



City Council Regular Meeting
Municipal Court and Council Chambers
14455 W. Van Buren St., Suite B101
Goodyear, AZ 85338
Monday, November 15, 2021
6:00 PM

Mayor
Georgia Lord

Vice Mayor
Brannon Hampton

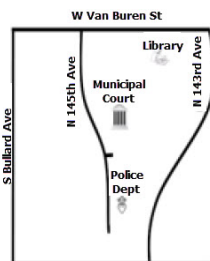
Councilmember
Joe Pizzillo

Councilmember
Sheri Lauritano

Councilmember
Wally Campbell

Councilmember
Bill Stipp

Councilmember
Laura Kaino



CITIZEN COMMENTS/APPEARANCES FROM THE FLOOR

Please complete a speaker card and submit it to the City Clerk prior to the meeting being convened, if possible. Each speaker is limited to three (3) minutes. Once the City Clerk has called your name, step up to the lectern and begin by clearly stating your name for the record and whether you are a Goodyear resident.

NON-AGENDA ITEMS

Members of the public may address the City Council regarding any non-agenda item within the jurisdiction of the City Council. The City Council will listen to comments and may take any of the following actions:

- Respond to criticism.
- Request that staff investigate and report on the matter.
- Request that the matter be scheduled on a future agenda.

AGENDA ITEMS

Members of the public may address the City Council regarding any item on the Consent, Public Hearing and/or Business portions of the agenda. Each speaker's name will be called in turn once the item has been reached and after City staff have completed their presentation.

PROCEDURES

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Goodyear City Council and to the general public that the Council of the city of Goodyear will hold a meeting open to the public. Public body members of the city of Goodyear will attend either in person or by telephone conference call and/or video communication. The Goodyear City Council may vote to go into Executive Session, pursuant to A.R.S. § 38-431.03(A)(3), which will not be open to the public, to discuss certain matters. Meetings are conducted in accordance with the City Council Meetings Council Rules of Procedure adopted by Resolution No.2018-1879



City Clerk's Office: 190 N. Litchfield Rd, Goodyear, AZ 85338 (623) 882-7830
www.goodyearaz.gov/cityclerk
City Council Meeting Live Broadcast: <https://www.facebook.com/goodyearazgov/videos>

CALL TO ORDER

PLEDGE OF ALLEGIANCE AND INVOCATION BY COUNCILMEMBER KAINO

ROLL CALL

CITIZEN COMMENTS/APPEARANCES FROM THE FLOOR

CONSENT

1. APPROVAL OF MINUTES

Recommendation

Approve the draft minutes from the Regular Meeting held on November 8, 2021. (Darcie McCracken, City Clerk)

2. APPROVE BUDGET TRANSFERS

Recommendation

Approve budget transfers. (Doug Sandstrom, Finance Director)

3. APPROVE THE CONSTRUCTION OF A FENCE AT EL CIDRO AND ASSOCIATED BUDGET TRANSFER.

Recommendation

Approve the construction of a fence at El Cidro in order to protect city owned parcel against illegal dumping and approve associated budget transfer. (Sumeet Mohan, P.E. Director of Engineering)

4. INTERGOVERNMENTAL AGREEMENT WITH AGUA FRIA UNION HIGH SCHOOL DISTRICT NO. 216 FOR JOINT USE OF FACILITIES

Recommendation

Authorize the City Manager or designee to execute the Intergovernmental Agreement (IGA) between Agua Fria Union High School District (AFUHSD) No. 216 and the City of Goodyear for Joint Use Facilities between Desert Edge High School (DEHS) and the Goodyear Recreation Campus (GRC). (Deanna Ortiz, Recreation Superintendent)

BUSINESS

5. JUNETEENTH HOLIDAY

Recommendation

Approve June 19th as a new city holiday celebrating Juneteenth. (Lyman Locket, Human Resources Director)

6. CONSIDER APPROVAL OF SUPER BOWL SPONSORSHIP AGREEMENT AND BUDGET TRANSFER

Recommendation

Authorize the City Manager or designee to execute the Arizona Super Bowl Host Committee Super Bowl LVII Sponsorship Agreement and authorize the required budget transfer. (Bruce Kessman, Ballpark Manager)

INFORMATION ITEMS

Comments, commendations, report on current events and presentations by Mayor, Councilmembers, staff or members of the public. The Council may not propose, discuss, deliberate or take any legal action on the information presented, pursuant to A.R.S. § 38-431.02.

1. Reports from the Mayor and City Council

- a. This may include current events and activities as well as requests for information or future agenda items.

2. Report from the City Manager

- a. This may include updates from events, staff summary, update of legislative issues, clarification on items being requested by City Council and Manager's update on Council Related Matters.

FUTURE MEETINGS

December 6, 2021	Work Session	5:00 p.m.
December 6, 2021	Regular Meeting	6:00 p.m.

ADJOURNMENT

THE CITY OF GOODYEAR ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48-hour advance notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (623) 882-7830 or Arizona Relay (TDD) 7-1-1 to request an accommodation to participate in this public meeting.

LA CIUDAD DE GOODYEAR PROCURA HACER TODA JUNTA PUBLICA ACCESIBLE A PERSONAS CON DISCAPACIDADES. Con un aviso de 48 horas por adelantado se puede

proveer asistencia especial a personas con discapacidades visuales o auditivas durante la junta. Se harán adaptaciones razonables con previa solicitud para personas con discapacidades o para residentes que no hablan inglés. Favor de llamar a la Secretaria Municipal al (623) 882-7830 o Retransmisión de Arizona (TDD) 7-1-1 para solicitar adaptaciones para participar en la junta pública.

POSTING VERIFICATION

This agenda was posted on November 10, 2021 at 4:00 p.m. by vm.

ITEM #: 1.
DATE: 11/15/2021
AI #:387



APPROVAL OF MINUTES

SUBJECT

APPROVAL OF MINUTES

Recommendation

Approve the draft minutes from the Regular Meeting held on November 8, 2021. (Darcie McCracken, City Clerk)

Attachments

November 8, 2021 Draft Regular Meeting Minutes

City Council Regular Meeting

Municipal Court and Council Chambers
14455 W. Van Buren St., Suite B101
Goodyear, AZ 85338



Monday, November 8, 2021

6:00 p.m.

Meeting Minutes

CALL TO ORDER

Mayor Lord called the Regular Meeting to order at 6:00 p.m.

PLEDGE OF ALLEGIANCE AND INVOCATION BY COUNCILMEMBER STIPP

ROLL CALL

Present: **Mayor Georgia Lord; Vice Mayor Brannon Hampton; Councilmember Sheri Lauritano; Councilmember Wally Campbell; Councilmember Bill Stipp; Councilmember Laura Kaino**

Absent: **Councilmember Joe Pizzillo**

Staff Present: **City Manager Julie Karins; City Attorney Roric Massey; City Clerk Darcie McCracken**

MOTION BY Councilmember Wally Campbell, SECONDED BY Councilmember Laura Kaino to EXCUSE Councilmember Joe Pizzillo. The motion carried by the following vote:

AYE: Mayor Georgia Lord, Vice Mayor Brannon Hampton, Councilmember Sheri Lauritano, Councilmember Wally Campbell, Councilmember Bill Stipp, Councilmember Laura Kaino

Passed - Unanimously

CITIZEN COMMENTS/APPEARANCES FROM THE FLOOR

Eric Oster, Goodyear Resident, spoke about his concerns regarding the development of a vacant lot on the northwest corner of Monte Vista and PebbleCreek Parkway.

Melanie Armstrong, Goodyear Resident, expressed her concerns with traffic, population and development in the city.

