

RESOLUTION NO. R19-65

A RESOLUTION OF THE COUNCIL OF THE CITY OF GLENDALE, MARICOPA COUNTY, ARIZONA, SUPPORTING PAYMENT TO THE ARIZONA SUPER BOWL HOST COMMITTEE FOR TOURISM AND MARKETING EFFORTS IN SUPPORT OF SUPER BOWL LVII.

WHEREAS, the National Football League (the "League") owns, produces and controls the annual professional football championship game known as the "Super Bowl," the largest national annual sporting event held in this country;

WHEREAS, the City of Glendale, Arizona is proud to be the host city for the 2023 Super Bowl and declared its full support and assurances for efforts of the Arizona Super Bowl Host Committee on June 28, 2011 through Resolution No. 4502 New Series; and

WHEREAS, the Super Bowl is an economic engine that benefits Glendale and the entire State of Arizona; and

WHEREAS, the Glendale Convention and Visitors Bureau (CVB) receives funding from Maricopa County Proposition 302 which was passed by the voters in 1999 and includes funding to support tourism marketing; and

WHEREAS, the City of Glendale is working with the Arizona Super Bowl Host Committee to make the biggest game in the world the biggest success and best experience for fans and the entire region; and

WHEREAS, the City of Glendale will benefit from the Arizona Super Bowl Host Committee's tourism and marketing efforts including:

1. The Host Committee will use commercially reasonable efforts to include applicable Glendale businesses in the Host Committee's Business Connect Program, benefiting local minority and women-owned businesses.
2. The City of Glendale will have representation in the Host Committee Visiting CEO Program, focused on attracting new companies to or expansion of existing companies in Arizona and Glendale, and increasing Glendale's convention and meeting business.

BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GLENDALE as follows:

SECTION 1. That the Glendale City Council supports the expenditure of \$138,180 in payments divided over three consecutive years from the Convention & Visitors Bureau's Bed and Tax fund and also the Maricopa County Proposition 302 funding, received by the Glendale Convention and

Visitors Bureau from the Arizona Office of Tourism in support of the Arizona Super Bowl Host Committee's tourism and marketing efforts.

SECTION 2. That the City Manager and City Clerk are authorized and directed to execute and deliver such agreement on behalf of the City of Glendale.

PASSED, ADOPTED AND APPROVED by the Mayor and Council of the City of Glendale, Maricopa County, Arizona, this 11th day of June, 2019.

Mayor Jerry P. Weiers

ATTEST:

Julie K. Bower, City Clerk (SEAL)

APPROVED AS TO FORM:

Michael D. Bailey, City Attorney

REVIEWED BY:

Kevin R. Phelps, City Manager