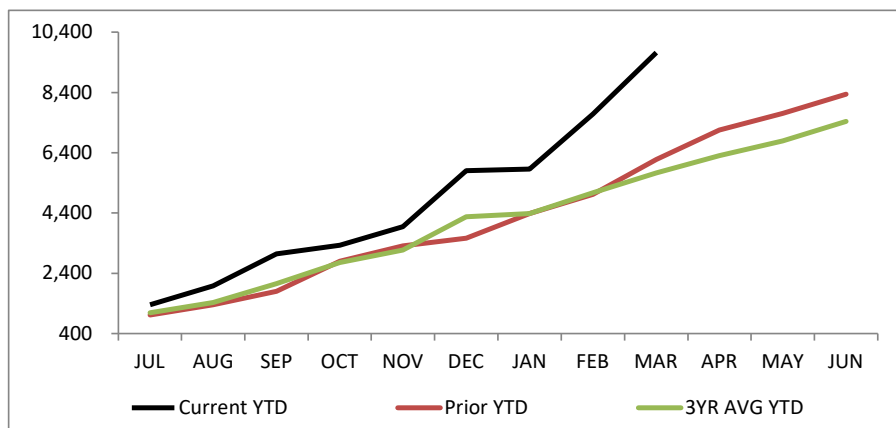
Totals

CYTD	2,306
PYTD	3,701
3YRAVG	3,381
Peak Year (FY 2004-05)	9,100

Current Year: Planning and Development experienced a year over year decrease in single family permits issued in the first three quarters of FY2022-23. This decrease was expected as there has been a decline in the number of residential lots submitted for preliminary approval.

New Multifamily Units Permitted

Significance: New multi-family construction is a key economic indicator of local population growth or shifts in housing preferences and its spill over benefits to other sectors of the economy such as demand for construction labor/materials, retail, manufacturing and utilities.



Current YTD Compared to:

Prior Year	57.4%
3 Year Avg.	69.6%
Peak Year (FY 2021-22)	57.4%

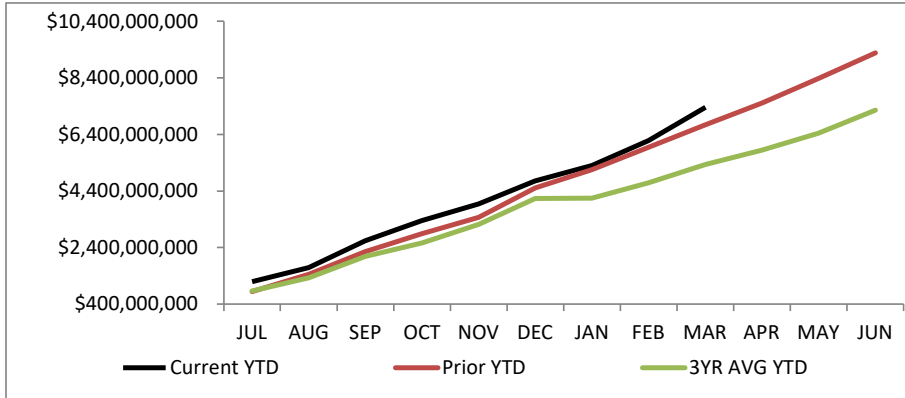
Totals

CYTD	9,728
PYTD	6,181
3YRAVG	5,735
Peak Year (FY 2021-22)	6,181

Current Year: Planning and Development experienced an increase in growth in multifamily housing compared to March of last year. As the demand for housing continues, growth in this sector is anticipated to continue.

Total Value of Permitted Activity

Significance: The valuation of new construction can be an indicator of economic strength because it reflects the permit value of new construction projects.



Current YTD Compared to:

Prior Year	9.2%
3 Year Avg.	38.0%
Peak Year	
(FY 2021-22)	9.2%

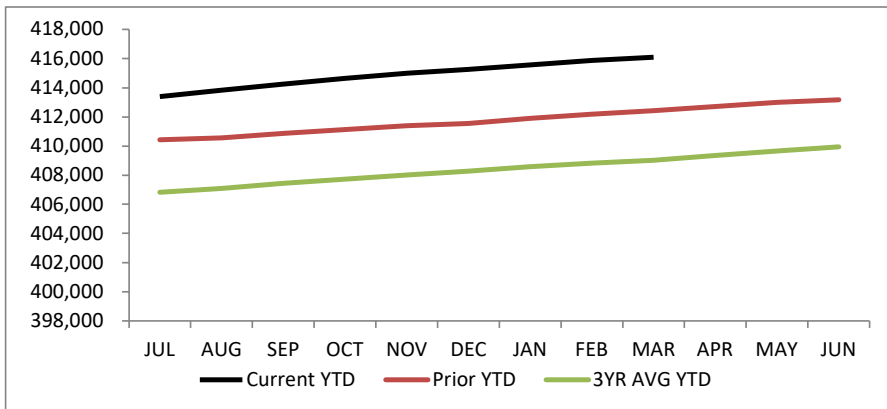
Totals

CYTD	\$7,360,546,676
PYTD	\$6,743,065,676
3YRAVG	\$5,334,181,766
Peak Year	
(FY 2021-22)	\$6,743,065,676

Current Year: Planning and Development experienced a 9.2% increase in permit valuation compared to March of last year. The increase is due to growth in the multi-family housing market as well as new largescale commercial projects including the Taiwan Semiconductor Manufacturing Company (TSMC) project. Valuation is anticipated to remain strong.

Solid Waste - Residential Customer Growth

Significance: Residential customer growth is an indicator of one facet of Phoenix's economic strength because it reflects the growth in households. The graph shows a consistent upward trend in the count of Solid Waste residential customers.



Current YTD Compared to:

Prior Year	0.9%
3 Year Avg.	1.7%
Peak Year	
(FY 2021-22)	0.9%

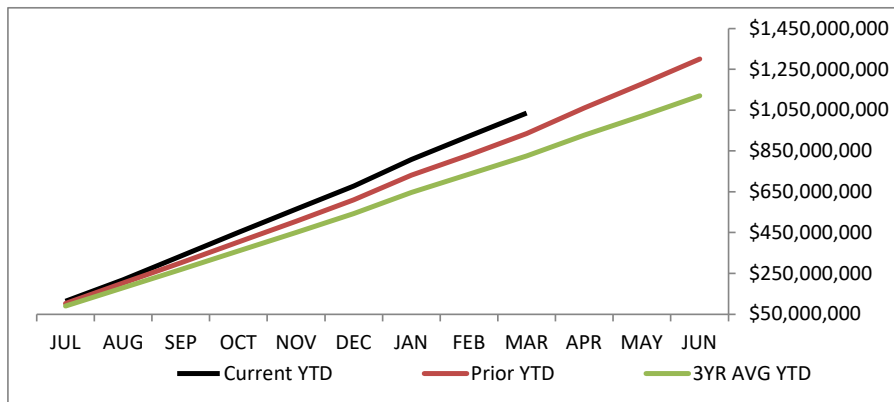
Totals

CYTD	416,076
PYTD	412,424
3YRAVG	409,033
Peak Year	
(FY 2021-22)	412,424

Current Year: The number of residential living units being serviced by the Public Works Department Solid Waste Division is consistently trending upwards.

City Sales Tax - Total

Significance: City sales tax (all funds including: General Fund, T2050, Public Safety, 3PI, Convention Center, Sports Facilities, and Capital Construction) represents overall local economic activity related to taxable sales.



Current YTD Compared to:

Prior Year	10.8%
3 Year Avg.	25.7%
Peak Year	
(FY 2021-22)	10.8%

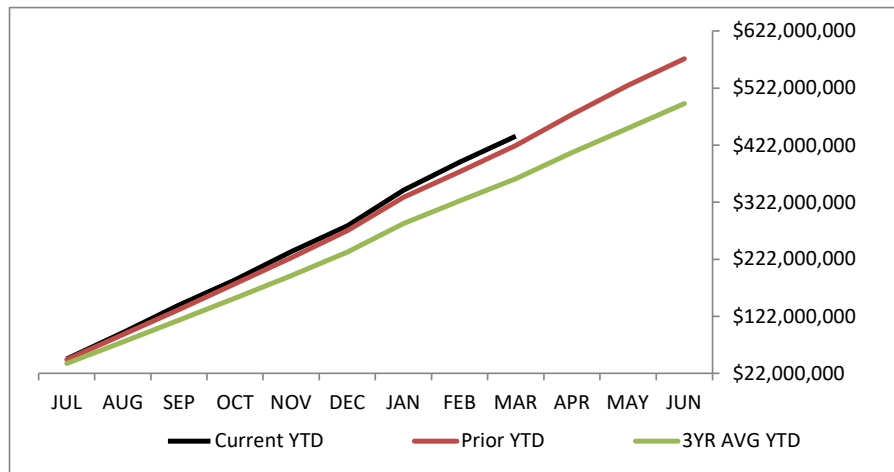
Totals

CYTD	\$1,036,306,000
PYTD	\$934,921,000
3YRAVG	\$824,376,333
Peak Year	
(FY 2021-22)	\$934,921,000

Current Year: Total City sales tax collections continued to experience positive growth in the third quarter compared to the same time period last fiscal year. The retail category grew at a slower pace, although the contracting, hospitality and leisure categories still have shown substantial increases. Prior year values have not been adjusted for inflation.

City Sales Tax - Retail

Significance: Retail sales tax represents retail sales, not including the sales tax on food.



Current YTD Compared to:

Prior Year	4.0%
3 Year Avg.	20.5%
Peak Year	
(FY 2021-22)	4.0%

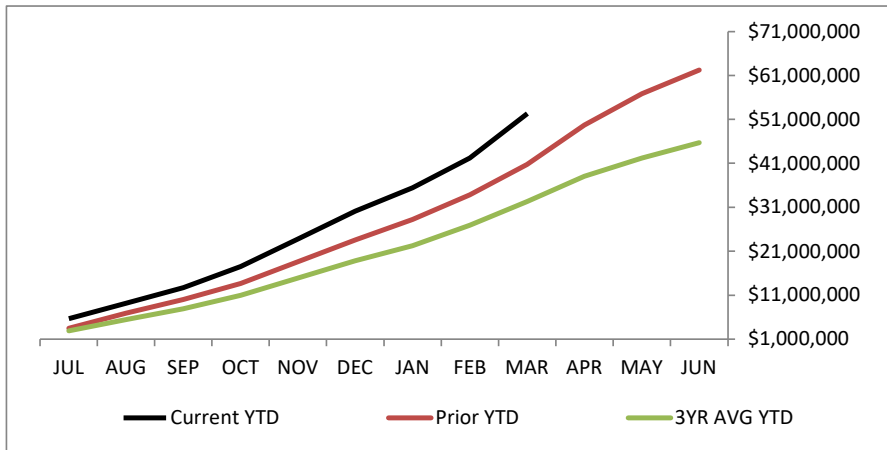
Totals

CYTD	\$437,980,000
PYTD	\$421,252,000
3YRAVG	\$363,370,000
Peak Year	
(FY 2021-22)	\$421,252,000

Current Year: City retail sales tax continues to experience positive growth, albeit at a slower pace. Current year growth also accounts for additional retail sales tax collected from online retailers which became effective October 2019. Prior year values have not been adjusted for inflation.

City Sales Tax - Hotel/Motel

Significance: Hotel/Motel sales tax revenue represents taxable sales for these businesses and is an indicator of tourism activity.