CONSENT

MOTION BY Councilmember Bill Stipp, SECONDED BY Vice Mayor Brannon Hampton to APPROVE Consent Agenda Items 1 through 7. The motion carried by the following vote:

AYE: Mayor Georgia Lord, Vice Mayor Brannon Hampton, Councilmember Sheri Lauritano, Councilmember Wally Campbell, Councilmember Bill Stipp, Councilmember Laura Kaino

Passed - Unanimously

1. APPROVAL OF MINUTES

Recommendation

Approve the draft minutes from the Special Meeting and Regular Meeting held on October 25, 2021. (Darcie McCracken, City Clerk)

2. APPROVAL OF THE 2022 COUNCIL MEETING CALENDAR

Recommendation

Approve the 2022 Council Meeting Calendar. (Darcie McCracken, City Clerk)

3. ADOPT ORDINANCE NO. 2021-1519 AMENDING CITY CODE 2-4-2

Recommendation

ADOPT ORDINANCE NO. 2021-1519 AMENDING GOODYEAR CITY CODE SECTION 2-4-2 (REGULAR MEETINGS), PROVIDING FOR CORRECTIONS; SEVERABILITY; AND AN EFFECTIVE DATE. (Darcie McCracken, City Clerk)

4. INTERGOVERNMENTAL AGREEMENT WITH CITY OF AVONDALE RELATING TO THE JOINT FIRE TRAINING FACILITY USE

Recommendation

Approve the fire joint training facility use agreement between the City of Avondale and the City of Goodyear. (Paul Luizzi, Fire Chief)

5. APPROVE THE ONE ARIZONA DISTRIBUTION OF OPIOID SETTLEMENT FUNDS AGREEMENT

Recommendation

ADOPT RESOLUTION NO. 2021-2185 APPROVING THE ONE ARIZONA OPIOID DISTRIBUTION SETTLEMENT FUNDS AGREEMENT; PROVIDE AUTHORIZATION FOR THE CITY ATTORNEY AND CITY MANAGER OR HER DESIGNEE TO TAKE ANY AND ALL ACTIONS NECESSARY IN FURTHERANCE OF THIS AGREEMENT; AND PROVIDING FOR AN EFFECTIVE DATE. (Lisa Maxie-Mullins, Assistant City Attorney)

6. APPROVE SUPPLEMENT NO. 005 TO CITY OF PHOENIX INTERGOVERNMENTAL AGREEMENT FOR SHARED TELECOMMUNICATIONS FACILITIES

Recommendation

ADOPT RESOLUTION NO. 2021-2188 APPROVING AND AUTHORIZING THE CITY MANAGER OR HER DESIGNEE TO EXECUTE SUPPLEMENT NO. 005 TO INTERGOVERNMENTAL AGREEMENT CON-CX-0337-05 WITH THE CITY OF PHOENIX

7. DECLARATION OF EXCLUSIVE UTILITY EASEMENTS RELATED TO WELL SITE 26

Recommendation

ADOPT RESOLUTION NO. 2021-2186 DECLARING EXCLUSIVE UTILITY EASEMENTS,
PROVIDING DIRECTION REGARDING THE RECORDATION OF THE RESOLUTION
AND PROVIDING FOR AN EFFECTIVE DATE. (Linda Beals, Real Estate Coordinator)

BUSINESS

**8. APPROVE AN INTERGOVERNMENTAL AGREEMENT WITH THE STATE OF ARIZONA
FOR STATE'S CONTRIBUTION TOWARDS COSTS OF CAMELBACK ROAD
IMPROVEMENTS FROM SR303 TO LITCHFIELD ROAD**

City Traffic Engineer Hugh Bigalk presented the intergovernmental agreement (IGA) with the Arizona Department of Transportation (ADOT) for legislature approved funding for contribution towards costs of Camelback Road improvements from SR303 to Litchfield Road.

Mr. Bigalk discussed the IGA items noting that ADOT will provide \$8 million for roadway design, right of way acquisition, critical utility relocation and construction administration. He also provided the project schedule dates with construction beginning near the end of 2023.

Council inquired about the final design of the roadway. Mr. Bigalk responded that there is a northern portion of Camelback Road that resides in the City of Glendale and Maricopa County and how it is built out will be worked out as development or design continues. He added that the City intends to design the road per City standards.

Council inquired if the City intended to acquire the rest of the right-of-way through the right-of-way acquisition. City Manager Julie Karins replied that at a previous work session, it was the Council's direction that the City not pay for the work on the north side of the road. The City's intent is to focus on the south side of Camelback Road and to continue to engage the other entities to better serve the west valley with a full build-out of Camelback Road.

MOTION BY Councilmember Sheri Lauritano, SECONDED BY Councilmember Bill Stipp to ADOPT RESOLUTION NO. 2021-2183 APPROVING AN INTERGOVERNMENTAL AGREEMENT WITH THE ARIZONA DEPARTMENT OF TRANSPORTATION APPROPRIATING \$8,000,000 TO THE CITY OF GOODYEAR TO BE USED TOWARDS THE COSTS OF WIDENING CAMELBACK ROAD FROM SR303 TO LITCHFIELD ROAD, PROVIDING AUTHORIZATION, DIRECTION, AND AN EFFECTIVE DATE. The motion carried by the following vote:

AYE: Mayor Georgia Lord, Vice Mayor Brannon Hampton, Councilmember Sheri Lauritano, Councilmember Wally Campbell, Councilmember Bill Stipp, Councilmember Laura Kaino

Passed - Unanimously

INFORMATION ITEMS

Councilmember Campbell relayed that the PebbleCreek Community held their 25th Annual Home Tour raising over \$14,000 for the Shop with a Cop Program. Councilmember Campbell also thanked Goodyear Police Chief Santiago Rodriguez for attending and engaging with residents.

Councilmember Hampton attended a car show at Flite that raised money for several charities in the community.

City Manager Julie Karins provided details about the Chalk Art in the Park Event noting that 1,100 community members attended the event. Ms. Karins thanked the members of the Arts and Culture Commission and members from the Youth Commission that assisted with the event.

Ms. Karins also relayed that a Veterans Day tribute will be held on November 11 from 2:00 p.m. – 4:00 p.m. at the Goodyear Recreation Campus.

FUTURE MEETINGS

November 15, 2021	Work Session	5:00 p.m.
November 15, 2021	Regular Meeting	6:00 p.m.

ADJOURNMENT

There being no further business to discuss, Mayor Lord adjourned the Regular Meeting at 6:21 p.m.

Darcie McCracken, City Clerk

Georgia Lord, Mayor

Date:_____

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the CITY COUNCIL REGULAR MEETING of the city of Goodyear, Arizona, held on November 8, 2021. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this ____ day of _____, 2021.

SEAL:

Darcie McCracken, City Clerk

ITEM #: 2.
DATE: 11/15/2021
AI #:548



CITY COUNCIL ACTION REPORT

SUBJECT: APPROVE BUDGET TRANSFERS

STAFF PRESENTER(S): Doug Sandstrom

OTHER PRESENTER(S):

None

SUMMARY

Approve budget transfers

Recommendation

Approve budget transfers. (Doug Sandstrom, Finance Director)

FISCAL IMPACT

Fiscal impacts are outlined in the attached report. The citywide budget total remains unchanged within the Adopted State Expenditure Limitation Budget.

BACKGROUND AND PREVIOUS ACTIONS

Budget transfers requiring City Council approval are presented, as necessary throughout the year. The FY2022 expenditure limitation budget was adopted on June 07, 2021.

STAFF ANALYSIS

Budget transfers are permitted by Arizona Revised Statute 42-17106(B), which provides authorization for cities and towns to exceed expenditures in a budget item after final adoption of a city/town budget by transferring appropriations between budget items. All budget transfers are completed within city policy established by Resolution 2020-2039.

Review of budget transfers keeps the Council and general public informed about the city's current fiscal year revenues and expenditures.

Attachments

Budget Transfers Reports

City Council Budget Transfers Report - FY2022

Council Agenda Date: 11/15/2021

Date	Transfer Journal No.	Reason Needed	Transfer Amount	Ultimate Fund(s) Affected; Explanation	New Resource/ Revenue	No Ultimate Funding Change	Expenditure/Use of or (Savings/Addition to) Fund Balance				
							General	Water Operating	Wastewater Operating	Other Operating Funds	Other Capital Funds
10/14/2021	2022-04-376	The FY2022 budget includes funding for job creation agreements only. Due to a tax reporting error on the company's end, the city did not pay annual payments until the error was corrected. Multiple years of payment are now due and this transfer will cover the shortfall by moving \$127,000 from the Economic Opportunity account to the Job Credits account. The Economic Opportunity account will be replenished in FY2023.	\$127,000	General		\$127,000					
8/16/2021	2022-02-447	Engineering is requesting additional contingency funds to be transferred to project 42021-Estrella Parkway & Estrella Foothills High School Traffic Signals to cover recent material price increases. This item was brought forward to Council on 8/30/2021 Item #9, however Council action did not include approval of the related budget transfer.	\$100,000	General Government Capital		\$100,000					
11/8/2021	2022-05-204	Engineering is requesting additional funds to refund two Half Median In-Lieu payments for Cotton Lane between Indian School and Camelback. The City changed the classification of the roadway cross section since the initial payment was made. Since these In-Lieu funds were specifically for that infrastructure, payments will be returned to the customer.	\$154,800	General Government Capital		\$154,800					

ITEM #: 3.
DATE: 11/15/2021
AI #:561



CITY COUNCIL ACTION REPORT

**SUBJECT: APPROVE THE CONSTRUCTION OF A FENCE AT EL CIDRO
AND ASSOCIATED BUDGET TRANSFER.**

STAFF PRESENTER(S): Sumeet Mohan, P.E. Director of Engineering

SUMMARY

Approve the construction of a fence at El Cidro and associated budget transfer.

Recommendation

Approve the construction of a fence at El Cidro in order to protect city owned parcel against illegal dumping and approve associated budget transfer. (Sumeet Mohan, P.E. Director of Engineering)

FISCAL IMPACT

This Council action will authorize the budget transfer of \$74,600, to add project funds in FY2022. Funding for this project is available in the general fund due to unanticipated savings from various completed CIP projects.

