

City of Scottsdale
FY 2025/26 Event Venue Fee Funding Program
Application

Events are an important component of Scottsdale's overall image and its product. The Event Venue Fee Program supports events that generate substantial room nights and take place at city owned, controlled, or operated venues.

The maximum funding amount is \$12,000 at all city venues.

Qualifications: All qualifications must be met to be eligible for funding.

- Must be held in a city owned, operated, or controlled venue.
- Must provide evidence of room nights in [Scottsdale bed tax paying hotels](#) as a result of the event.
- Supports at least one tourism driver: art and culture, culinary, golf, sports, and recreation or western.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Funding application is received a minimum of 90 days prior to the start of event.
- Has obtained all necessary city and governmental permits.
- Open to the general public.

Ineligibility: The following types of events are not eligible for funding:

- Conferences, corporate meetings, symposiums, trade shows, or expos.
- Events (or events attached to other events) that receive funding support from other bed tax programs.
- Events that happen in a normal course of business
- Fundraising projects or events that are mainly fundraisers.
- Neighborhood block parties
- Static exhibits.
- Virtual events or events with a virtual component.
- The funds cannot be used for public relations agency fees.

Questions, Application and Approval Process

- Applications:
 - Read application document entirely. Only apply if event meets qualifications.
 - Fill out application. Application must be signed. Incomplete submissions will not be accepted.
 - Submit application via email to City of Scottsdale Tourism & Events Department.
- Approval:
 - Applications will be reviewed by City of Scottsdale staff for eligibility, accuracy, and possible recommendation.
 - Recommendations are approved by the Tourism Development Commission.

- Questions and Applications should be submitted to:
City of Scottsdale Tourism & Events Department
Attention: Holli Shannon HShannon@scottsdaleaz.gov

Funding Criteria:

The TDC has developed certain requirements for event venue fee program funds. Applicants requesting City funding event support must satisfy the following:

- The cost of the city venue must be paid in full by the event producer or tournament director prior to funding.
- Funds will not be disbursed for field(s) that are reserved but not used to capacity, as determined by the Parks and Recreation Department.
- Events at city owned, operated, or controlled venues are eligible to receive up to \$12,000 and must generate a minimum of 657 Scottsdale room nights.

Funds Disbursed:

The approved funding will be provided post-event once all contract requirements have been fulfilled. A paid in full receipt from the City of Scottsdale Venue is required before reimbursement payment can be made.

Approved Use of Funds

Funds are a reimbursement for venue fees paid to the city owned, controlled, or operated venue.

Responsibility of Event Producer:

- Comply with all City of Scottsdale application, permits, insurance and approval requirements and processes for special events.
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry and enhance the quality of life:

- This communication is an invitation to apply and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the city.
- Application is not a legally binding agreement.

The marketing and other benefits associated with this request for funding must provide the city direct consideration substantially equal to the city's proposed expenditure.

Event producing organizations that are based in Arizona must be registered with the Arizona Corporation Commission before executing a contract with the City for funding.

EVENT VENUE FEE FUNDING APPLICATION

APPLICANT INFORMATION

Application Date:

Organization Name:

Legal Description (LLC, etc.)

Business Address:

City:

State:

Zip Code:

Event Contact:

Contact Phone:

Email:

EVENT INFORMATION

Event Name:

Event Website:

Event Date(s):

Event Times(s):

Scottsdale event venue location(s) (list all):

Admission Cost:

Projected Attendance:

Attendance tracking method:

Years in Scottsdale:

Expense for Venue(s):

Requested Funding Amount:

Brief description of event:

Number of tournament days

Anticipated number of teams

Number of out of state players

EVENT VENUE FEE FUNDING APPLICATION

Estimated number of measurable room nights in Scottsdale hotels:

Tracking method of room night data (Room Blocks or Room Pickup Reports):

Does your event have a charitable component? If so, please explain.

If you have previously received funding from the City of Scottsdale, list years and amounts below (list only up to the last three years).

Year

Amount

FUNDING REQUEST

City of Scottsdale cannot be the full funding source for an event. The contract requires that the producer perform other activities with no reimbursement from the City to conduct the event as promised to the City. Details about fully reimbursable activity are in the Event Agreement and should be reviewed carefully.

MARKETING INFORMATION

Provide a brief description of any event advertising or promotions (include marketing budget):

SUBMISSION INFO

I authorize the verification of the information provided on this form.

Signature of applicant (Required):

Date:

Name