Current YTD Compared to:

Prior Year	28.4%
3 Year Avg.	61.8%
Peak Year	
(FY 2021-22)	28.4%

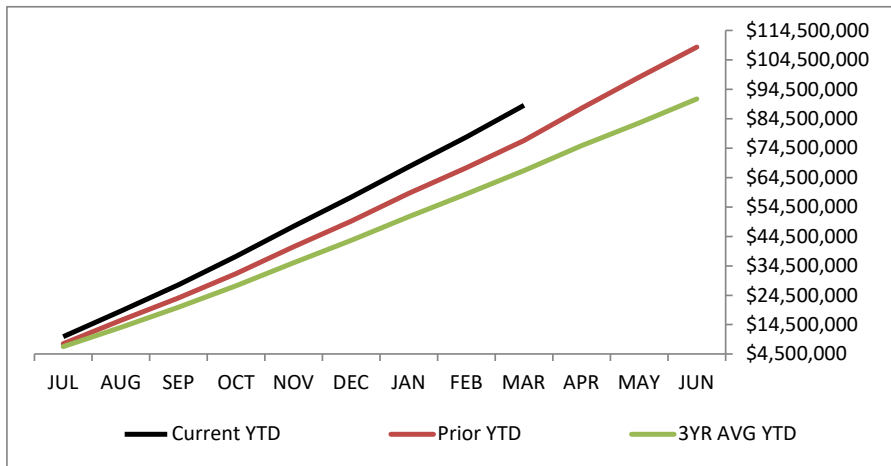
Totals

CYTD	\$52,302,000
PYTD	\$40,731,000
3YRAVG	\$32,329,000
Peak Year	
(FY 2021-22)	\$40,731,000

Current Year: Hotel/motel sales tax collections have shown recovery. Third quarter actuals continued this trend and grew significantly compared to the prior fiscal year. This growth may be attributed to several factors, such as the Super Bowl and related events, as well as the impact of inflation leading to an increase in the tax base. Prior year values have not been adjusted for inflation.

City Sales Tax - Restaurants/Bars

Significance: Restaurants/Bars sales tax revenue represents taxable sales for these businesses and is an indicator of economic strength, population growth, and tourism.



Current YTD Compared to:

Prior Year	15.6%
3 Year Avg.	33.3%
Peak Year	
(FY 2021-22)	15.6%

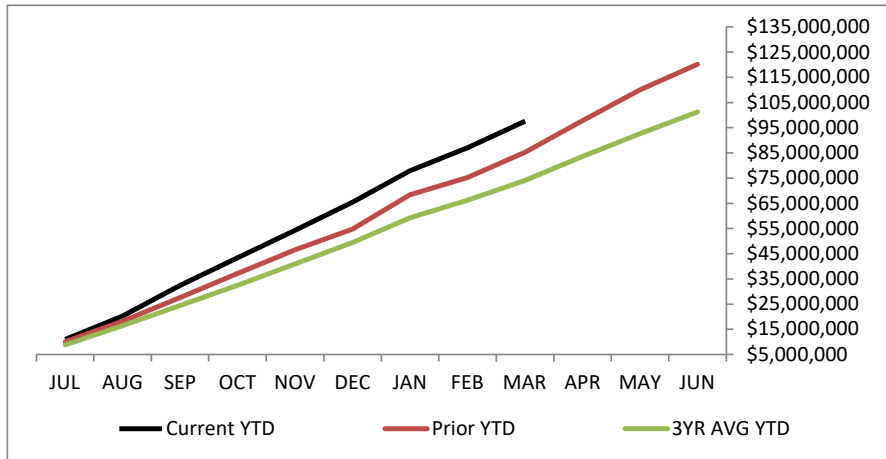
Totals

CYTD	\$89,123,000
PYTD	\$77,095,000
3YRAVG	\$66,866,333
Peak Year	
(FY 2021-22)	\$77,095,000

Current Year: Restaurants/bars sales tax collections have shown recovery. Third quarter actuals continued this trend and grew significantly compared to the prior fiscal year. This growth may be attributed to several factors, such as the Super Bowl and related events, as well as the impact of inflation leading to an increase in the tax base. Prior year values have not been adjusted for inflation.

City Sales Tax - Contracting

Significance: Contracting sales tax revenue presents activity in the commercial, retail and residential construction markets.



Current YTD Compared to:

Prior Year	14.4%
3 Year Avg.	31.7%
Peak Year	
(FY 2021-22)	14.4%

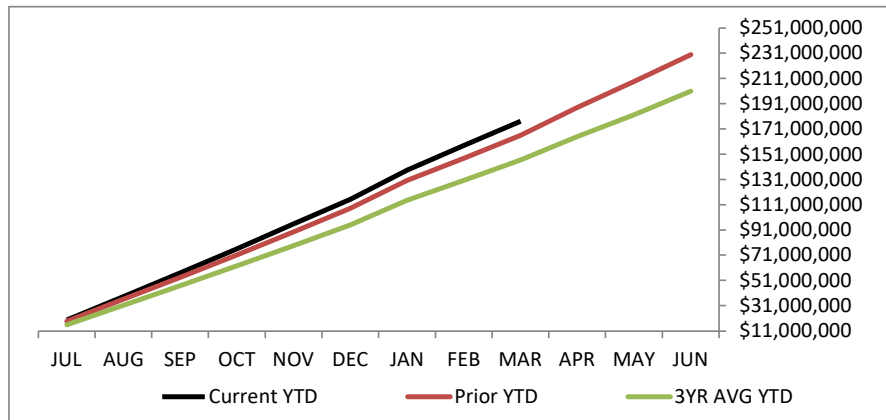
Totals

CYTD	\$97,597,000
PYTD	\$85,340,000
3YRAVG	\$74,088,000
Peak Year	
(FY 2021-22)	\$85,340,000

Current Year: Contracting sales tax collections continued to experience solid growth. Current year-to-date three-quarter actuals are positive and growing compared to the prior fiscal year. The increase might be due to growth in the multi-family housing market and new largescale commercial projects including the TSMC project. Prior year values have not been adjusted for inflation.

State Sales Tax - Total

Significance: State shared sales tax revenues are distributed to cities and towns based on relative population share in Arizona. The population share in FY 2000-01 was 33.72% and the current relative population share was reduced to 27.87% in July 2022 based on Census 2021 data.



Current YTD Compared to:

Prior Year	6.6%
3 Year Avg.	21.0%
Peak Year	
(FY 2021-22)	6.6%

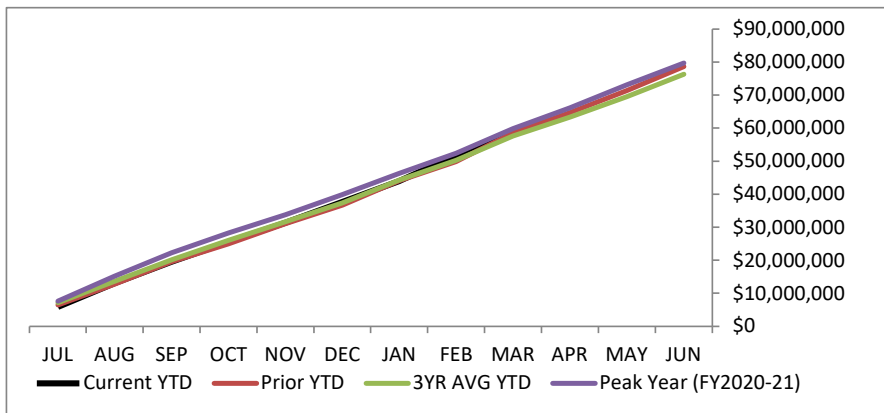
Totals

CYTD	\$177,019,000
PYTD	\$165,982,000
3YRAVG	\$146,284,000
Peak Year	
(FY 2021-22)	\$165,982,000

Current Year: State sales tax collections continued to experience positive growth in the third quarter compared to the same time period last fiscal year. The retail category grew at a slower pace, although the contracting, hospitality and leisure categories still have shown substantial increases. Prior year values have not been adjusted for inflation.

State Vehicle License Tax

Significance: State shared vehicle license tax revenues are distributed to cities and towns in Maricopa County based on their relative population share of Maricopa County. The City of Phoenix's population share in FY 2000-01 was 48.51%, and the population share has been reduced to 38.93% starting from FY 2022-23.



Current YTD Compared to:

Prior Year	0.7%
3 Year Avg.	2.5%
Peak Year (FY 2020-21)	-1.4%

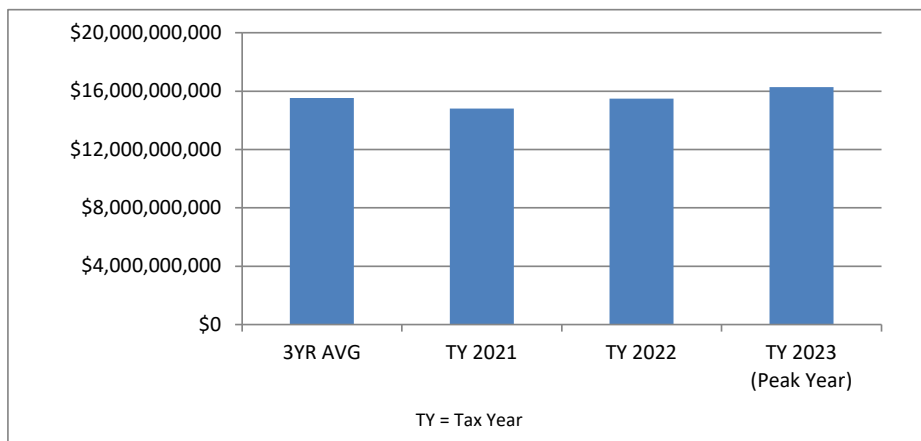
Totals

CYTD	\$59,000,601
PYTD	\$58,576,494
3YRAVG	\$57,571,341
Peak Year (FY 2020-21)	\$59,841,047

Current Year: State shared vehicle license tax (VLT) collections started to experience positive growth, which might be attributable to the elimination of the alternative fuel vehicle license tax discount after December 31, 2022. Prior year values have not been adjusted for inflation.

Phoenix Primary Net Assessed Valuation

Significance: Phoenix assessed valuation is based on the Primary Net Assessed Value (Primary NAV), which beginning in FY 2015-16, is the single value used for calculating both Primary Property Taxes and Secondary Property Taxes. The assessed valuation provides an indicator of the basis for the City property tax revenue. Primary NAV growth year-over-year is limited under the State Constitution and does not match growth in market values. The statistic is updated once per year, in February.



Calendar Year Compared to:

Prior Year	5.0%
3 Year Avg.	4.8%
Peak Year (TY 2023)	0.0%

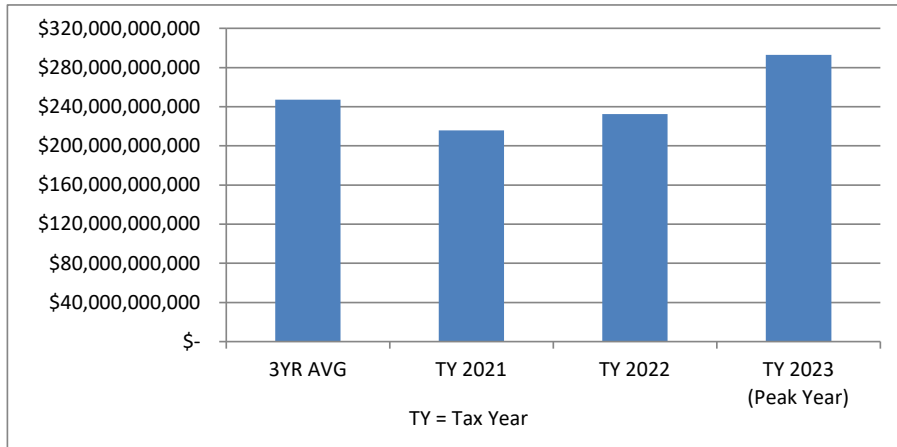
Totals

TY 2022	\$15,490,531,934
TY 2021	\$14,800,877,416
3YRAVG	\$15,518,914,067
Peak Year (TY 2023)	\$16,265,332,852

Current Year: Tax year 2023 (FY 2023-24) Primary NAV grew by 5.0% over the prior year; 1.9% is attributable to new property and 3.1% is attributable to appreciation in previously-taxed property. Prior-year values have not been adjusted for inflation.

Phoenix Full Cash Value

Significance: Full cash value is an indicator of both commercial and residential property values, an important indicator of one facet of economic health. This statistic is updated once per year, in February, and lags market conditions by approximately one year. Due to assessed valuation growth limits and statutory changes in assessment ratios, however, trends in full cash value do not correlate to trends in the tax base for property taxes.