BACKGROUND AND PREVIOUS ACTIONS

There has been constant illegal dumping on the City owned parcel at the South West Corner of Cotton Lane & Lower Buckeye Road area since 2018.

STAFF ANALYSIS

In the past, we have taken many actions to prevent illegal dumping, which has included posting signs, involving police department, pursuing the dumpers when we caught them on some rare occasions, etc., but it has not worked in a sustainable manner. We have continued experiencing illegal dumping, because many new homes and pools have been constructed in this area, so this site has become an easy target, because of being in close vicinity, and having easy access to. Additionally, when other residents or travelers in this area have seen piles of dirt, they have illegally dumped their own trash like tires, construction debris, etc. in the late evenings and nights.

The residents near this area have complained about this issue many times, because many

homes back up to this site. In the last two years, Engineering and Parks Departments have been collaborating and addressing these concerns, and have spent ~\$64,000 on ongoing cleanup efforts, but a fence is being recommended due to it being a physical deterrent.

ITEM #: 4.
DATE: 11/15/2021
AI #:506



CITY COUNCIL ACTION REPORT

**SUBJECT: INTERGOVERNMENTAL AGREEMENT WITH AGUA FRIA
UNION HIGH SCHOOL DISTRICT NO. 216 FOR JOINT USE OF
FACILITIES**

STAFF PRESENTER(S): Deanna Ortiz, Recreation Superintendent

SUMMARY

This agreement with the Agua Fria Union High School District will allow for joint use of facilities between Desert Edge High School and the Goodyear Recreation Campus.

Recommendation

Authorize the City Manager or designee to execute the Intergovernmental Agreement (IGA) between Agua Fria Union High School District (AFUHSD) No. 216 and the City of Goodyear for Joint Use Facilities between Desert Edge High School (DEHS) and the Goodyear Recreation Campus (GRC). (Deanna Ortiz, Recreation Superintendent)

FISCAL IMPACT

This agreement provides for no cost rental use between the DEHS and GRC, therefore, there is no fiscal impact to the City for facility use. However, costs for staffing, and/or unique facility requirements (i.e. sound technician, field prep, custodial services) may occur, these costs would be minimal and absorbed within program and event budgets established.

BACKGROUND AND PREVIOUS ACTIONS

The AFUHSD and City have a history of collaborating with each other while serving the community. This IGA further supports these efforts by allowing both entities access to each other's facilities.

STAFF ANALYSIS

With the close proximity of the GRC and DEHS, there are opportunities to leverage both campuses for community benefit. DEHS will have access to the recreation center, aquatic center, parking lots, ramadas, courts and fields, once all City's needs are satisfied. The City will have access to classrooms, gymnasium, parking lots, cafeteria, performing arts center and fields, once all DEHS's needs are satisfied. Each entity has first right of refusal for use of the others facilities. By working in close partnership with one another, the City and DEHS benefit strategically when scheduling amenities for sports, special events, community programs and school functions.

It is recommended that the City Manager or designee execute the IGA between the Agua Fria Union High School District No. 216 and the City of Goodyear for Joint Use Facilities.

Attachments

IGA with DEHS

Intergovernmental Agreement
for the
Joint Use of Desert Edge High School Facilities and City Recreation Campus Facilities

This Intergovernmental Agreement for the Joint Use of Desert Edge High School Facilities and City Recreation Campus Facilities ("Agreement") is made and entered into this 24 day of September, 2021 by and between the City of Goodyear, Arizona, an Arizona municipal corporation ("City"), and the Agua Fria Union High School District No. 216 of Maricopa County, a political subdivision of the State of Arizona ("District"), individually referred to as a ("Party") and collectively referred to as the ("Parties").

RECITALS

WHEREAS, the City and the District are authorized to enter into Intergovernmental Agreements for services or for the exercise of joint or common powers, pursuant to Arizona Revised Statutes § 11-951 et seq.; and

WHEREAS, the City is further authorized to enter into such Agreements pursuant to the provisions contained in Section 3 of Article I of the City Charter; and

WHEREAS, the District is further authorized to enter into such Agreements pursuant to the provisions of Arizona Revised Statutes § 11-952, § 15-342 (13) and § 15-364; and

WHEREAS, the City and the District have determined that the joint use of the City's new Recreational Campus Facilities and the adjacent Desert Edge High School Facilities will be mutually beneficial to the general public/citizens served by City and by the District.

NOW, THEREFORE, in consideration of the mutual promises contained in this Agreement and other good and valuable consideration, the Parties agree as follows:

1. Definitions

a. City Recreational Campus Facilities: "City Recreational Campus Facilities" means the facilities described, shown and/or detailed in **Exhibit A**, attached hereto and made a part hereof.

b. Desert Edge High School Facilities: "Desert Edge High School Facilities" means the facilities described, shown and/or detailed in **Exhibit B**, attached hereto and made a part hereof.

2. Purpose The purpose of this Agreement is to provide for the joint use of City Recreational Campus Facilities and Desert Edge High School Facilities.

3. Joint Use Each party will make its facilities for use by the other Party on a first priority basis after the scheduling requirements for its own programs have been met. A description of each Party's facilities are availability for joint use programming under this Agreement are identified in Exhibit A and B. On an annual basis a designated City representative, District Office representative and designated Desert Edge High School representative shall meet to review and maximize benefits to both Parties.

4. Hours of Operation The City will have the ability to use available Desert Edge High School Facilities as outlined in Exhibit B. Desert Edge High School has priority use of its Facilities. After Desert Edge High School's needs are satisfied, the Facilities will be made available for City recreational activities. Per this Agreement, the City has second priority for Desert Edge High School Facilities, after school needs are met. Desert Edge High School will have the ability to use City Recreational Campus Facilities as outlined in Exhibit A. The City has priority use of its Facilities. After the City's needs are satisfied, the Facilities will be made available for Desert Edge High School activities. Per this Agreement, Desert Edge High School has second priority for City Facilities, after the City's needs are met.

5. User Responsibility The City shall be responsible for staffing, controlling and supervising the use of any of the City Recreational Campus Facilities. The District shall be responsible for staffing, controlling and supervising the use of any of the Desert Edge High School Facilities.

6. Fees. Neither party shall charge user fees to the other Party for use of the Facilities; however, each Party may assess fees to the other Party for staffing and/or unique facility requirements.

7. Indemnification To the extent permitted by law, each of the Parties hereto agrees to indemnify, save and hold harmless each other from any loss, claims or damages to the extent caused by their (including their invitees) respective negligent act or omission, including reasonable attorneys' fees incurred in the defense of any such claims or damages.

8. Insurance Each party will obtain at its expense such public liability insurance as reasonably necessary to protect against claims, losses, or judgments that might result from the negligent acts or omissions of the District, City, their agents, employees, or invitees.

9. Term This Agreement shall become effective in the manner approved by law and shall remain in effect until terminated pursuant to the provisions provided hereunder. This Agreement may be terminated by either Party with or without cause upon ninety (90) days written notice.

10. Disposition of Property The parties do not anticipate having to dispose of any property upon partial or complete termination of this Agreement; however, to the extent such disposition is necessary, property shall be returned to its original owner.

11. Manner of Financing The parties will finance their obligations under this agreement through their respective M&O and capital budgets and through any available grant funding.

12. Amendment to Agreement This Agreement and or its Exhibits may be amended from time to time by written agreement of both Parties.

13. Severability In the event that any provision of this Agreement shall be held invalid or unenforceable by any court of competent jurisdiction, such holding shall not affect the validity or enforceability of any other provisions of this Agreement.

14. Employment Status Except as otherwise provided by law, in the performance of duties and activities under this Agreement, all parties hereto will be acting in their individual governmental capacities and not as agents, employees, partners, joint ventures, or associates of each other. The officers, employees, agents, or subcontractors of one party shall not be deemed or construed to be the employees or agents of the other party.

15. Workers' Compensation An employee of either party shall be deemed to be an "employee" of both public agencies while performing work pursuant to this Agreement, for purposes of A.R.S. § 23-1022 and the Arizona Workers' Compensation laws. The primary employer shall be solely liable for any workers' compensation benefits that may accrue. Each party shall post a notice pursuant to the provisions of A.R.S. § 23- 1022.

16. Non-Discrimination The parties agree to comply with all provisions of applicable federal, state, and local laws relating to non-discrimination, equal employment opportunity, and the Americans with Disabilities Act.

17. Conflict of Interest This Agreement is subject to cancellation pursuant to A.R.S. § 38-511, the provisions of which are incorporated herein.

18. Modification No supplement, modification, or amendment of any term of this Agreement will be deemed binding or effective unless in writing and signed by the Parties.

19. Captions The captions used in this Agreement are solely for the convenience of the parties, do not constitute a part of this Agreement, and are not to be used to construe or otherwise interpret this Agreement.

20. Jurisdiction This Agreement shall be deemed to be made under, and will be construed in accordance with, and governed by the laws of the State of Arizona.

