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Title:	2015 PRO BOWL AND SUPER BOWL XLIX DEBRIEF REPORT Staff Contact and Presenter: Julie Frisoni, Assistant City Manager Staff Contact and Presenter: Sam McAllen, Director, Development Services Staff Contact and Presenter: Jean Moreno, Program Administrator, Office of Economic Development				

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2015 PRO BOWL AND SUPER BOWL XLIX DEBRIEF REPORT

Staff Contact and Presenter: Julie Frisoni, Assistant City Manager

Staff Contact and Presenter: Sam McAllen, Director, Development Services

Staff Contact and Presenter: Jean Moreno, Program Administrator, Office of Economic Development

Purpose and Policy Guidance

The purpose of this report is to provide the City Council with a debrief report of the organizational activities resulting from the 2015 Pro Bowl and Super Bowl XLIX (49) that took place in the City of Glendale on January 25, 2015 and February 1, 2015 respectively. This report is provided for informational purposes only.

Background

In 2008 the City of Glendale hosted Super Bowl XLII (42) at the University of Phoenix Stadium. As a result of a highly successful event in 2008, the Arizona Super Bowl Host Committee requested that the City of Glendale participate in several subsequent bids for future Super Bowl games which ultimately led to a successful bid by the Host Committee for the 2015 game. In August 2013, the City Manager assigned two project managers to oversee the city-wide planning efforts which resulted in the hosting of two successful events held at the University of Phoenix Stadium as well as numerous ancillary events and activities in the Sports and Entertainment District.

Previous Related Council Action

On June 28, 2011 City Council passed Resolution No. 4502 in support of the bid to host Super Bowl XLIX 2015 at the University of Phoenix Stadium in Glendale, Arizona and provided assurances in support of said bid.

Community Benefit/Public Involvement

Participating as a regional partner with the Arizona Super Bowl Host Committee to execute a successful national event in our community supports local, regional, and state objectives which are all aligned to enhance the economy, attract visitors, and increase commerce in an effort to improve the quality of life for all Arizonans.

Budget and Financial Impacts

\$2,090,271.00 was budgeted in Fund 1010-National Events to cover expenses associated with Police, Fire, Building Safety, Economic Development, and Transportation along with a small amount of contingency funding. These funds were set aside to address costs associated with the bid requirements for these events. Final reconciliation of all expenses is not expected to be completed until approximately May 2015.