Calendar Year Compared to:

Prior Year	26.0%
3 Year Avg.	18.6%
Peak Year (TY 2023)	0.0%

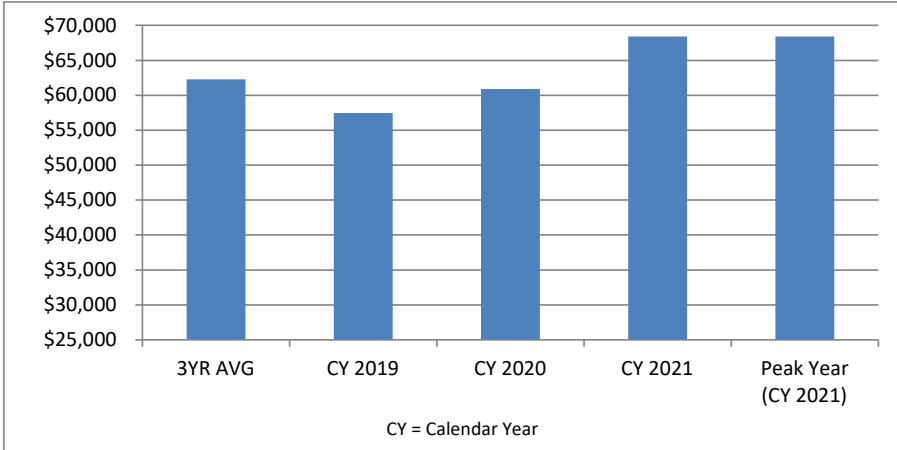
Totals

2022	\$232,423,574,149
2021	\$215,741,892,809
3YRAVG	\$247,029,671,908
Peak Year (TY 2023)	\$292,923,548,766

Current Year: Tax year 2023 (FY 2023-24) full cash value grew by 26.0% over the prior year. Growth was most impacted by 30.0% appreciation in single- and multi-family residential properties. Prior year values have not been adjusted for inflation.

Phoenix Median Household Income

Significance: This measure includes the income of the householder and all other individuals 16 years of age and older in the household. Median income is the amount that divides the income distribution into two equal groups, half at income levels above that amount, and half at income levels below that amount.



Calendar Year Compared to:

Prior Year	12.3%
3 Year Avg.	9.9%
Peak Year (CY 2021)	0.0%

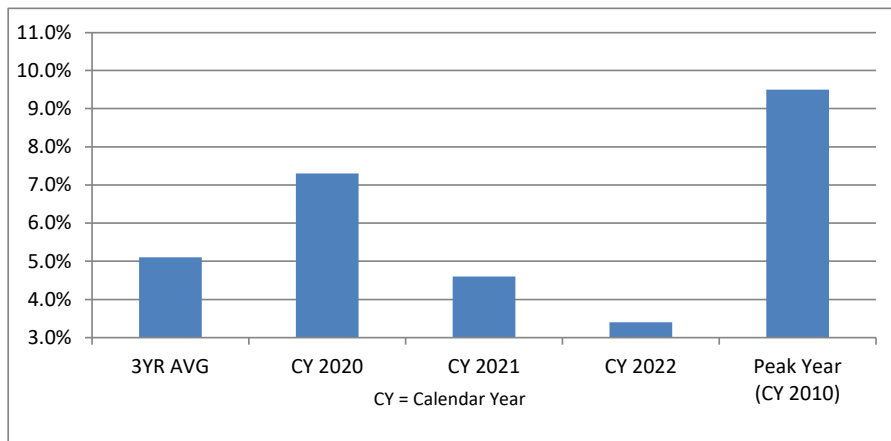
Totals

2021	\$68,435
2020	\$60,914
3YRAVG	\$62,269
Peak Year (CY 2021)	\$68,435

Current Year: Phoenix Median Household Income in 2021 exceeded the previous peak year of 2008 (\$57,507). Data is from the U.S. Census Bureau 2021 American Community Survey One-Year Estimates released in September 2022. Peak year reflects the highest since 2005 (the oldest readily available data set).

Phoenix Unemployment Rate

Significance: This measures the percentage of the labor force that are unemployed. Those individuals (16 years of age and older) who do not have a job but are available for work, except in the case of temporary illness, and actively seeking work in the prior 4 weeks. The only exceptions to these criteria are individuals who are waiting to be recalled from a layoff and individuals waiting to report to a new job within 30 days—these, too, are considered unemployed. This statistic is updated once per year, in April.



Calendar Year Compared to:

Prior Year	-26.1%
3 Year Avg.	-33.3%
Peak Year	
(CY 2010)	-64.2%

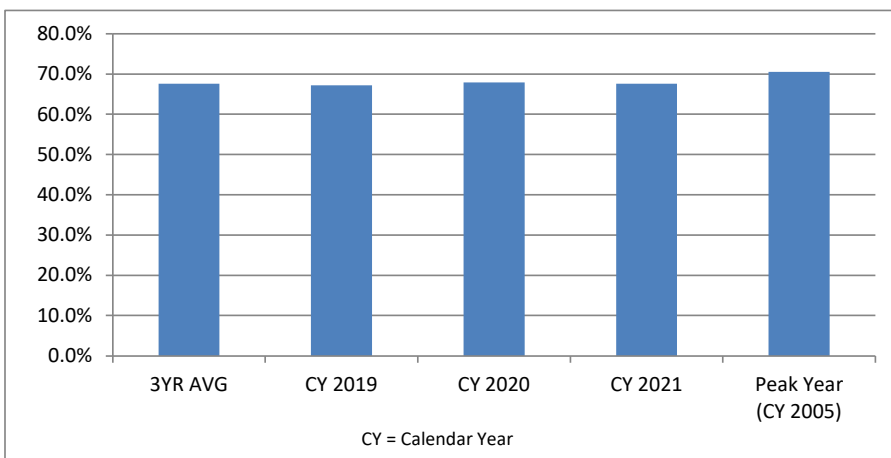
Totals

2022	3.4%
2021	4.6%
3YR AVG	5.1%
Peak Year	
(CY 2010)	9.5%

Current Year: The unemployment rate in 2022 decreased from the prior year which reflected the continued recovery from the pandemic. Data is from the United States Department of Labor, Bureau of Labor Statistics. Peak year reflects the highest since 1990 (the oldest readily available data set). Data from 2011 through 2022 were revised by the federal government in April 2023.

Phoenix Labor Force Participation

Significance: This measures the percentage of the population (16 years of age and older) that is in the labor force. The labor force is defined as the total population of employed and unemployed people (16 years of age and older). People are classified as unemployed if they do not have a job, have actively looked for work in the prior 4 weeks, and are currently available for work.



Calendar Year Compared to:

Prior Year	-0.4%
3 Year Avg.	0.0%
Peak Year	
(CY 2005)	-4.1%

Totals

2021	67.6%
2020	67.9%
3YR AVG	67.6%
Peak Year	
(CY 2005)	70.5%

Current Year: The labor force participation rate decreased slightly from 2020 to 2021, indicating a decrease in the percentage of the population that is either employed or unemployed and actively looking for work. Data is from the U.S. Census Bureau 2021 American Community Survey One-Year Estimates released in September 2022. Peak year reflects the highest since 2005 (the oldest readily available data set).



Special Events at Margaret T. Hance Park

This report provides the Economic Development and Equity Subcommittee information on Margaret T. Hance Park's event process, activity and history.

THIS ITEM IS FOR INFORMATION ONLY.

Summary

Margaret T. Hance Park (Hance Park) is a 32.5-acre urban site over the US Interstate Highway 10 within Downtown Phoenix, spanning the approximate area between 3rd Street and 5th Avenue, under the jurisdiction of the Arizona Department of Transportation (ADOT). Cultural institutions located within or directly adjacent to Hance Park include the Japanese Friendship Garden, Burton Barr Central Library, Phoenix Center for the Arts and the Irish Cultural Center and McClelland Library. Hance Park also offers recreational amenities and programming for neighbors and park visitors.

The newly sponsored Republic Services Garden and Fiesta Bowl PLAY area offer unique recreational opportunities on the western end of Hance Park. These recent improvements are part of the Margaret T. Hance Revitalization Project, a public-private partnership fundraising effort led by the Hance Park Partner Coalition, consisting of the Phoenix Parks and Recreation Department, Phoenix Community Alliance and Hance Park Conservancy.

The interest and popularity of Hance Park as an event venue has steadily increased. The prime downtown location, convenience to public transportation and venue versatility have proven to be key factors for event producers of various sized events to request use of the park.

Hance Park venue rentals will generally fall into three categories with the following indicators:

Ramada Reservation

- Contained activity to the Ramada(s) on site.
- Limited number of guests.

- Completed online, email, phone or in person.

Special Activity Request

- More than 50 guests.
- Includes catering, commercial event equipment and/or generator power.
- Special Activity Request form completed online or in person (form available in **Attachment A**).

Major Event

- In partnership with City Major Events Office (Phoenix Convention Center).
- Larger event infrastructure and public notification requirements.
- Attendance over 1,000.
- Street closure(s).
- Vending, liquor and/or a change in park hours of operation.
- Parks and Recreation Board review and approval for new events.
- Additional permits may be required based on the event production (public assembly, liquor, food, staging, tent, canopy, ADOT permits).
- City department planning meetings (Police, Fire, Streets).
- Special Event Reservation Application completed electronically via email (form available in **Attachment B**).

Hance Park is an important open-space resource for the Downtown Phoenix community and community at large. The eastern portion of the park seeks to balance the need for the park to function on a day-to-day basis for the emerging residential developments to the north and south with the need to accommodate large-scale events. Individuals interested in holding a special event in Hance Park can discuss their proposed event with staff and obtain the Parks Special Event Reservation Application by contacting the City of Phoenix Parks and Recreation Department at pks.events@phoenix.gov or 602-262-6412.

Individuals should contact the Parks and Recreation Department and submit the Parks Special Event Reservation Application at least 60 to 90 days before their proposed event date. Once the application has been submitted, it will be reviewed by staff. This review will evaluate the feasibility of the event request, taking into consideration already existing event dates, community impact, event logistics, infrastructure layout and required approvals and permits.

The event application process has been optimized to gather pertinent details allowing staff to gauge venue availability, community impact and turf considerations. The

application process allows producers to effectively demonstrate they have the experience, capacity and resources to provide a safe and productive public event.

Frequently successful events:

- Supply current fiduciary documents including certificate of insurance with correct declarations and indemnifications.
- Provide detailed maps with appropriate load paths.
- Effectively engage with the surrounding community, collaborative partners and stakeholders.

Events may experience challenges when they:

- Do not adhere to recommended timelines.
- Provide incomplete logistic information.
- Plan without making the integrity and sustainability of the park a priority.

As a resource to help producers successfully navigate through the application process, staff have compiled detailed event planning guidelines for Hance Park, and an event producers seminar is held every August. At this meeting park staff review event guidelines with new and returning event producers interested in holding events in downtown parks. Representatives from every permitting agency including Arizona Department of Transportation are also on hand to answer questions and provide tips and tools. The ADOT information is particularly impactful for Hance Park events, as a significant portion is built upon a structural deck (Deck Park Tunnel) located over Interstate 10. The structural deck supports the park and creates a corridor below to carry I10 traffic. The integrity and accessibility of the structure is critical and requires an additional event application and permit to be submitted to ADOT. Facilitation through ADOT insures proper weight distribution, load capacities and placement of structures are adhered to. The ADOT application can be submitted online on ADOT's website, and these application instructions and materials are available in **Attachment C**.

Hance Park is home to numerous festivals, concerts, and cultural and food events throughout the year and is one of the premier event venues and destinations in Downtown Phoenix. Over 20 substantial reoccurring annual events take place at Hance Park, attracting tens of thousands of guests. A list of the reoccurring events planned for 2023 thus far is available in **Attachment D**.