21. Non-Waiver The failure of either party to enforce any of the provisions of this Agreement or to require performance by the other party of any of the provisions hereof will not be construed to be a waiver of such provisions, nor will it affect the validity of this Agreement or any part thereof, or the right of either party to thereafter enforce each and every provision.

22. Third Party Beneficiaries This Agreement is not intended to and will not be construed to give any rights or benefits under this Agreement to anyone other than the City and the District. All duties, obligations, and responsibilities undertaken pursuant to this Agreement are for the sole and exclusive benefit of the City and the District and not for the benefit of any other person(s) or entities.

23. Fingerprinting Requirements The parties shall comply with the fingerprinting requirements of A.R.S. § 15- 512 unless otherwise exempted.

24. Failure of the Legislature to appropriate If the either Party's performance under this Agreement depends upon the appropriation of funds by the Arizona Legislature, and if the Legislature fails to appropriate the funds necessary for performance, then either Party may provide written notice of this to the other Party and cancel this Agreement without further obligation. Appropriation is a legislative act and is beyond the control of both Parties.

25. Compliance with Immigration Laws To the extent applicable under A.R.S. § 41 4401, each party warrants compliance with all applicable federal immigration laws and regulations that relate to their employees and compliance with the E-verify requirements under A.R.S. § 23-214(A). Either party's breach of the above-mentioned warranty shall be deemed a material breach of the Agreement and may result in the termination of the Agreement.

26. Survival All warranties, representations, and promises of indemnification by Parties will survive the completion and/or termination of this Agreement.

27. Counterparts. This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute the same instrument.

28. No Amendment to Other Existing Agreements between the Parties. The Parties acknowledge and agree that this Agreement is not intended to and shall not amend, change and/or modify any obligations, rights and/or terms of any other agreements between the Parties.

29. Notices. Unless otherwise provided herein, demands under this Agreement will be in writing and will be deemed to have been duly given and received either (a) on the date of service if personally delivered to the party to whom notice is to be given, or (b) on the third day after the date of the postmark of deposit by first class United States mail, registered or certified postage prepaid and properly addressed as follows:

To City:	City of Goodyear Attn: City Manager 190 N. Litchfield Road Goodyear, AZ 85338
To District:	Agua Fria Union High School District Attn: Superintendent 1481 N. Eliseo Felix Jr. Way Avondale, AZ 85323

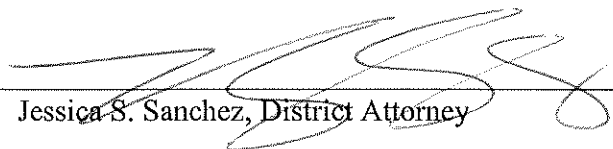
IN WITNESS WHEREOF, the Parties hereto have executed this Intergovernmental Agreement for the Joint Use of Desert Edge High School Facilities and City Recreation Campus Facilities:

[SIGNATURE PAGES FOLLOW]

Agua Fria Union High School District No. 216 of Maricopa County, a political subdivision of the State of Arizona

By: 
Vickie Landis, Governing Board President

Approved as to Form:


Jessica S. Sanchez, District Attorney

City of Goodyear, Arizona,
an Arizona municipal corporation

By: _____
Julie Karins, City Manager

Attest:

Darcie McCracken, City Clerk

Approved as to Form:

Roric Massey, City Attorney

Exhibit A

City Recreational Campus Facilities

Goodyear Recreational Campus
420 South Estrella Parkway
Goodyear, AZ 85338
623-882-7525

Facilities: Recreation Center, Aquatic Center, Parking Lots, Ramadas, Courts and Fields.

Exhibit B

Desert Edge High School Facilities

Desert Edge High School
15778 W Yuma Road
Goodyear, AZ 85338
623-932-7500

Facilities: Classrooms, Gymnasium, Parking Lots, Cafeteria, Performing Arts Center and Fields.

ITEM #: 5.
DATE: 11/15/2021
AI #:573



CITY COUNCIL ACTION REPORT

SUBJECT: JUNETEENTH HOLIDAY

STAFF PRESENTER(S): Lyman Locket, Human Resources Director

SUMMARY

Addition of June 19th "Juneteenth" as a city of Goodyear paid holiday.

Recommendation

Approve June 19th as a new city holiday celebrating Juneteenth. (Lyman Locket, Human Resources Director)

FISCAL IMPACT

Hard costs associated with this recommendation are as follows:

Police - \$65,500

Fire - \$58,000

Total - \$123,500

Soft costs include lost productivity due to city facilities being closed.

For the current fiscal year it is estimated that salary savings will be sufficient to cover these costs and no budget transfers will be required. FY2023 will be developed with these costs built into the base operating budget.

BACKGROUND AND PREVIOUS ACTIONS

On June 17, 2021, President Joe Biden signed S. 475, the Juneteenth National Independence Day Act, into law. S. 475 passed the House of Representatives on June 16 and the Senate on June 15. The House companion measure was H.R. 1320. The act amends Section 6103(a), Title 5 of the United States Code to designate June 19 as Juneteenth National Independence Day. In past Congresses, legislation was introduced to create a federal holiday and the House and Senate also agreed to resolutions honoring Juneteenth.

STAFF ANALYSIS

Given the significance of this date in US history Juneteenth has been celebrated since 1865 and 49 states and the District of Columbia have passed legislation recognizing it as a holiday or day of observance.

In recognition of this important day in United States history, we are recommending adding June 19th (Juneteenth) to our recognized city holidays noted below:

City of Goodyear 11 paid holidays

1. New Year's Day
2. Martin Luther King Day
3. President's Day
4. Memorial Day
5. Independence Day
6. Labor Day
7. Veteran's Day
8. Thanksgiving Day
9. Friday after Thanksgiving Day
10. Christmas Day
11. Floating Holiday*

Attachments

Presentation

Juneteenth Holiday

Recognized City Holiday Recommendation

Juneteenth History

- President Lincoln signed The Emancipation Proclamation on January 1, 1863
- All enslaved Americans were not actually freed until June 19, 1865
- This day came to be known as “Juneteenth” by the newly freed people
- Juneteenth celebrates the end of slavery in the United States.



Juneteenth Holiday

- 49 states and the District of Columbia have passed legislation recognizing it as a holiday or observance.
- In 1980 Texas became the first state to make Juneteenth a state holiday
- On June 18, 2021 President Biden proclaimed June 19th as a Federal Holiday.



Paid Holiday Information

○ City of Goodyear 11 paid holidays

- New Year's Day
- Martin Luther King Day
- President's Day
- Memorial Day
- Independence Day
- Labor Day
- Veteran's Day
- Thanksgiving Day
- Friday after Thanksgiving Day
- Christmas Day
- Floating Holiday*

Paid Holiday Benchmark Data		
City/Town	#Paid Holidays	Personal Leave
Avondale	11*	
Buckeye	12.5* (100hours)	
Chandler	11*	
Gilbert	11.5*	
Glendale	12*	
Mesa	10* +	16hrs. or 24 hrs.
Peoria	11*	24 hrs.
Phoenix	11.5	
Scottsdale	11	
Surprise	11*	
Tempe	12* 2020 Established 2021 Floating Future – not permanent yet	

*Includes floating holiday

Average w/o PL = 11.3

Recommendation

- Add Juneteenth as a paid city holiday
- Cost associated with this recommendation:
 - Police - \$65,500
 - Fire - \$58,000
 - Total - \$123,500



ITEM #: 6.
DATE: 11/15/2021
AI #:546



CITY COUNCIL ACTION REPORT

SUBJECT: CONSIDER APPROVAL OF SUPER BOWL SPONSORSHIP AGREEMENT AND BUDGET TRANSFER

STAFF PRESENTER(S): Bruce Kessman, Ballpark Manager

OTHER PRESENTER(S):

Jay Parry, CEO Arizona Super Bowl LVII Host Committee

SUMMARY

The Arizona Super Bowl LVII Host Committee has invited the City of Goodyear to enter into a partnership agreement with the Committee for Super Bowl XLII, scheduled in February 2023. This opportunity provides the City of Goodyear and local businesses exposure on a national level through the Host Committee website, along with several other benefits outlined in the sponsorship agreement.

Recommendation

Authorize the City Manager or designee to execute the Arizona Super Bowl Host Committee Super Bowl LVII Sponsorship Agreement and authorize the required budget transfer. (Bruce Kessman, Ballpark Manager)

FISCAL IMPACT

The Host Committee Sponsorship Agreement with the City of Goodyear totals \$99,082. The FY22 allocated Prop 302 Marketing Funds have been programmed to promote spring training. These funds are also subject to fluctuation based on hotel tax revenues and cannot be guaranteed. As a result, staff is requesting a budget transfer for the full sponsorship agreement amount from the unallocated fund balance.

