

# Glendale City Council Workshop Presentation

2015 Pro Bowl & Super Bowl XLIX

Debrief Report

March 3, 2015



# Glendale, Arizona

Home of the 2015 Pro Bowl and Super Bowl XLIX



# The Planning Team



# Glendale's Success



# City's Role & Responsibilities

- Public Safety
- Traffic Management
- Temporary Flight Restrictions
- Inspections & Permitting
- Temporary Commercial Activity
- Key Stakeholder Coordination
- Communications Strategy

# Public Safety

## In-Kind Staffing

- 17 State/Local Agencies
- 10 Federal Agencies
- 500 Employees
- 6,500 Hours Donated

## Game Day Responses

- Medical Calls 372
- Police Incidents 138
- Minimal Protestors



# Transportation

## Traffic Management

- Ample parking
- Over 800 buses
- Smooth ingress/egress
- Heavy pedestrian traffic



# Transportation



## Airport

- 111 Arrivals
- 45 Aircraft game day
- 14 Helicopter shuttle flights (80 passengers)
- 10 Banner towing flights

# Development Services



- 69 Projects
- 94 Permits issued
- 143 illegal signs
- 35 non-permitted vendors



# Communications



- 42,000 news reports
- 10,000 CVB requests
- 95% Hotel Occupancy
- 185% increase in Social Media



- 140,000 Vignette viewers
- 156 Live shots
- 13 Broadcast outlets



# Economic Development

- Business Connect Program
- Visiting CEO Program
- Luke Air Force Base Tour
- DIRECTV Business Hosting



# Innovative Partnerships

- Light towers
- City buses
- Helicopter rental
- Visiting Public Safety Officials program
- Specialized equipment
- Medical supplies
- NFL Legacy Grant
- Associated Press Exhibit



# Innovative Use Agreements



- Utilities Lot parking
  - Pepsi building wrap
  - Tanger employee parking
  - The Soup production
  - Snickers production
  - Media Center rentals
- ## Unbudgeted Revenue
- \$70,000 (est.)



# Events & Activities

- 12 Liquor licenses processed
- 23 Events/Activities
  - Westgate Music Series
  - DIRECTV Super Fan Festival
  - Tanger Nike Speed Zone
  - NFL Game Day Fan Plaza
  - Private Parties



# Westgate Entertainment District

- Super Music Series
  - 20,000 attendees (min.)
- Bars/Restaurants Full
- Dramatic sales increases:
  - 50% better than game day 2008
  - 350% better than same week 2014



# DIRECTV Super Fan Festival



- Commitment to our community:
  - Local contractors and vendors
  - Utilized city services
  - Neighborhood outreach
  - Locally sourced materials



# Budgeted Expenses

- \$2.1 million budgeted
- Estimated savings to date \$550,000:
  - \$330,000 Contingency
  - \$200,000 Shuttle
  - \$ 25,000 Business Hosting
- Super Bowl Close-Out
  - 3<sup>rd</sup> Quarter revenue
  - Revenue trends analysis
  - Final reconciliation & written report



# Up Next...

- Future National Events:
  - December 31, 2015 – Fiesta Bowl
  - January 11, 2016 – College Football National Championship
  - 2017 – NCAA Men's College Final Four Championship



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