Additionally, the City periodically bids to bring major national events, such as the Super Bowl and NCAA Final Four, to Phoenix. Successful bids to host these major events

may require the City to include Hance Park as a potential venue to host official ancillary specialty events. In fact, Hance Park has been included in the bidding process for the following major events which Phoenix has hosted (with approximate attendance) or will be hosting:

Previous Events

- | | | |
|------------------------------|---------------|---------|
| • 2023 Super Bowl LVII | Multiple Days | 112,000 |
| • 2017 NCAA Men’s Final Four | Multiple Days | 135,000 |

Upcoming Events

- 2024 NCAA Men’s Final Four
- 2026 NCAA Women’s Final Four

Location

67 W. Culver St.
Council District: 7

Responsible Department

This item is submitted by Deputy City Manager Inger Erickson and the Parks and Recreation Department.

Attachment A



Special Activity Request

Events with more than 50 people attending will require a Special Activity Request. Inflatables are allowed at most parks. A permit is required and can be purchased at your local Parks and Recreation facility. Additionally, all inflatables must be rented, set-up, and removed by a vendor that has the appropriate insurance requirements. Most park ramadas are first-come, first-served, however, some ramadas require a reservation for use. Wedding ceremonies and receptions can be held at many of city parks and facilities.

Request must be submitted at least two business weeks prior to your event. You will be contacted following the review of your request to discuss your activity in further detail, within 3 to 5 business days. Filling out this request form does not confirm your usage. A confirmation letter and permit will be issued once approval is final. If you have any questions, please contact the appropriate office.

[View a list of recommended city parks.](#)

So that we can best respond to your message, please fill in as much of the following information as possible:

* Requested Park:	<input type="text"/>
* Number of Participants:	<input type="text"/>
* Event Description:	<input type="text"/>
* Date of Activity:	<input type="text"/>
* Day of Week:	<input type="text"/>
* Start Time:	<input type="text"/>
	AM <input type="button" value="v"/>
* End Time:	<input type="text"/>
	AM <input type="button" value="v"/>
Organization/Company:	<input type="text"/>

*** Contact Person:**

*** Street Address:**

*** City:**

State:

Zip Code:

*** Phone: (H)**

(Work):

(Cell):

E-Mail Address:

**Alternate Contact
Person:**

Street Address:

City:

State:

Zip Code:

Phone: (H)

(W):

(Cell):

E-Mail Address:

COMPLETE AND SUBMIT TO ONE OF THE FOLLOWING AREAS Listed In The Dropdown Box:

*** Submit To:**

Downtown



[**View list of recommended city parks.**](#)

City of Phoenix Parks and Recreation Department Offices All office hours are 8am-5pm Monday through Friday

SPECIAL ACTIVITY REQUEST INFORMATION

(All questions that are mandatory denoted by * must be answered for request to be considered)

1. *** Will an alcohol permit be purchased?** ☐ Yes ☐ No

(Individual who purchases permit must be 21 years of age, on-site, and is responsible for anyone drinking. Beer permits cost \$28.00)

2. *** Will athletic field reservations be made?** ☐ Yes ☐ No

*****If you answer yes to any question above, please fill in fields below.***** Cost is \$34 per two-hour block for adults and \$12 per two-hour block for youth for Phoenix residents. Reservations for non residents are \$50 per two-hour block for adults and \$20 per two-hour block for youth. *All groups will be charged a \$5 hourly fee for lights between 6pm-10pm year-round.

Time(s):

From:

AM



To:

AM



For: ☐ Youth ☐ Adult (18+ yrs)

Number of fields needed:

Types of fields needed:

***Are you planning on having any special equipment (i.e.. inflatables/moonwalks, stages, tables, chairs, etc.)?** ☐ Yes ☐ No

Inflatables require approval and a \$10.00 fee.

(Provider(s) must bring their own small portable generator and provide the City with a certificate of insurance, \$2,000,000 policy is required)

Which company is providing your equipment?

*** Does your request involve setting up tents, display booths, etc.?** ☐ Yes ☐ No

If yes: Certificates of Insurance must be provided, \$2,000,000 policy is required. Tents larger than 20'x20' will require additional permits. Tents must be anchored by sand bags or other weights.

TENTS MAY NOT BE STAKED ON PARK GROUNDS.

*** Does your event involve the use of a P.A. system, band, radio or amplified sound?** ☐

Yes ☐ No

An amplified sound permit costs \$10

(All sound must be kept at an acceptable level according to the sound ordinance.)

*** Will food be provided/served:** ☐ Yes ☐ No

If catered, please describe: ☐ Self-prepared ☐ Catered

(Caterer must provide a certificate of insurance and meet all Maricopa County Health Department requirements)

NO FUNDS CAN BE EXCHANGED ON PARK PROPERTY.

*** Have any political leaders been invited and have confirmed to attend your event?** ☐

Yes ☐ No

- 3. Will you be charging fees for this event, such as a registration fee, vending fee, selling items such as pet licenses, spay and neutering services, etc. If YES, please explain below.**

- 4. Will you be requesting to vend any type of goods, food, drinks or services? If YES please explain below.**

- 5. Describe in detail how this event will be advertised. Please describe any planned outreach to news media.**

DO NOT ADVERTISE YOUR EVENT BEFORE APPROVAL IS CONFIRMED.

- 6. Is there any other information or are there any other details you would like to add for consideration?**

Before you submit this form, please be aware of the city's policy on use of its systems. The message you are about to send is subject to public disclosure under the Public Records Law. It is not private or confidential and is retained for 90 days.



RENTAL GUIDELINES AND FEE SCHEDULES

Thank you for your interest of reserving a City of Phoenix Parks and Recreation downtown park area.

The following contains information regarding Civic Space Park, Heritage and Science Park/Historic Heritage Square, Margaret T. Hance Park, and Steele Indian School Park (SISP). Most reservations should be placed a minimum of 3 months in advance.

Please review carefully to ensure that the needs of your event can be accommodated.

LAWS / LICENSES / SAFETY

- ◆ User shall obtain all permits and licenses required by law, ordinance, or Parks and Recreation Department rules and regulations.
- ◆ User will follow all applicable local, state, and federal safety rules and regulations.
- ◆ User will maintain safety conditions for workers, patrons and the public. This includes ensuring safe working condition of any types of equipment or other such items or materials.
- ◆ Staff may stop hazardous activities or the use of any tool/piece of equipment which the City deems unsafe.
- ◆ The City reserves the right to eject or cause to be ejected any disorderly person or persons at City facilities. Neither the City nor its employees are liable for any damages that may result from such actions.
- ◆ For events in a public park or street, the following is required: A Special Event Application from the Parks and Recreation Department; a Public Outdoor Assembly Permit from the Fire Department for events with a projected attendance of 500 or more, or 50 or more people within barricades or fencing.
- ◆ Designated fire lanes are mandatory for all events.
- ◆ Events must comply with a maximum decibel reading of 85 decibels as measured at park perimeter.

INSURANCE / LIABILITY

User agrees to indemnify, defend and hold the City harmless from all liability, damages, costs and expenses in connections with all claims, actions or causes of action for injury, death or property damage arising from or out of the use and occupancy of the facility. The City does not accept responsibility for any injuries that may occur. User groups are responsible for providing their own insurance coverage.

User shall provide a certificate of insurance for general liability in the amount of \$2 million, with the City of Phoenix named as additional insured and as certificate holder depending on event.

Certificate of insurance **MUST READ EXACTLY** as follows: The City of Phoenix, a municipal corporation, its officers, agents, and employees shall be named as additional insured in respect to (event name, date, time and location).

Automotive and liquor liability insurance may also be required.

PARKING

- ◆ The use of public transit, including light rail/bus is encouraged as parking is limited at downtown parks.
- ◆ No driving on the park, pavers or into the event area without prior approval from the park manager.
- ◆ Vehicles must be parked in approved parking areas for the event; this may include parking garages, metered parking or free parking lots.
- ◆ Parking is prohibited on sidewalks or park open space areas.

ALCOHOLIC BEVERAGES

- ◆ If you are selling alcohol, or collecting any monies where alcohol is present a Special Event Liquor License will be required. Please contact City of Phoenix Licensing Services at 602-262-4638, TTY 602-262-4638; and, the Arizona Department of Liquor License and Control at 602-542-5141, TTY 602-542-2806.
- ◆ If beer is being served and not sold a City of Phoenix Parks and Recreation Department beer permit is required. Beer permits must be purchased at designated parks locations or online.
- ◆ Liquor license information can also be obtained at <https://www.phoenix.gov/cityclerk/services/licensing/liquor/special> and <https://www.azliquor.gov/>.
- ◆ Special Event Liquor Licenses should be submitted at least 90 days prior to the event date.
- ◆ Off-duty Phoenix Police officers and/or private security may be required for some events.

SET UP OF FACILITY AND DECORATIONS

- ◆ User is responsible to provide own equipment (e.g., tables, chairs, stages), as limited equipment is available at some indoor facilities.
- ◆ If an indoor facility already has chairs set up in theatre style seating, it is the User's responsibility to arrange the room as desired, and then return it to theatre style seating by rental's end.
- ◆ All areas are rented "AS IS"; the Park Manager must approve all materials used for decorative purposes.
- ◆ Prohibited items include glass containers, nails, helium balloons, open fires, rice, birdseed, confetti and flower petals.
- ◆ Nothing can be taped/hung on any structure or fixture of the building's interior or exterior, including trees. Candles, smoke machines, smudging activities, fireworks and pyrotechnics require additional permission.
- ◆ Staples and thumbtacks MAY be permitted with Park Manager's authorization, and must be removed by rental's conclusion.

EQUIPMENT AND DELIVERIES

- ◆ All setups must be completed 30 minutes prior to event start time.
- ◆ Loading and unloading of rental equipment, catering, and other items must be approved by City staff.
- ◆ All deliveries/pick up of supplies must be made during the specific hours of the reservation. The User is responsible to be on site for all rental items.
- ◆ Rental equipment or user's equipment is NOT the responsibility of the City of Phoenix; facility staff will not handle, care for, or act as custodian of any equipment or property.
- ◆ The use of barbecue grills and tree lights require specific procedures to be followed for approval to be granted by the Park Manager.
- ◆ All tents/canopies must be weighted/sandbagged appropriately. No staking (exception Phoenix Green at Steele Indian School Park with Park manager approval). Tents in excess of 800 square feet or canopies in excess of 1,200 square feet require a permit. Contact the Phoenix Fire Department at 602-262-6771.
- ◆ Bleachers and stages higher than 30" require a permit. For more information, please contact the City of Phoenix Planning and Development Department at 602-262-7811.
- ◆ Generators or temporary wiring to an existing electrical panel require a permit. For more information, please contact the City of Phoenix Planning and Development Department at 602-262-7811.
- ◆ For events wanting banners hung on light posts outside of the park, please contact the City of Phoenix Street Transportation Department at 602-495-7817.

CATERING

- ◆ Food, beverages, linens, and all rental equipment, are the responsibility of the User.
- ◆ Onsite cooking is allowed with proper permit(s) and prior Park Manager approval.
- ◆ All cooked food must be prepared and served to professional catering standards, including permitting requirements. Please call Maricopa County Environmental Services at 602-506-6872, for more information.

CLEAN UP

- ◆ User is responsible for clean-up of the facility inside and out after the event is over (within the rental time period) and must provide their own cleaning equipment (e.g., brooms, mops, hoses, buckets).
- ◆ If the clean-up extends beyond the contracted hours, User WILL BE CHARGED the appropriate rate and it will be deducted from the deposit. The park must be returned to pre-event conditions
- ◆ Trash must be bagged and removed from the site (pack it in/pack it out); or User may rent a trash container (location must be approved by Park Manager) large enough to accommodate all trash from the event.
- ◆ Food/drink spills need to be wiped up, areas swept, and all equipment removed from the facility within the rental time period. This includes vendors and/or any vehicle spills/spotting.
- ◆ Cooking oil and all grey water must be disposed of in a container and taken off of the property. Absolutely no usage of drains or disposing of such items are allowed on park grounds
- ◆ A maintenance fee will be charged and deducted from the deposit if the facility is left in need of cleaning as determined by the Park manager.