The Host Committee is responsible for securing hotel rooms for Super Bowl LVII, and currently has 407 rooms blocked in four Goodyear hotels for an average stay of three nights. The average nightly rate for the upcoming Super Bowl is \$402, which is 76% higher than 2015 where the average nightly rate was \$229.

BACKGROUND AND PREVIOUS ACTIONS

The Arizona Super Bowl Host Committee is a private, non-profit Arizona corporation that is responsible for driving the state's efforts for Super Bowl LVII. The Host Committee serves as the official liaison between the National Football League (NFL) and all regional efforts, culminating with the Super Bowl game at State Farm Stadium, in Glendale Arizona. Their efforts are funded through the sponsorships of participating stakeholders and partners.

In 2015, Glendale hosted Super Bowl XLIX; the event brought in over 120,000 visitors to Arizona who participated in more than 200 events hosted throughout the state. There was an estimated \$720 million economic impact for Arizona; in addition, the NFL and Host Committee distributed \$2 million in grants to Arizona non-profit organizations.

A variety of Super Bowl related events and activities took place in the weeks leading up to the games spurred economic activity for local businesses. Hotels across the valley experienced a 50% increase in occupancy compared to 2014, and Goodyear hotel occupancy was at 92% during Super Bowl weekend.

The marketing reach through the Host Committee in 2015 generated more than 110,000 social media followers, and 14,000 Spanish channel followers on Facebook and Twitter. Additionally, there were 750,000 unique visits to "azsuperbowl.com" that generated over 2 million webpage views. Through integrated messaging of the Host Committee, over 10,000 volunteers and 500 small business were engaged with the Super Bowl.

Participation in the Business Connect Program continues to be successful and provides economic growth of local business through the NFL markets. In 2008, results yielded \$2 million in local contracts with over 500 applications; in 2015, this grew substantially with 700 applications and \$4.2 million in local contract.

This is the first time the City of Goodyear has been invited to participate in a sponsorship agreement with the Arizona Super Bowl Host Committee. The Super Bowl has previously been hosted in Glendale in 2008 and 2015.

STAFF ANALYSIS

Upon review of the Arizona Super Bowl Host Committee Super Bowl LVII Sponsorship Agreement, there are many benefits to the local community and the City of Goodyear, which include:

Branding and Marketing

The ability to use the designation as "Official Partner" in advertising and communications as well as the use of the Host Committee logo in advertising efforts. The Visit Goodyear logo will be included on the Host Committee website (the official website of Super Bowl LVII) and social media posts. Partners will be involved in community and event outreach, and assets such as guest speakers and mascot appearances will be made available.

Events and Venues

Partnering with the Host Committee also provides the City of Goodyear, as well as venues within the city to be considered as sites for official Super Bowl activities and third party private events. The City of Goodyear will be included in the NFL Familiarization trip (FAM trip) leading up to the game, where the Host Committee will work with Goodyear to showcase participating hotels, venues and restaurants.

Business Connect

In addition, the Host Committee will work with the City of Goodyear to invite qualifying Goodyear businesses to participate in the Business Connect Program, the NFL and Arizona Super Bowl Host Committee's premier diversity, equity and inclusion program. This program identifies and engages local diverse suppliers with networking events, business development training and contract opportunities leading up to and after Super Bowl LVII.

Attachments

City of Goodyear - AZ Super Bowl Host Committee Sponsorship Agreement

Visit Goodyear AZ Super Bowl Host Committee Partnership Presentation

ARIZONA SUPER BOWL HOST COMMITTEE

SUPER BOWL LVII SPONSORSHIP AGREEMENT

This Sponsorship Agreement ("*Agreement*"), dated as of November __, 2021 (the "*Effective Date*"), between the Arizona Super Bowl Host Committee, an Arizona nonprofit corporation (the "*Committee*"), and City of Goodyear, an Arizona municipal corporation ("*Sponsor*").

BACKGROUND

The National Football League ("NFL") owns, produces and controls its annual professional football championship game known as the Super Bowl and all rights relating to the Super Bowl on an exclusive, worldwide basis. The NFL has named Arizona the host of Super Bowl LVII to be played on February 12, 2023 and the Committee is the host organization for Super Bowl LVII. In that capacity, the Committee's purpose is to assist with the organization, administration, promotion and operation relating to hosting Super Bowl LVII; and to promote the public interest of Arizona.

The NFL and NFL Properties LLC ("NFLP") have granted the Committee certain rights in connection with its status as host organization for Super Bowl LVII. Pursuant to the grant from the NFL and NFLP, the Committee is permitted to solicit and secure sponsorship, hospitality and donor-based partnerships under specified guidelines established by the NFL and NFLP to support their activities in connection with Super Bowl LVII.

Sponsor wishes to become a Committee sponsor under the terms and conditions of this Agreement.

The parties agree as follows:

AGREEMENT

1. Sponsorship Benefits. Subject to NFLP's approval, the Committee shall recognize Sponsor as a sponsor of the Committee for Super Bowl LVII and provide Sponsor with the sponsorship benefits for Super Bowl LVII outlined in Exhibit A (the "Sponsorship Benefits"). The parties intend that the Sponsorship Benefits will permit Sponsor to receive certain acknowledgement and rights in its Business Category (as defined below), to the extent set forth in Exhibit A and in accordance with the Sponsorship Guidelines set forth in Section 4. Such rights exclude the right to sell or barter any ticket(s) or other benefits referenced in Exhibit A or use such benefits in a promotional manner (e.g., consumer give-aways). Sponsor acknowledges and agrees that NFLP must approve this Agreement prior to its becoming effective, and that the NFL or NFLP may not approve of the benefits set forth on **Exhibit A**. In such case, Sponsor agrees that the Committee may substitute mutually agreeable NFLP-approved benefits of similar value. Notwithstanding the recognition by the Committee of Sponsor as a "Sponsor" or any other provision of this Agreement, this Agreement shall neither be deemed nor construed to create a joint venture or partnership between the Committee and Sponsor, nor shall this Agreement be deemed or construed as making either party the agent or representative of

the other party. Neither party shall have the authority to bind the other party in any respect. Sponsor acknowledges that, except as may be specifically provided in Exhibit A, neither Committee nor NFLP is agreeing to provide Sponsor with any tickets or making any implied promise to provide Sponsor with tickets for Super Bowl LVII.

2. Sponsor Obligations.

2.1 Sponsor shall pay the Committee a sponsorship fee in the total amount of Ninety-Nine Thousand Eighty-Two Dollars (\$99,082.00) (the "Sponsorship Fee") which shall be paid according to the following schedule:

Upon Execution of the Agreement:	\$33,082.00
July 1, 2022:	\$33,000.00
December 1, 2022:	\$33,000.00

Payments shall be made to the order of "Arizona Super Bowl Host Committee, Inc." and delivered or mailed to the Committee at the address set forth in Section 16.1.

3. Term of Agreement. The term of this Agreement shall commence upon the Effective Date and expire on February 29, 2023 (the "Term").

4. Sponsorship Guidelines. The Sponsorship Benefits and Sponsor's right to publicize its affiliation with the Committee are limited by the following guidelines (the "Sponsorship Guidelines"):

4.1 Commercial Identification Prohibition. Except as may be expressly allowed by this Agreement, neither Sponsor nor its affiliates, agents, representatives, employees, suppliers or subcontractors shall exploit in any manner the nature of their transaction with or services provided to the Committee, including without limitation, (a) by referring to the Super Bowl or the Committee in any sales literature, promotional materials, advertisements, letters, client lists, press releases, brochures or other written, audio or visual materials; (b) by using or allowing the use of the mark "Super Bowl" or any other service mark, trademark, copyright or trade name now or which may hereafter be owned or licensed by the NFL, NFLP, or the Committee in connection with any service or product; or (c) otherwise disclosing their affiliation with the Super Bowl for a commercial purpose.

4.2 Clearances and Licenses. To the extent the Sponsorship Benefits contemplate Sponsor's production or presentation of any events, Sponsor shall be responsible for obtaining all clearances, licenses, permissions and consents (including without limitation all music clearances, synchronization rights, union and guild fees and the like) as may be necessary for the presentation of any events, and as may be necessary for the further exploitation of any events, to the extent permitted by the NFL or NFLP, in any and all media and in any and all forms, whether now known or hereafter developed.

4.3 Territorial Limitation. Sponsor's right to use the Sponsorship Benefits, including any public recognition of Sponsor as a sponsor of the Committee is limited to the State of Arizona. For the sake of clarity, Sponsor's use of the rights and benefits under this Agreement, including recognition as a Committee sponsor, through the Internet shall be prohibited unless otherwise approved by the Committee and NFLP.

4.4 Approval of the Committee. All copy and graphics proposed for display by Sponsor are subject to prior written approval by the Committee and NFLP. The

Committee and NFLP shall have the right to decline to display any copy or graphics which are in violation of any statute, regulation or ordinance, or which the Committee and/or NFLP reasonably considers to be misleading or inconsistent with the objectives of the Committee or the goodwill of the NFL. All proposed copy or graphics must be submitted by Sponsor to the Committee no fewer than 30 days prior to the anticipated date of display.