DAMAGES

- ◆ User shall pay for any damage resulting from use of the park, equipment, turf or facility. This includes any damages caused by attendees, invitees, participants or contractors. Charges are deducted from the deposit.
- ◆ If the damage amounts exceed the deposit amount, a written cost estimate will be provided to the User.
- ◆ If no damage and proper clean up has occurred to the facility, the deposit will be returned within 3 to 4 weeks, for all rentals.
- ◆ To prevent turf or surface damage all vehicles require a catchment device for vehicle/equipment spills.

USE FEES, DEPOSITS AND CANCELLATIONS

- ◆ Upon approval of a reservation request, a reservation permit will be emailed to the prospective renter.
- ◆ Deposits are required to hold a reservation. All remaining fees are due 30 days prior to the first day of rental period. Failure to pay said fees can result in a cancelation of the reservation.
- ◆ Fees are based on the classification of “public”, “private”, or “commercial”.
- ◆ Public = Free for all to attend. Private = by invitation only. Commercial = For profit, money exchanged.
- ◆ Fees and deposits are based on the dates and times given on the reservation request form.
- ◆ Fees are assessed for each day of the reservation including load in and load out
- ◆ Fees will be charged to User for set-up/take-down time and to oversee the reservation.
- ◆ Rentals will be charged staff fees where required.
- ◆ Use of amplified sound requires a permit from the Parks and Recreation Department.
- ◆ Use of inflatables (e.g., bounce houses) requires a permit from the Parks and Recreation Department.
- ◆ Payment can be made by credit card, check or money order. Make checks payable to the City of Phoenix.

Cancellation Requested	Amount Refunded	Deduction or fees
31 days or more prior to scheduled event date	Refund of rental permit and deposit	None
30 to 14 days prior to scheduled event date	Full refund of rental permit	Forfeit of deposit fee
Less than 13 days prior to event date	Deposit refunded	Full rental permit is forfeited

CIVIC SPACE PARK AND A.E. ENGLAND BUILDING

424 N. Central Ave.
Phoenix, AZ 85004
602-262-7490

Fee Schedule	
AREA	FEE
Civic Space Stage and Lawn Area	\$300/hr.
A.E. England Auditorium, Public Fee	\$200/hr.
A.E. England Auditorium, Private Fee	\$500/hr.
A.E. England Auditorium, Commercial Fee	\$700/hr.
A.E. England Community Meeting Rooms	\$35/hr. each room (2-hour min.)

- ◆ Hours are from 8am to 10pm, inclusive of event set-up and tear-down
- ◆ Recommended maximum park capacity is 3,000 people, in consultation with public safety officials
- ◆ Meeting rooms: 3 rooms; 450 square feet each; accommodates 30 people each; or rooms may be combined into one large room at 1,350 square feet and accommodate 90 people.
- ◆ Auditorium: 4,500 square feet; accommodates 300 people maximum (auditorium rental does not include lobby space).
- ◆ The use of risers or portable staging is prohibited in the auditorium.
- ◆ Equipment available onsite: 300 chairs, 42 classroom tables (18"x72"), 2 screens, DVD and VHS players, and 2 LCD projectors. User must bring own laptop.
- ◆ Equipment loading zone is on the south side of the building.

HERITAGE AND SCIENCE PARK

115 N. 6th St.
Phoenix, AZ 85004
602-262-5029

Fee Schedule	
AREA	FEE
Lath House Pavilion or Rosson House	Please contact the Heritage Square Foundation for rental fees and information: 480-789-9781
Plaza Private Users	\$1,200/day
Plaza Public Users	\$600/day
Plaza Commercial Users	\$2,200/day
Meeting Room All Users	\$75/day

- ◆ ALL FUNCTIONS must end and clean-up begin by 11:00 p.m. Park closes at midnight. City Ordinance.
- ◆ Recommended maximum park capacity is 5,000 people, in consultation with public safety officials
- ◆ Rental areas: Heritage & Science Park Plaza (6th Street & Adams Concourses); Heritage Square Lath House Pavilion; and 2 small indoor meeting rooms.
- ◆ The 1895 Rosson House is available to rent for small, intimate wedding ceremonies. For ceremonies with no more than 30 people in attendance, including the wedding party, the bride and groom can exchange vows in the parlor of the entrance hall of the Rosson House. Ceremonies are scheduled during hours in which the house is closed to the public. Due to limited space, it is not possible to host a reception in the house itself.
- ◆ Rentals do not include lawns, brick walkways, or historic home yards.
- ◆ Plaza loading zone is at the park gates at 6th Street & Monroe and 7th Street & Adams.

MARGARET T. HANCE PARK
67 W. Culver St.
Phoenix, AZ 85003
602-534-2407

Fee Schedule	
AREA	FEE
Non-profit Fee Users	\$500/day
Public / Private Fee Users	\$1,000/day
Commercial Fee Users	\$1,500/day
Flags and Urban Plaza	
Non-profit	\$100/day
Private	\$200/day
Commercial	\$300/day

- ◆ Hours are from 6am to 10:30pm., inclusive of event set-up and tear-down
- ◆ Recommended maximum park capacity is 16,000 people, in consultation with public safety officials
- ◆ Reservation areas: West Lawn, Bosque, Urban Plaza and East Lawn.
- ◆ Parking is limited; light rail and bus use is encouraged; light rail stations within walking distance at Central Avenue & McDowell and Central Avenue & Roosevelt.
- ◆ Burton Barr Central Library parking lots available for rent (\$250-\$350/day). Additional staff fees may apply.
- ◆ East Lawn loading zone is at the north end of park at 2nd Street & Culver.

STEELE INDIAN SCHOOL PARK
300 E. Indian School Rd.
Phoenix, AZ 85012
602-534-8659

Fee Schedule	
AREA	FEE
Ramada Public Fee	\$25/hr per Ramada
Phoenix Green Public Fee	\$500/day
Phoenix Green Private Fee	\$1000/day
Phoenix Green Commercial Fee	\$1500/day
Circle of Life Public Fee	\$250/day
Circle of Life Private Fee	\$500/day
Circle of Life Commercial Fee	\$750/day
Amphitheater Public Fee	\$300/day
Amphitheater Private Fee	\$600/day
Amphitheater Commercial Fee	\$900/day
Phoenix Indian School Visitor Center	Please contact staff for more information at 602-648-9713
Memorial Hall	Please contact staff for more information at 602-534-8659.

- ◆ Hours are from 6am– 10pm, inclusive of event set-up and tear-down
- ◆ Recommended maximum park capacity is 30,000 people, in consultation with public safety officials
- ◆ The 75-acre park includes a 2.5 acre lake; an outdoor amphitheater with seating for 1,500 people; the 15-acre Entry Garden; the 30-acre Phoenix Green; and the 15-acre Neighborhood Park (playground, lighted basketball, fishing, grill, picnic area, ramadas, restrooms, lighted sand volleyball and a dog park on Northeast corner of park).
- ◆ Large ramada area has 7 ramadas that seat 32 people each.
- ◆ Large ramada area has grills, electrical outlets, sinks and a serving area.
- ◆ Large ramada reservations are from 9am. to 9pm, with reservations accepted no later than two days in advance and up to 6 months in advance.
- ◆ Parking: 500 spaces are available, additional requirements may apply (see staff for details)
- ◆ Memorial Hall is a historic facility and is an affordable venue for small performing arts groups and an ideal space for community meetings. It is a 4,300 squared foot facility that can seat up to 300 theater style and 165 in the balcony.
- ◆ The Phoenix Indian School Visitor Center is available for rent and features; a conference style meeting space, seating 120 theater style, a classroom for 45 people, a commercial kitchen, a board room that seats 12 and an exhibit space.



City of Phoenix
PARKS AND RECREATION DEPARTMENT

Special Event Pre-Application

Thank you for your interest in a downtown park and with the City of Phoenix Parks and Recreation Department. Please complete the following and we will contact you within 5 business days.

Park: _____ Event Date(s): _____ Load-In/Out Dates/Times: _____

Contact Name: _____ Organization: _____ Phone Number: _____

Email Address: _____

Mailing Address: _____ City: _____ State: _____ Zip Code: _____

EVENT DETAILS

Event name: _____

Specific park area requested: _____

Will event be open to the public: ☒ Yes ☐ No

Is this a ticketed event: ☒ Yes ☐ No

Type of event: _____

Estimated attendance: _____

Will there be vending of any kind during the event (selling of tickets, food, beverages, items or donations): ☒ Yes ☐ No

Will there be alcohol: ☒ Yes ☐ No

Will you be requesting off duty Phoenix Police Officers or Security? ☒ Yes ☐ No

**After review of the application, the City of Phoenix reserves the right to require use of off-duty police officers at the expense of the organization.*

Notification: The applicant may be required to notify residents, businesses, places of worship and schools that are affected by parking issues and noise related to your event (85 decibel sound limit enforced from the park perimeter as measured on the "C" scale), depending on the venue and event attendance. The notification must be delivered within a minimum of a 1-mile radius and/or as determined by the Parks and Recreation Department.

ADA: It is the responsibility of the event organizer to ensure the event site meets ADA accessibility requirements. Examples include; public sidewalks may not be blocked with tents, portable toilets or other structures; cables or electrical cords must not create an obstacle; ADA-accessible parking and portable toilets must be available.

Insurance: For consideration to hold the event and use of City property, the applicant agrees to meet all City of Phoenix insurance requirements which shall include a minimum of \$2 million general liability insurance and indemnity, defend and hold the City of Phoenix. If your event includes alcohol, liquor liability coverage must be included on your certificate of insurance.

If you have any questions, please contact the Parks and Recreation Department at 602-262-6412.

Please complete and email the application to: pks.events@phoenix.gov

The application can also be submitted in person at: City of Phoenix Parks and Recreation Department 2700 N. 15th Avenue, Phoenix, AZ 85007

(Events with ticketed sales, liquor or vending require approval of the Parks and Recreation Board and may take up to 2 months for approval.)

The city of Phoenix prohibits discrimination on the basis of race, color, religion, sex, national origin, marital status, sexual orientation, gender identity or expression, or disability in its services, programs and activities.



City of Phoenix
PARKS AND RECREATION DEPARTMENT

Special Event Application

Your event date and location is available. Please complete this application.

A deposit will be due within 10 business days after application approval.

Event Name:

Event Date(s)/Time:

Load-In Date(s)/Time:	Load-Out Date(s)/Time:
Park Name:	Specific park area being used:
Contact's Name:	Organization:
Cell Phone:	Email:

EVENT DETAILS

Will event be open to the public: <input checked="" type="radio"/> Yes <input type="radio"/> No	Is this a ticketed event: <input checked="" type="radio"/> Yes <input type="radio"/> No	Estimated attendance:
Will media be invited to the event: <input checked="" type="radio"/> Yes <input type="radio"/> No If media is invited, please provide details:	Will elected public officials be invited to the event: <input checked="" type="radio"/> Yes <input type="radio"/> No If yes, who:	
Will there be vending of any kind during the event or are donations being collected: <input checked="" type="radio"/> Yes <input type="radio"/> No		
Will there be alcohol: <input checked="" type="radio"/> Yes <input type="radio"/> No If yes, did you apply for a special event liquor license (City & State)? <input checked="" type="radio"/> Yes <input type="radio"/> No		
If this is a Margaret T. Hance Park event, have you applied for your Arizona Department of Transportation permit? <input checked="" type="radio"/> Yes <input type="radio"/> No		
Please check/answer the following:		
<input checked="" type="radio"/> Yes <input type="radio"/> No	Bleacher	Number / Sizes:
<input checked="" type="radio"/> Yes <input type="radio"/> No	Stage(s)	Number / Sizes:
<input checked="" type="radio"/> Yes <input type="radio"/> No	Scaffolding/erected structures	
<input checked="" type="radio"/> Yes <input type="radio"/> No	Generators/electrical equipment	Number / Sizes:
<input checked="" type="radio"/> Yes <input type="radio"/> No	Light towers	Number / Sizes:
<input checked="" type="radio"/> Yes <input type="radio"/> No	Portable restrooms	Number:
<input checked="" type="radio"/> Yes <input type="radio"/> No	Mechanical/carnival rides	Number:
<input checked="" type="radio"/> Yes <input type="radio"/> No	Inflatable/moon jumps	Number / Sizes:
<input checked="" type="radio"/> Yes <input type="radio"/> No	Temporary fencing	
<input checked="" type="radio"/> Yes <input type="radio"/> No	Roll off bins/trash containers	Number / Sizes:
<input checked="" type="radio"/> Yes <input type="radio"/> No	Signs/banner on site	
<input checked="" type="radio"/> Yes <input type="radio"/> No	Craft/merchandise vendors	Number:
<input checked="" type="radio"/> Yes <input type="radio"/> No	Food vendors must be self-contained	Number
<input checked="" type="radio"/> Yes <input type="radio"/> No	Animals on site	

COMPLETE INFORMATION –
INFORMATION DUE 90 DAYS PRIOR TO EVENT DATE

If this is a new event to the City of Phoenix, please list contact information of three people or organizations you have worked with in previous events:

Name:	Venue:	Contact #:
Name:	Venue:	Contact #:
Name:	Venue:	Contact #:

List all event components associated with your event, including, but not limited to: *entertainment, portable restrooms, tent company, generators/electrical, fencing, barricades, sanitation, caterers, security (private and off-duty police), cleaning crews, radios, golf carts, stage/sound/lighting, alcohol vendor, set-up and tear-down crews, auctioneers, etc. Please answer the following:*

Services	Name of Business	Responsible Party	Contact's #	Email
Production Company				
Firework Company (Pyrotechnics permit required)				
Portable Restrooms				
Tents/Chairs/Tables				
Generated Power				
Traffic Barricades				
Sounds/Lighting (85 decibel limit enforced)				
Sanitation/Greywater				
Medical Services				
Beverage Provider				
Cleaning Crews				
Radios				
Fencing				
Stage				
Alcohol				
Security				
Golf Carts				
Inflatables				
Other				

EVENT MAINTENANCE AND SANITATION

Are you hiring a professional cleaning company? ☒ Yes ☐ No
If yes, provide the company's name:

Company's Contact:

Contact's E-mail:

Electrical/Water: Please describe your event plan for electricity and water accessibility:

Greywater Plan:

Cooking Oil Plan:

What waste material plan will you use? ☒ Recycling ☒ Compost ☒ Trash

It is the responsibility of the event organizer to ensure trash is collected during and after the event and removed from the site. Event organizer is responsible for all trash that may impact the surrounding area, adjacent streets, right-of-way, neighborhood homeowners' property, schools, businesses and places of worship.

PARKING PLAN

Please describe your plan for parking, as downtown parks have limited parking (please contact staff for details):

TIMELINE

Please submit no less than four weeks out to include load-in and load-out (please contact staff for details):

SITE MAPS

Please submit no less than two weeks out a detailed site plan for approval (please contact staff for details):

PUBLIC SAFETY AND SECURITY

Please describe your plan for security:

Day of Event On-site Contact:

Cell Phone:

Have you applied for any/all safety permits including an outdoor assembly permits? ☒ Yes ☐ No

Will you be requesting off-duty Phoenix Police officers? ☒ Yes ☐ No

**After review of the application, the City of Phoenix reserves the right to require use of off-duty police officers at the expense of the organization.*

Please describe your plan for medical assistance/response:

Will emergency vehicles be on-site? ☒ Yes ☐ No

Please describe your water consumption plan for attendees during the event:

ACCESSIBILITY

It is the responsibility of the event organizer to ensure the event site meets ADA accessibility requirements. Examples include; public sidewalks may not be blocked with tents, portable toilets or other structures; cables or electrical cords must not create an obstacle; ADA-accessible parking and portable toilets must be available. Vendors should be prepared to meet any accessibility accommodations.

Will the event have a designated accessible viewing area: ☒ Yes ☐ No

NEIGHBORHOOD NOTIFICATION

The applicant of an event with an expected attendance of 3,000 plus is required to notify residents, businesses, places of worship and schools that are affected by parking issues and noise related to your event. The notification must be delivered within a minimum of a 1-mile radius and/or as determined by the Parks and Recreation Department. Once approved, the notice must then be mailed or hand delivered to designated impacted areas at least two weeks prior to your event (or sooner per the potential impact of the event on the community). Information on the notice should include, but not be limited to: the name of the event, date(s), time(s), location, type activity and telephone number of where the public can contact your organization for concerns or issues. Failure to comply with notification requirement can result in the cancellation, postponement or other significant restrictions to your event or future events. Verification of neighborhood notification is required.

Initials

INSURANCE INFORMATION

For consideration to hold the event and use of City property, the applicant agrees to meet all City of Phoenix insurance requirements, which shall include a minimum of \$2 million general liability insurance and indemnity, defend and hold the City of Phoenix harmless as set forth in the Insurance Specifications and Indemnification Guidelines (attached). Additional insurance requirements will be provided to event organizers. If your event includes alcohol, liquor liability coverage must be included on your certificate of insurance. If your event includes automobiles on park property (excluding parking lots), automobile liability insurance must be included. Certificates of insurance are due NO LATER than 30 DAYS prior to the first day of rental period. Failure to comply with insurance requirements will result in the forfeiture of the use of City property for the event and for future events.

Initials

APPLICATION PROCESSING

Please send the completed application via email to pks.events@phoenix.gov; or mail/in person to City of Phoenix Parks and Recreation Department, 2700 N. 15th Avenue, Phoenix, AZ 85007

*Events with ticketed sales, liquor or vending require approval of the Parks and Recreation Board and may take up to two months for approval. If you have any questions, please contact the Parks and Recreation Department at 602-262-6412.

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FOR OFFICIAL USE ONLY

Application Received By:

Date:

Event Approved By:

Date:



To use Arizona Department of Transportation Highway Right-of-Way for a Special Event, a Special Event Permit is required. The following instructions will assist you in the completion of your permit application.

Please fill in the following:

1. Name of the event and give a brief description of what the event entails
2. Enter the State Route or Highway to be used (i.e. I-10, B-19, SR 84, etc.)
3. In the "In or near" section, enter the closest town or city to where the special event will take place
4. Beginning milepost (or kilometer post) and ending milepost (or kilometer post). A milepost (or kilometer post) is a green and white sign panel with the word "MILE" (or "KM") at the top and the associated mile (or kilometer) displayed beneath
5. Time the event will start and the time the event will end
6. Name of responsible individual applying for permit (Applicant). If you are applying on behalf of an organization you must have signature authority for that organization
7. Applicant's title and phone number
8. Name of the organization that is hosting the event
9. Applicant's address and email address
10. Signature of the applicant, and the date of signing
11. Submit the completed application to the District where your event will take place. Please see page two of the instructions for a state map with District boundaries:

Northcentral District Permits Office
1801 S. Milton Road
P.O. Box 2717
Flagstaff, AZ 86001
Phone: 928.774.1491

Northeast District Permits Office
2407 Navajo Blvd.
Phone: 928.524.5400
Fax: 928.524.5454

Northwest District Permits Office
1109 E. Commerce Drive
Prescott, AZ 86305
Phone: 928.777.5861

Central District Permits Office
2140 W. Hilton Avenue
Phoenix, AZ 85009
Phone: 602.712.7522
Fax: 602.256.9513

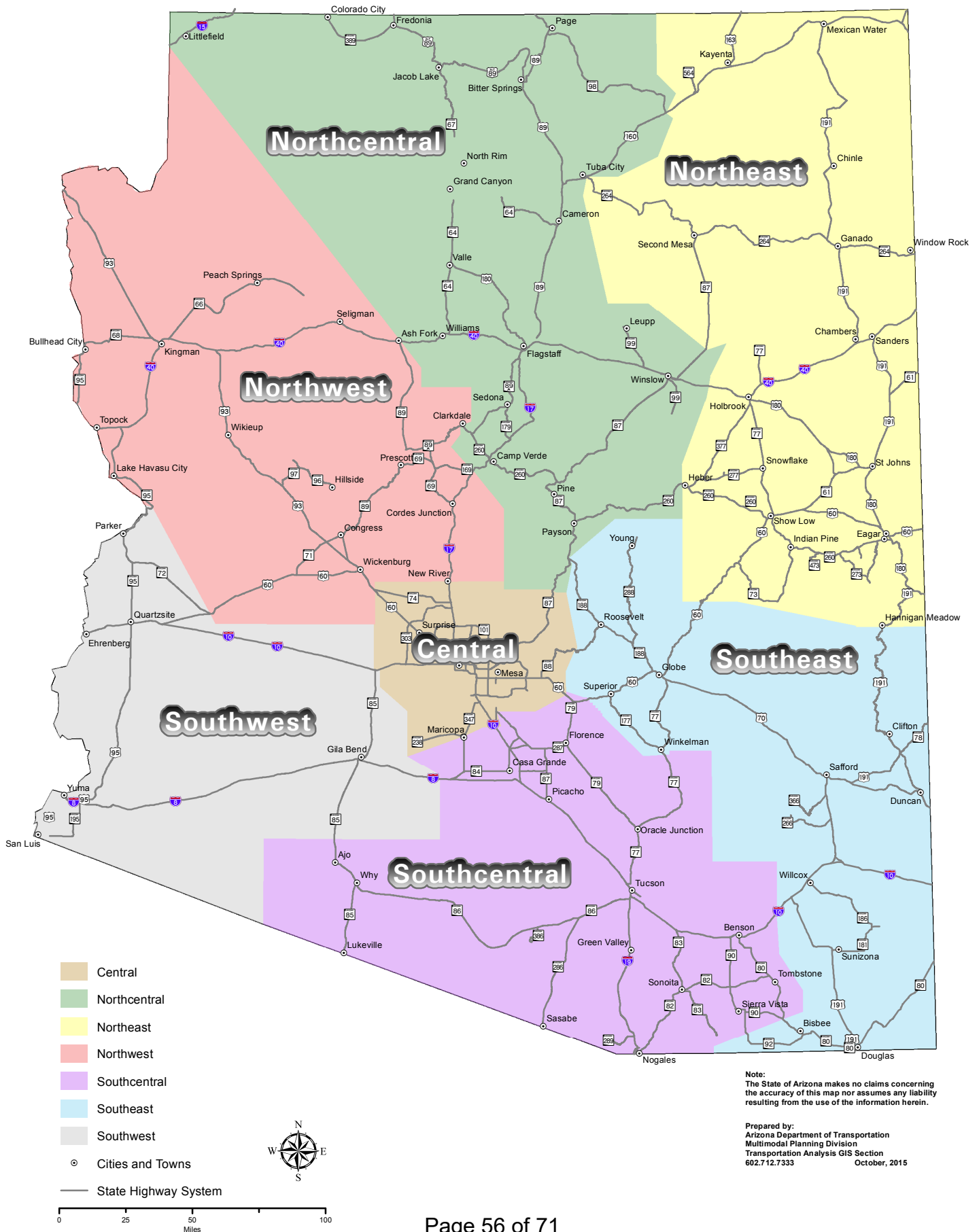
Southwest District Permits Office
2243 E. Gila Ridge Road
Yuma, AZ 85365
Phone: 928.317.2100
Fax: 928.317.2107

Southcentral District Permits Office
1221 S. Second Avenue
Tucson, AZ 85713
Phone: 520.388.4200
Fax: 520.388.4222

Southeast District Permits Office
2082 US Highway 70
Safford, AZ 85546
Phone: 928.432.4900

MAP WITH DISTRICT BOUNDARIES IS PROVIDED ON NEXT PAGE TO ASSIST YOU IN FINDING THE DISTRICT WHERE YOUR EVENT WILL TAKE PLACE; WHERE THE EVENT TAKES PLACE IS THE DISTRICT TO SEND YOUR APPLICATION TO FOR PROCESSING.