4.5 Prohibited Categories. In connection with this Agreement, Sponsor shall not have any rights to create, distribute or otherwise use any advertising, commercial, promotion, publicity, marketing, sales materials or display materials (including any materials published on a commercial on-line service, the World Wide Web or successor media) ("Promotional Materials") that reference or depict any company engaged in the business of distributing goods or services on the NFL's Prohibited Categories list, as set forth on **Exhibit B**. In addition, Sponsor's Promotional Materials shall not in any way imply a relationship between NFLP, Committee and/or Sponsor and such company.

4.6 Limitation of Category.

4.6.1 Sponsor's business category shall be limited to Tourism and Economic Development (the "Business Category"). All advertising, promotion, marketing or publicity conducted by Sponsor utilizing the trade names, trademarks and/or service marks of the Committee (the "Host Committee Marks") as may be authorized under this Agreement shall be limited to products and services in its Business Category.

4.6.2 If Sponsor or its parent company is an existing NFL sponsor pursuant to a separate agreement with NFLP (the "NFL Sponsorship Agreement") existing as of the date of this Agreement, the Business Category in connection with this Agreement cannot be broader than the Business Category covered in the NFL Sponsorship Agreement, nor can the Sponsor brands promoted in connection with this Agreement include additional Sponsor brands not approved for promotion pursuant to the NFL Sponsorship Agreement unless otherwise specifically approved by NFLP.

5. Scope of Rights Granted. Sponsor acknowledges and agrees that the rights and benefits granted by the Committee under this Agreement are non-exclusive. The Committee reserves the right, in its sole discretion, to seek additional sponsorship support in any category, including Sponsor's Business Category. Under no circumstances shall this Agreement be interpreted to imply any rights of ownership. Instead, the only rights granted are those expressly set forth in this Agreement.

6. Licensing of Certain Marks.

6.1 Sponsor grants to the Committee a license to utilize Sponsor's trade names, trademarks and/or service marks ("Sponsor Marks") for the express purpose of publicizing Sponsor's sponsorship of the Committee and the Committee associated events and activities during the Term. Sponsor represents and warrants that Sponsor Marks do not infringe upon the trade names, trademarks, service marks or other rights of any other person or entity. All Committee uses of the Sponsor Marks must be approved by Sponsor in writing and in advance of use, such approval not to be unreasonably withheld or delayed.

6.2 The Committee grants to Sponsor a license to utilize the Host Committee Marks (which the Committee may update from time to time) for the express purpose of publicizing Sponsor's sponsorship of the Committee and specified Committee

associated events and activities during the Term. All Sponsor uses of the Host Committee Marks must first be approved by the Committee.

6.3 Sponsor shall have no right to use the NFL Marks (as defined below) for any purpose whatsoever without the prior written approval of the NFLP in each instance (such consent to be granted or withheld in the NFLP's sole discretion). For purposes of this Agreement, "NFL Marks" means the names, symbols, emblems, designs, and colorways of the National Football League and the Member Clubs, including the terms "National Football League", "NFL", "National Football Conference", "American Football Conference", "NFC", "AFC", "Super Bowl", "Pro Bowl", the National Football League Shield design, as well as the full team names, nicknames, helmet designs, uniform designs, logos and slogans of the Member Clubs, and any other indicia adopted for commercial purposes by the National Football League or any of its Member Clubs. Sponsor acknowledges and agrees that all right, title and interest in and to the NFL Marks belongs to the NFL Entities (as defined in Section 10) . Sponsor agrees that the NFL Marks possess a special, unique and extraordinary character that makes difficult the assessment of the monetary damages that would be sustained by their unauthorized use. Notwithstanding anything to the contrary in this Agreement, Sponsor recognizes that irreparable injury would be caused by the unauthorized use of any of the NFL Marks, and agrees that injunctive and other equitable relief from a court of competent jurisdiction would be appropriate in the event of such unauthorized use, and that such remedy would not be exclusive of other legal remedies. Sponsor recognizes that the great value and goodwill associated with the NFL Marks belong to the NFL Entities and that the NFL Marks have secondary meaning.

7. Intellectual Property Rights.

7.1 Sponsor acknowledges that it is being granted a limited license by the Committee under this Agreement to use the Host Committee Marks in accordance with the terms and conditions of this Agreement and that no further or greater rights are granted in or to the Host Committee Marks.

7.2 Sponsor acknowledges that NFLP owns all right, title and interest in and to the Host Committee Marks. Sponsor agrees that it will do nothing inconsistent with such ownership.

7.3 The Committee acknowledges that it is being granted a limited license by Sponsor to use the Sponsor Marks in accordance with the terms and conditions of this Agreement and that no further or greater rights are granted in or to the Sponsor Marks. The Committee acknowledges that it will do nothing inconsistent with Sponsor's ownership of the Sponsor Marks.

8. Sponsor Involvement. Unless otherwise stated in this Agreement, Sponsor is not directly involved in the management or operation of the activities contemplated or covered by this Agreement; provided, however, Sponsor is solely responsible for the promotion, organization and activities of Sponsor. The Committee is solely responsible for the promotion, organization and activities of the Committee.

9. Confidentiality. The parties shall keep the terms of this Agreement confidential. Neither the terms of this Agreement nor a copy of this Agreement shall be disclosed to any third party, in whole or in part, without the prior express written consent

of the other party, unless required by operation of law. Should such disclosure be required by law, the party required to make such disclosure shall promptly notify the other party in writing upon learning of the request or demand for disclosure.

10. Indemnification.

10.1 Sponsor shall indemnify, hold harmless and defend the Committee and each of its respective affiliates, directors, officers, employees, shareholders, members, representatives and agents (collectively the "Committee Parties") and NFLP, NFL Ventures, L.P., NFL Ventures, Inc., NFL Enterprises, LLC, NFL International LLC, NFL Productions LLC, the NFL, its member professional football clubs (the "Member Clubs"), and each of their respective affiliates, subsidiaries, directors, officers, employees, members, shareholders, representatives, sponsors, licensees and agents (collectively, the "NFL Entities") from and against any liability, obligation, claim, cost, demand, recovery, settlement, deficiency, loss, fine, penalty, damage or expense including, without limitation, reasonable outside attorneys' fees and expenses (collectively the "Losses") resulting from or arising out of:

10.1.1 Any acts or omissions of Sponsor and/or its directors, officers, employees, agents, contractors, or servants in connection with the performance of Sponsor's obligations under this Agreement.

10.1.2 Any product liability, advertiser's liability or other claim arising out of or in connection with the use by Sponsor of the Host Committee Marks or the NFL Marks.

10.1.3 Any breach by Sponsor of any of Sponsor's representations, warranties, covenants or obligations contained in this Agreement.

The Indemnified Parties shall have the right to choose and select their own counsel and assume their own defense in connection with any action or proceeding to which the indemnification, hold harmless or defense obligations of this Section would be applicable. This Indemnification section is independent of Sponsor's insurer's agreement to waive its right of subrogation and shall be in full force and effect whether or not an agreement with Sponsor's insurer to waive its right of subrogation is reached, enforce, or enforceable.

10.2 The Committee shall indemnify and hold harmless Sponsor and each of its affiliates, directors, officers, employees, shareholders, members, representatives and agents from any Losses resulting from:

10.2.1 Any acts or omissions of the Committee and/or its directors, officers, employees, agents, contractors or servants in connection with the performance of the Committee's obligations under this Agreement.

10.2.2 Any breach by the Committee of the Committee's representations, warranties, covenants or obligations in this Agreement.

11. Insurance. During the Term and for a period of two weeks thereafter, Sponsor shall obtain and maintain the following insurance coverages:

11.1 Types and Coverages:

11.1.1. Commercial General Liability (“CGL”) insurance on an occurrence form, with a combined single limit for Bodily Injury and Property Damage, including Products Liability (including completed-operations coverage), and including coverage for contractual liability, independent contractors, broad form property damage, personal and advertising injury. CGL coverage limits must be no less than \$6,000,000 per occurrence and \$6,000,000 in the aggregate.

11.1.2. Workers’ Compensation insurance with statutory limits and Employer’s Liability insurance with coverage limits of not less than \$500,000.

11.1.3. Errors and Omissions insurance on an occurrence form with limits no less than \$1,000,000 per occurrence and in the aggregate.

11.2 Required Insurance Provisions.

11.2.1. Defense. Coverages must include a duty to defend.

11.2.2. Additional Insureds. Coverages must name “the Committee, the National Football League, its thirty-two professional member clubs, NFL Ventures, Inc., NFL Ventures, L.P., or any of their respective related subsidiaries, entities and affiliates” as additional insureds and must be primary for the additional insureds with no right of subrogation against any additional insureds.