Arizona Department of Transportation Engineering and Maintenance Districts



ARIZONA DEPARTMENT OF TRANSPORTATION

SPECIAL EVENT ENCROACHMENT PERMIT APPLICATION

Application is made by the undersigned to enter upon the highway right-of-way for the following special event:

on Highway(s) _____ Beginning MP _____ End MP _____ In or near _____
on the following date(s) _____ Start Time _____ End Time _____
Applicant Name _____ Title _____ Phone _____
Organization _____ Mailing Address _____
City _____ State _____ Zip _____ Email _____

A Certificate of Insurance in accordance with the ADOT Permits Insurance Matrix, naming the State of Arizona and the Arizona Department of Transportation as additional insureds as their interest may appear, is a requirement of this permit and is attached herein and made part of the application. Such insurance shall be kept in force by the permittee for the term of the permit.

Permittee assumes all legal liability and financial responsibility for the event for the duration of the event, including indemnify, defend, and save harmless ADOT and the State of Arizona and any of its agents, directors, officers, employees from and against any and all claims, demands, suits, actions, proceedings, loss, costs, damages of every kind, or expenses, including court costs, reasonable attorney's fees and/or litigation expenses, and costs of claim processing and investigation, arising out of bodily injury or death of any person, or tangible or intangible property damage, caused, or alleged to be caused, in whole or in part, by the negligent or willful acts, or omissions of the Permittee, any of its directors, officers, agents, employees, volunteers, its contractors, subcontractors, vendors, or other entities being utilized for an event pursuant to a permit. This indemnity includes any claim or amount arising out of or recovered under the Workers' Compensation Law or arising out of the permittees failure to conform to any federal, state or local law, statute, ordinance, rule, regulation or court decree. Permittee agrees to provide ADOT with a certificate(s) of insurance consistent with the requirements stated in the ADOT Permit Insurance Matrix. Permittee is also obligated to provide certificates for its contractor(s) and vendors, or other entities being utilized if any. The required insurance shall be kept in force by the permittee and its contractor(s), vendors, or other entities being utilized for the term of the permit and shall not expire, be cancelled or materially changed to affect coverage available to the State without thirty (30) days written notice to the State. Automobile and worker's compensation coverage requirements are dependent upon the use of employees and autos for the event. Please refer to the Matrix to determine requirements for coverage, limits, language and other insurance related items specific to each permit. ADOT reserves the right to require an increase or allow a decrease in insurance limits or coverage based on the risks and financial exposure arising out of the event or activity proposed in the permit application. This application and subsequent permit are subject to review by the Arizona Department of Administration, Risk Management Division.

THIS PERMIT IS SUBJECT TO REVIEW BY THE ARIZONA DEPARTMENT OF ADMINISTRATION, RISK MANAGEMENT DIVISION.

Applicant Signature _____ Date _____ Will more than one traffic control company be used for this event? ☐ YES ☐ NO
Traffic Control Company _____ Phone Number _____
Traffic Control Representative Name _____ Email Address _____
Traffic Control Representative Signature _____ Date _____

FOR DEPARTMENT USE ONLY:

Permit No. _____

This application is approved with the following directions, requirements, specifications, restrictions: _____

ADOT APPROVED BY:

TERMS ACCEPTED BY:

(Title) (Date)

(Title) (Date)

(Title) (Date)

(Title) (Date)



Arizona Department of Transportation
Special Event Checklist

To be submitted with the permit application and proof of insurance

1. What type of event are you applying for (i.e. parade, bike event, marathon, etc.)? _____
2. What date and time will the event take place? _____
3. What is the estimated number of participants? _____
 - a.) Will there be anyone under 18 years of age participating? Yes ____ No ____
 - b.) (If yes to "a") what is the age range of the participants? _____
 - c.) (If yes to "a") in what capacity will minors be participating? _____
4. Description of occupied or affected portion of roadway/right:
 - a.) Will there be any disruption of traffic during event? _____
 - b.) What part of roadway will be affected, (i.e. shoulder, lane)? _____
 - c.) Will there be any road closure, lanes closures, or both? _____
 - d.) Will traffic be detoured? Yes ____ No ____ If yes, then how? _____
5. Professional signed Traffic Control Plan should include:
 - a.) Event route with mile posts, streets, major intersections & railroad crossings. Detouring of traffic.
 - b.) Location of traffic control officials and their affiliation.
 - c.) Staging areas and list of equipment placed there.
 - d.) Rest or Break areas, Aid Stations and activities at these locations (water, medical, etc.).
 - e.) Who is responsible for setting up and removing the traffic control?
 - f.) Identify beginning and ending points.
 - g.) Identify all accesses that will be disrupted. Notification to all parties affected by the event is required. Submit copies with the application.
6. Will Law Enforcement be used for this event? Yes ____ No ____.
7. Provide names & mobile numbers of the event officials in charge of the event and traffic control compliance during the event. _____
8. Is there written concurrence from the proposed Law Enforcement working the event. Yes ____ No ____
9. Will there be automobiles used in the event? Yes ____ No _____. If yes:
 - a) Are the automobiles privately owned or belong to the event? _____
10. Will the entire event be utilizing volunteers? Yes ____ No ____ Are Volunteers signing waivers? Yes ____ No ____
If not, how many paid employees will there be (excluding law enforcement)? _____
11. Is there an emergency response plan in place? Yes ____ No ____
 - a.) Will there be emergency response vehicles present? Yes ____ No ____ How Many? _____
 - b.) Will there be aid stations set up along the route? Yes ____ No ____ How Many? _____
 - c.) How will emergencies be communicated (i.e. cell phone, amateur radio)? _____
12. Will there be spectators watching the event? Yes ____ No ____ If yes, will they be in a designated area and parking off of ADOT's right of way? Yes ____ No ____ If yes please indicate parking area on route map; as parking in ADOT right of way is not allowed.
13. How many years has this event taken place? ____ Have there been any serious incidents, injuries or losses. Yes ____ No ____ (If so, please describe) _____
14. What provisions are in place to ensure that participants and staff are off of the road at the end of the event? _____

What Media outlets will be used to notify drivers (i.e. paper, radio, message boards)? _____

Submit this questionnaire along with the Special Event Permit application, Insurance and other supporting documentation to the District Permits Office. Once submitted, ADOT Risk Management will be in contact with you if there are any questions regarding insurance coverage for your event.

Attachment D

Reoccurring Hance Park Special Events Planned for 2023

Month	Event	Organizer	Estimated Attendees
<i>January</i>	Itty Bitty Golf	City of Phoenix Parks	100
<i>January</i>	MLK Celebration	Arizona OIC	4,000
<i>January</i>	8123	Psyko Steve Presents	5,000
<i>February</i>	Phoenix Elementary Reunion	Phoenix Elementary School	2,000
<i>March</i>	M3F	WestPac	15,000
<i>March</i>	St. Patrick's Parade and Irish Faire	Irish Culture Center	3,000
<i>March</i>	Wine Event	Arizona Wine Growers	1,500
<i>April</i>	Easter Service	New City Church	2,500
<i>April</i>	Fried Festival	Downtown Phoenix Inc	8,000
<i>April</i>	Bourbon Blues BBQ	ENVY Event Group	2,000
<i>May</i>	After Dark Taco fest	David Tyda	2,000
<i>October</i>	Otsukimi	JFG	1,000
<i>October</i>	Mayors Arts Awards	Phoenix Center for the Arts	1,000
<i>October</i>	Noche En Blanco	Hance Park Conservancy	1,000
<i>November</i>	Certified Local First Festival	CLF	2,000
<i>November</i>	Roosevelt Row Pie Social	Roosevelt Row	1,000
<i>November</i>	Sunday in the Park	Stateside Presents	2,000
<i>November</i>	Pizza Festival	Downtown Phoenix Inc	2,000
<i>November</i>	Donut Festival	Downtown Phoenix Inc	1,500
<i>December</i>	Sunday in the Park	Stateside Presents	2,000
<i>December</i>	Phoenix Festival of the Arts	Phoenix Center for the Arts	12,000
<i>December</i>	Phoestivus	Downtown Phx Farmers Market	5,000



Downtown Pedestrian Safety

This report provides the Economic Development and Equity Subcommittee with information from the Street Transportation Department concerning pedestrian safety in the downtown Phoenix area.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Summary

With pedestrian fatalities on the rise, pedestrian safety is a major concern for many cities across the United States. To address this national concern, many research studies have been conducted to find solutions to reduce the number of pedestrian crashes on public streets. Pedestrian treatments are one solution that can be employed to reduce pedestrian-vehicle conflicts at signalized intersections. Pedestrian scrambles and Leading Pedestrian Intervals (LPIs) are two such pedestrian treatments that can be implemented at signalized intersections and have been found to be effective in reducing crashes involving pedestrians.

A pedestrian scramble is a type of signalized intersection treatment that stops all vehicles with an all-way red signal and allows pedestrians to cross from all intersection corners at the same time, including diagonally crossings. Pedestrian scrambles ensure that people crossing the street are able to do so without any vehicle movement through the intersection, eliminating any conflicts between pedestrians and vehicles. Typically, intersections with high traffic volumes, high numbers of turning vehicles, small diagonal crossing distances, and high pedestrian volumes are recommended for potential implementation of pedestrian scrambles. In October 2020, the Street Transportation Department (Streets) installed two pedestrian scramble intersections on Taylor Street at 1st Street and 3rd Street, adjacent to the downtown Arizona State University campus. In addition, Streets is evaluating the feasibility of installing four additional downtown pedestrian scrambles at the 1st Avenue and Central Avenue intersections at Washington Street and Jefferson Street, following the completion of light rail construction.

To improve pedestrian safety, cities across the United States have elected to install LPIs at signalized intersections. LPIs adjust the signal timing to give pedestrians a

three- to seven-second head start before vehicles in the parallel direction are provided a green signal. The LPIs works to position the pedestrian within the crosswalk to increase visibility and awareness of pedestrian crossings to reduce conflicts between pedestrians and left- or right-turning vehicles. When determining if LPIs are appropriate at a specific signalized intersection, some of the common factors to be considered are crash history, pedestrian volumes, vulnerable populations and intersection visibility. Phoenix has implemented LPIs at ten intersections citywide, with four specifically in the downtown area. The four intersections are Washington Street at 7th Avenue, 3rd Avenue and 1st Avenue; and Adams Street and 7th Avenue.

Through its Office of Pedestrian Safety and the implementation of the Vision Zero Road Safety Action Plan, Streets will continue to explore and evaluate opportunities to improve safety and mobility for pedestrians and all users of City roadways. Further, Streets will work and coordinate with downtown community groups and organizations, including Downtown Phoenix Inc., to identify and prioritize pedestrian safety enhancements and improvements.

Location

Downtown Phoenix

Council Districts: 7 and 8

Responsible Department

This item is submitted by Deputy City Manager Alan Stephenson and the Street Transportation Department.



Phoenix Convention Center Expansion Master Plan

This report provides the Economic Development and Equity Subcommittee information on a Conceptual Master Plan for future expansion and development of the Phoenix Convention Center (PCC) South Building site as recommended in the PCC Market Feasibility Study.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Summary

In 2019, the consulting firm of Conventions, Sports & Leisure International (CSL) conducted a Market Feasibility Study for the PCC. The study included an analysis of the PCC's competitive market position along with recommendations to enhance the PCC's market capture through near and long-term space and site planning, convention hotel development, and destination enhancements. In 2022, an update to the study was completed to evaluate market changes and impacts on the convention industry resulting from the COVID-19 pandemic. The findings and recommendations contained within the study were based on comparable convention facilities, local market assessments, interviews with key visitor industry stakeholders and survey feedback from PCC clients. The updated study resulted in three key findings and recommendations:

- 1) Plan for the expansion of up to 150,000 square feet of exhibition hall space in the next six to ten years.
- 2) Increase the inventory of convention hotel rooms near the PCC by 800-1,200 in the next five years.
- 3) Initiate a planning effort to identify and create opportunities to develop a vibrant 24/7 entertainment district near the PCC.

In 2019, the City of Phoenix held multiple community and stakeholder outreach meetings to gather public input on the future of the PCC South Building Site. Additionally, presentations about the PCC's South Building were made to several community groups and organizations that have a vested interest in the future of downtown Phoenix. A common theme from the community feedback was to revisit the original Fourth Street alignment on the South Building block to provide better

connectivity between Washington and Jefferson streets. This request, along with other enhancements recommended in the CSL study, was incorporated into the Conceptual Master Plan.

PCC staff, in collaboration with the Greater Phoenix Convention and Visitors Bureau (Visit Phoenix), will provide the Economic Development and Equity Subcommittee with an overview of the Conceptual Master Plan that incorporates recommendations from the Market Feasibility Study for the PCC and Surrounding Hospitality assets.

Location

Council Districts: 7 and 8

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Phoenix Convention Center Department.



Entertainment District Formation Consulting Services - Authorization to Issue Solicitation

This report requests the Economic Development and Equity Subcommittee recommend City Council approval to issue a Request for Proposals (RFP) for a consultant to assist in the identification, establishment and activation of an entertainment district. There is no impact to the General Fund with this action.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Summary

In 2019, Conventions, Sports & Leisure International (CSL) completed a market study on behalf of the Phoenix Convention Center (PCC). The study included an analysis of the PCC's strategic advantages along with recommendations to enhance the PCC market capture through near and long-term space and site planning, convention hotel development, and destination enhancements. In 2022, an update to the study was completed to incorporate the effects and changes the COVID-19 pandemic had on the industry. A key finding and recommendation of both the 2019 study and the 2022 update was the creation of an entertainment district, generally surrounding PCC. An entertainment district would provide conventioners, visitors, and residents a walkable, vibrant, safe and navigable area that could include hospitality amenities such as a density of restaurants, bars, attractions, street performers, public art, significant lighting and landscaping, scooter docks and electric vehicle shuttles.

With approval, staff will issue an RFP to obtain entertainment district formation consulting services. The procurement will be led by the Community and Economic Development Department with support from key stakeholder departments and City partners.

The scope of work will include:

- Identification of potential boundaries for the Entertainment District.
- Market and feasibility analysis.
- Evaluation of land use and zoning ordinances that impact the recommended area.

- Stakeholder engagement and feedback.
- Plan development, including location, Zoning/Code change recommendations, and an implementation strategy.

Each proposer and its primary consultant will be required to have five years' experience providing entertainment district formation consulting services. Prior to issuance, staff will complete research regarding best practices regarding the analysis and implementation of an entertainment district, and selection of a consultant.

Responsive proposals will be evaluated by a panel based on the following evaluation criteria:

- Primary Consultant's Qualifications & Experience (0-300 points).
- Approach to Scope of Work (0-250 points).
- Proposer's Qualifications & Experience (0-250 points).
- Fees (0-200 points).

Staff will return to the subcommittee and the full City Council for contract award approval. Following the contract award, staff will conduct outreach to stakeholders concerning the results of the study as well as recommended strategies that will form the implementation plan. Staff will then return to the City Council Subcommittee to provide an update and receive further direction to finalize the implementation plan.

Financial Impact

There is no impact to the General Fund as a result of this action.

Location

Council Districts: 7 and 8

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.



Phoenix Central Business District Expansion Options

This report provides options to the Economic Development and Equity Subcommittee for the potential expansion of the Phoenix Central Business District (CBD).

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Summary

This item is a follow up to the Feb. 22, 2023, Economic Development and Equity Subcommittee meeting where direction was given to bring a presentation of refined options for expansion of the CBD. The City established its CBD on Dec. 28, 1961. This original area was approximately 30 blocks within the City Center and was subsequently expanded in 1987 by the City Council to include just over two square miles of downtown (**Attachment A**). The purpose of creating a CBD was to establish a “Phoenix Tax Incentive District” to encourage private investment in the construction of substantial new improvements.

In 2018, changes to Arizona Revised Statutes (A.R.S.) restricted the size of a CBD to not more than two-and-one-half percent of that total land area of the municipality. In Phoenix, this is just over 12 square miles. Additionally, the CBD must be contiguous and geographically compact with a form that has a length that is not twice its width. The refined options for Subcommittee consideration meet these requirements. Other than A.R.S. 42-6209, there are no specific statutory requirements for the establishment of a CBD.

Concurrence/Previous Council Action

An update on the Phoenix Central Business District was presented to the Economic Development and Equity Subcommittee on Feb. 22, 2023.

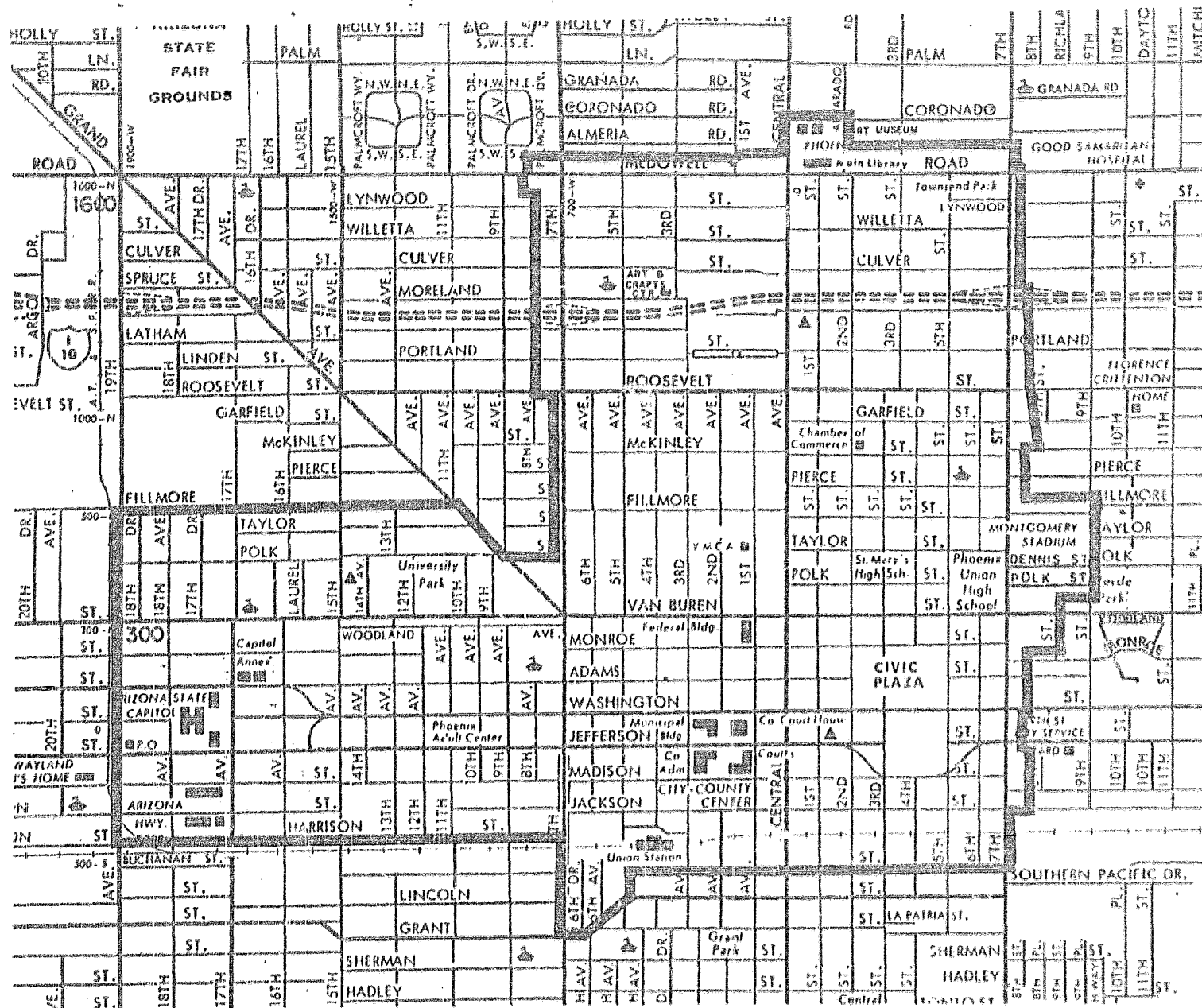
Public Outreach

With direction to move forward with a potential expansion, staff will conduct a community outreach process over the summer to engage with the community, the business community and other impacted stakeholders. The results of the community outreach would be presented to the Economic Development and Equity Subcommittee in the fall of 2023.

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.

ATTACHMENT A



Phoenix Tax Incentive District

(Central Business District)



Agreements with Aspirant Partners for Development of Property Located on 2nd Avenue north of Van Buren Street in Downtown Phoenix

This report requests the Economic Development and Equity Subcommittee recommend City Council approval to enter into a development agreement, lease agreement, easements and other agreements as necessary (Agreements), with Aspirant Partners, or its City-approved designee (Developer), for the development of a two-phase, multi-family residential rental and commercial project located on 2nd Avenue between Fillmore and Van Buren streets in downtown Phoenix. There is no impact to the General Fund.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Summary

On June 11, 2020, the Developer submitted a project proposal requesting the City's consideration of a Government Property Lease Excise Tax (GPLET) transaction for the development of a multi-phased, mixed-use development on 2nd Avenue between Fillmore and Van Buren streets in downtown Phoenix. Now that the project is ready to move forward, the Developer re-submitted an updated project proposal on April 18, 2023, requesting the City's consideration of a GPLET transaction for the development of a two-phase, 697 rental unit, 229 hotel room, multi-family residential rental, and commercial project that would include approximately 36,000 square feet (SF) of commercial space, 185,000 SF of office space, and 1,156 parking spaces (Project) on approximately 2.18 acres of surface parking lot on 2nd Avenue between Fillmore and Van Buren streets in downtown Phoenix. The Project will bring a new co-living space option into the area, provide 147 exclusive parking spaces for the neighboring YMCA, and extend the paseo from its current terminus at the YMCA across the alleyway, through the development, and over 2nd Avenue.

If approved, the Project will bring a capital investment of approximately \$535 million to downtown and create approximately 4,191 construction jobs and 2,563 permanent jobs. Upon issuance of a certificate of occupancy (C of O) for the Project, and other terms and conditions specified in the Agreements, the Developer will convey title of the property to the City, and the City will lease the property back to the Developer for a term not to exceed eight years. The GPLET on the Project will be abated for up to

eight years from the date of the C of O. The Developer has also agreed that the Project will generate to the City and other taxing jurisdictions new revenue in the form of certain minimum tax payments (in the construction and leasing of the Project, and in ad valorem property taxes after the lease term). These minimum tax payments would be estimated by a third party economic impact study. Details regarding those minimum tax payments will be specified in the Agreements, as well as other terms and conditions deemed necessary by City staff.

The Developer also recognizes the issues relating to affordable housing in this and other markets across the country. To help address this critical issue, the Developer has proposed a one-time contribution of 200 percent of the City's share of property taxes otherwise due during each of the two lease terms to the City's Affordable Housing Trust Fund, which will be used in the future by the City towards affordable housing in Phoenix.

Evaluation

An evaluation panel, consisting of a representative from the Roosevelt Action Association, the development community, and City staff from the Community and Economic Development and Planning and Development departments, was convened in September 2020 to review the proposal. The panel recommended the City begin negotiations with the Developer.

Contract Term

The lease term for each phase will be for a maximum of eight years upon issuance of the C of O for each phase. There are no extensions to the proposed lease, and upon conclusion of the term, ownership of the property will be transferred back to the Developer. The Developer will have the ability to terminate the lease at any time subject to the terms of the Agreements.

Financial Impact

The Project will have no expense impact to the General Fund. The estimated one-time construction sales tax revenue to the City is \$5,382,000, plus an estimated annual commercial rental and transaction privilege tax revenue generation of approximately \$4,396,500 at stabilization. The Developer will pay an annual rental payment, per phase, starting at \$25,000 in years one through four, and \$75,000 in years five through eight. The rent payments will be deposited into the Downtown Community Reinvestment Fund.

Public Outreach

Staff presented to the Roosevelt Action Association on Dec. 15, 2020 and the Downtown Voices Coalition on Jan. 9, 2021 and June 10, 2023. The Developer also

met with the Phoenix Elementary School District No. 1.

Location

333 - 377 N. 2nd Avenue
Council District: 7

Responsible Department

This item is submitted by Interim Deputy City Manager John Chan and the Community and Economic Development Department.