11.2.3. Cancellation Provision. In the event of coverage cancellation, material change or non-renewal, Sponsor shall notify the Committee as soon as practicable, but in any event within 30 days’ written notice of cancellation, material change or non-renewal.

11.3 Certificate of Insurance. No later than 30 days following the execution of this Agreement, Sponsor shall deliver to the Committee a Certificate of Insurance evidencing each program of insurance required under this Agreement.

12. Sponsor Warranties. Sponsor represents and warrants that:

12.1 The individual signing this Agreement on its behalf has authority to sign on Sponsor’s behalf.

12.2 Execution and performance of this Agreement have been properly and duly authorized by Sponsor.

12.3 Sponsor’s Marks do not infringe upon the trademarks, trade names, service marks or other rights of any other person or entity.

13. Cooperation. The parties shall, in good faith, cooperate with each other and, from time to time, execute and deliver such further instruments as either party or its counsel may reasonably request to effectuate the intent of this Agreement.

14. Exculpation.

14.1 Sponsor shall look solely to the assets of the Committee for any recourse, and not to any of the NFL Entities.

14.2 Sponsor agrees and acknowledges that the NFL Entities have no obligation to provide any of the benefits outlined in this Agreement.

15. Termination.

15.1 Without prejudice to any other rights it may have in law, equity or otherwise, the Committee shall have the right to terminate this Agreement upon written notice to Sponsor at any time if: (a) Sponsor fails to make any payment required or otherwise fails to perform its duties under this Agreement and fails to correct such default within ten days of written notice of such default; (b) Sponsor (including its directors, officers, employees, agents, contractors or servants) disparages or engages in conduct materially detrimental to the Committee or any of the NFL Entities or their sponsors; or (c) Sponsor fails to comply with any other material term or condition of this Agreement, including, without limitation, Section 16.5, and Sponsor does not cure such failure within 20 days of written notice of such failure by the Committee provided that such breach is curable.

15.2 Without prejudice to any other rights it may have in law, equity or otherwise, Sponsor shall have the right to terminate this Agreement upon written notice to the Committee at any time if the Committee fails to comply with any material term or condition of this Agreement and the Committee does not cure such failure within 20 days of written notice of such failure by Sponsor.

15.3 Upon termination of this Agreement, Sponsor's rights to the Sponsorship Benefits shall cease and Sponsor shall remain obligated to the Committee for any obligations that were paid or due prior to the date of termination. In addition, if the termination is pursuant to Section 15.1, Sponsor shall remain liable to the Committee for the entire amount of the Sponsorship Fee.

16. General Provisions.

16.1 Notices. Except as expressly provided to the contrary in this Agreement, any notice, consent report, document or other item to be given, delivered, furnished or received under this Agreement shall be deemed given, delivered, furnished and received when given in writing and personally delivered to and receipted by an officer or designated employee of the applicable party, or 72 hours after the same is sent by email or deposited in the United States mail, postage prepaid, registered or certified first class mail, return receipt requested addressed as set forth below, or to such other address as either of the parties shall advise the other in writing or sent by confirmed email:

If to Sponsor:

[Sponsor to insert contact information]

If to the Committee:

Arizona Super Bowl Host Committee, Inc.
Attn: Management
400 E Van Buren St., Ste 600
Phoenix, AZ 85004

16.2 Entire Agreement: Modifications. This Agreement, the documents which are Exhibits to this Agreement and any contemporaneous agreements or instruments

entered into by the parties contain the sole and entire agreement between the parties and supersede any and all other prior agreements between them. This Agreement may not be modified, amended, or supplemented, or otherwise changed, except by a written document executed by an authorized representative of each of the parties.

16.3 Non-Waiver of Rights and Breaches. No failure or delay of either party in the exercise of any right given to such party under this Agreement shall constitute a waiver of such right, nor shall any single or partial exercise of any such right preclude other or further exercise of such right or of any other right. The waiver by a party of any default of the other party under this Agreement shall not be deemed to be a waiver of any such subsequent default or other default of any party.

16.4 Captions. Section headings used in this Agreement are for convenience of reference only and shall not affect the construction of any provision of this Agreement.

16.5 Successors and Assigns. Neither Sponsor nor the Committee may assign this Agreement or any rights or obligations under this Agreement, in whole or in part, to any other person or entity without the prior express written consent of the other party. This Agreement shall be binding upon and inure to the benefit of the parties and their respective successors and authorized assigns.

16.6 Governing Law, Jurisdiction. This Agreement and any dispute arising under it shall be governed by and construed in accordance with the laws of the State of Arizona without regard to conflict of law principles. All disputes pertaining to this Agreement shall be decided by a state or federal court located in the State of Arizona and each party consents to personal jurisdiction in such courts. Each party further waives any defenses based upon lack of personal jurisdiction or venue, or inconvenient forum.

16.7 Survival. Except as expressly provided in this Agreement, the covenants, acknowledgments, representations, agreements and obligations contained in this Agreement shall survive the consummation or termination of the transactions contemplated by this Agreement.

16.8 Loss or Damage. The Committee shall not be liable for any damage or loss to any of Sponsor's display materials.

16.9 Default and Injunctive Relief. It is agreed and understood that the limited scope of license granted to Sponsor under Section 6.2 regarding Licensing of the Host Committee Marks and the other restrictions on Sponsor in this Agreement including, without limitation, those set forth in Section 6.3, are necessary to protect the integrity and value of the marks of the Committee and the NFL Entities, the loss of which cannot be fully compensated by damages in an action at law or any application of any of the other remedies described in this Agreement. Accordingly, in the event that any of the provisions of this Agreement are violated, the Committee and the NFL Entities shall be entitled to seek, in addition to compensation for their damages and any other relief provided for below, immediate equitable relief, including an injunction requiring Sponsor to comply fully with its obligations under this Agreement. Moreover, if Sponsor defaults in performing its obligations pursuant to the terms of this Agreement, the Committee and the NFL Entities shall be entitled to all rights and remedies afforded under Arizona Law,

whether at law or in equity, and, if applicable, may obtain appropriate injunctive relief from any court of competent jurisdiction, the provisions of Section 16.7 notwithstanding. Additionally, and not in lieu of any of the foregoing remedies, in the event any payment is not received as provided in Section 2, the Committee may withhold the benefits to be provided under this Agreement until such time as payment is received.

16.10 Force Majeure. If any of the obligations of either party is hindered or prevented, in whole or in substantial part, because of a "Force Majeure Event", such party shall not be liable to the other party or be in breach of this Agreement; provided, however, that all other obligations of the parties shall continue and when such Force Majeure Event has ceased, the parties shall negotiate in good faith regarding an adjustment of their rights and obligations under this Agreement. In each such case, the party affected by a Force Majeure Event shall promptly notify the other party of such event or occurrence and shall exert commercially reasonable efforts to overcome such event or occurrence, and resume performance of its obligations with all possible speed. A "Force Majeure Event" shall mean causes beyond the control of the parties, including, but not limited to: an act of God; inevitable accident; fire; labor dispute; riot or civil commotion; act of public enemy; governmental act; acts or significant threats of war or terrorism; regulation or rule; failure of technical facilities; national day of mourning; emergency announcement or news bulletin; inability to obtain supplies; delays in transportation; embargoes; increase in the national terror alert level that prohibits holding the events; or any other reason beyond the control of the parties that is generally regarded as force majeure. Delays or non-performance excused by this provision shall not excuse performance of any other obligation which is outstanding at the time of occurrence. The exact time and dates of Super Bowl LVII and the ancillary events are subject to change.

16.11 Cancellation, Relocation or Postponement. In the event of cancellation, relocation (beyond the State of Arizona) or postponement of Super Bowl LVII: (i) Sponsor's sole and exclusive remedy at law or in equity shall be a refund of the Sponsorship Fee on a pro rata basis based on the proportion of the Sponsorship Benefits that were not received by Sponsor due to such cancellation or postponement; and (ii) Committee and the NFL Entities shall not be liable to Sponsor beyond Committee's obligation to refund the Sponsorship Fee on such pro rata basis. In addition to the foregoing, in the event that the number of people permitted to attend Super Bowl LVII is reduced to less than the capacity of the stadium (regardless of whether such reduction is imposed by the NFL or by a third-party, including Federal or State authorities), the Committee and Sponsor will mutually agree on a reasonable reduction to the Sponsorship Fee. Without limiting the foregoing, in no event will the Committee or NFL Entities ever be liable to Sponsor for any indirect, special, exemplary, incidental or consequential damages suffered by Sponsor or any of its guests or invitees.

16.12 Compliance with Law. Sponsor shall comply with all laws, ordinances, orders, rules and regulations (state, federal, municipal or promulgated by other agencies or bodies having or claiming jurisdiction) applicable to the performance of Sponsor's obligations to the Committee.

16.13 Intent of the Parties. This Agreement is intended to be performed in accordance with, and only to the extent permitted by all applicable laws, ordinances, rules and regulations, and is intended, and shall for all purposes be deemed to be a single, integrated document setting forth all of the agreements and understandings of the parties,

and superseding all prior negotiations, understandings and agreements of the parties with respect to its subject matter. If any term or provision of this Agreement or its application to any person or circumstance shall for any reason and to any extent be held to be invalid or unenforceable, then such term or provision shall be ignored, and to the maximum extent possible, this Agreement shall continue in full force and effect, but without giving effect to such term or provision.

16.14 Section and Exhibit References. All references contained in this Agreement to Sections and Exhibits shall be deemed to be references to Sections of, and Exhibits attached to, this Agreement. All references to Sections shall be deemed to also refer to subsections of such Sections, if any. The definitions of terms defined in this Agreement shall apply to the Exhibits, unless the context otherwise indicates.

16.15 Condition Precedent to Effectiveness of Agreement. Written approval of this Agreement by an authorized representative of NFLP shall be a condition precedent to the effectiveness of this Agreement.

The parties have executed this Agreement as of the dates set forth below their respective signatures.

VISIT GOODYEAR

By: _____
Printed Name: _____
Title: _____
Date: _____

ARIZONA SUPER BOWL HOST COMMITTEE, INC.

By: _____
Printed Name: _____
Title: _____
Date: _____

APPROVED BY NFL PROPERTIES LLC

By: _____
Printed Name: _____
Title: _____
Date: _____

EXHIBIT A

SPONSORSHIP BENEFITS

Sponsor shall receive the following sponsorship benefits in the Business Category as a sponsor of Committee only to the extent set forth below and in accordance with the Sponsorship Guidelines set forth in Section 4 of the Agreement:

SPONSORSHIP PRIVILEGES

- Designation as “Official Sponsor” in Visit Goodyear (Sponsor) advertising and communications
- Use of Arizona Super Bowl Host Committee (Committee) logo in Sponsor advertising
- Inclusion of Sponsor logo in Committee website
- Inclusion in advertising where all Committee Sponsors are listed
- Inclusion in Committee’s social media posts (e.g., Facebook, Twitter, Instagram)
- Committee may provide unique assets for Sponsor events, such as a guest speaker and mascot appearance

LODGING & TOURISM

- The Committee will include 4 Goodyear hotels in the official Super Bowl LVII hotel room block
- The Committee will include 407 Goodyear hotel rooms in the official Super Bowl LVII hotel room block
- The Committee will work with Visit Goodyear to add additional hotels and rooms to the official Super Bowl LVII hotel room block
- Visit Goodyear will be included in :
 - Committee & CVB meetings to discuss the official hotel block and related planning
 - The Official NFL Hotel Information Guide for hotels participating in the block
 - The ‘Destination’ or ‘Tourism’ portion of the Host Committee website

EVENTS & VENUES

- The Host Committee and Visit Goodyear will work together to identify potential venues, bars and restaurants that are willing to hold their venue for Super Bowl LVII in order to be part of the early planning discussions with the NFL and their partners.
- The Committee, working with the NFL and various sponsors, will encourage the use of participating Goodyear venues and businesses as sites for official Super Bowl LVII activities.
- The Committee will recommend the use of participating Goodyear bars and restaurants as potential sites for third party private events.
- If the NFL hosts a Familiarization Trip (FAM Trip), Visit Goodyear will be included in the planning leading up to Super Bowl LVII, and the Committee will work with Goodyear to showcase participating Goodyear hotels, venues, restaurants, etc. during the FAM trip.
- The Committee will continue to work with Visit Goodyear to enhance Goodyear events and creatively engage Goodyear residents and businesses leading up to Super Bowl LVII

BUSINESS CONNECT

- Business Connect, the NFL and Arizona Super Bowl Host Committee's premier diversity, equity and inclusion program, identifies and engages local diverse suppliers with networking events, business development training and contract opportunities leading up to and after Super Bowl LVII.
 - The Program utilizes the platform of Super Bowl LVII to reach out to and connect with certified minority, woman, veteran, LGBTQ-owned businesses that provide services needed for NFL and Host Committee events.
 - Business Connect enhances the business acumen of suppliers through professional development training, provides a robust list of sub-contractors to meet the needs of NFL vendors, and supports the economic growth of local business communities in NFL markets.
 - Business Connect success will also be driven by its member companies building strong, lasting business relationships with local vendors, Partners, and the Host Committee.
- Goodyear and Business Connect:
- Visit Goodyear and the Host Committee will work together to invite qualifying Goodyear businesses to participate in the Business Connect Program.

EXHIBIT B
PROHIBITED CATEGORIES

(Note that examples listed within specific categories are provided for illustrative purposes only.)

1. Grocers
2. Contraceptives (e.g., condoms), except to the extent otherwise expressly permitted under the pharmaceutical category.
3. Dietary and/or nutritional supplements (in any form, including without limitation beverages (e.g., products commonly known as “energy drinks”), pills, powders, bars, transdermal patches, etc.), products that contain ingredients other than vitamins and minerals for which the FDA has established recommended daily intakes, or any substance prohibited pursuant to League policies. Health and nutrition stores are permitted, provided such ads do not reference any of the foregoing prohibited categories.
4. Establishments that feature nude or semi-nude performers.
5. Firearms, ammunition or other weapons; however, stores that sell firearms and ammunitions (e.g., outdoor stores and camping stores) will be permitted, provided they sell other products and the ads do not mention firearms, ammunition or other weapons.
6. Fireworks.
7. Sportsbooks, sports betting, sports betting brands, sports betting-related services, and any entity or brand for which the majority of its U.S. gross revenues or operating profit in any of the last three years is attributable to sports betting-related services.
8. Illegal products or services.
9. Movies, video games and other media that contain or promote objectionable material or subject matter (e.g., overtly sexual or excessively violent material), as determined by the NFL.
10. Restorative or enhancement products (e.g., “male enhancement” products), except to the extent otherwise expressly permitted under the pharmaceutical category.
11. Sexual materials or services (e.g., pornography or escort services).
12. Social cause/issue advocacy advertising, unless otherwise approved in advance by the NFL. (If approved, only traditional advertising (i.e., discrete units airing during commercial breaks, rather than segment sponsorships or media enhancements) will be permitted.)
13. Tobacco products (e.g., cigarettes, e-cigarettes, cigars, pipe tobacco, chewing tobacco and snuff).
14. Cannabis, other products containing cannabinoids, and products related to the production or ingestion of such products.
15. Advertisements for medical devices and prescription pharmaceutical products, unless otherwise approved in advance by the NFL or as set forth below. (If approved, only traditional advertising will be permitted.)
 - (a) Advertising for prescription medications is currently permitted in the following categories only (categories subject to change at any time in the NFL’s sole discretion):
 - i. Aesthetic Products (e.g., Botox, Latisse)
 - ii. Analgesics (Non-Opioid Only) (e.g., Celebrex, Mobic)
 - iii. Antibacterials (e.g., Zithromax, Levaquin)
 - iv. Anticoagulants/Platelet Modifying Agents (e.g., Pradaxa, Plavix)

- v. Anticonvulsants/antiepilepsy (e.g., Neurontin)
- vi. Antidementia / Alzheimer's Agents (e.g., Aricept)
- vii. Antidepressants / Anxiolytics (e.g., Cymbalta, Lexapro, Zoloft)
- viii. Antifungals (e.g., Diflucan)
- ix. Antigout Agents (e.g., Zyloprim)
- x. Anti-Insomnia Agents (e.g., Lunesta, Ambien)
- xi. Anti-Inflammatory Agents (Non-Steroidal Only) (e.g., Deltasone)
- xii. Anti-Migraine Agents (e.g., Topamax, Treximet)
- xiii. Antineoplastics/Oncology Agents (e.g., Rituxan, Gleevec)
- xiv. Antiparasitics (e.g., Malarone, Stromectol)
- xv. Anti-Parkinson / Movement Disorder Agents (e.g., Requip, Mirapex)
- xvi. Antispasmodic Agents (e.g., Zanaflex)
- xvii. Antivirals (e.g., Kaletra, Zovirax, Tamiflu)
- xviii. Blood Glucose Regulators / Diabetes Medications (e.g., Januvia)
- xix. Cardiovascular Agents (including Cholesterol Reducing) (e.g., Lipitor, Cestor, Norvasc)
- xx. Dental and Oral Agents (e.g., Aphthasol)
- xxi. Dermatological Agents (e.g., Tactolox)
- xxii. Gastrointestinal Agents (including Inflammatory Bowel Disease Agents) (e.g., Nexium, Asacol)
- xxiii. Genitourinary Agents (including Erectile Dysfunction and Prostate Medications) (e.g., Flomax, Viagra)
- xxiv. Hair Renewal and Growth (e.g., Propecia)
- xxv. HIV medications (e.g., Dovato)
- xxvi. Immune Suppressants / Immunomodulators (e.g., Humira, Orencia, Enbrel)
- xxvii. Metabolic Bone Disease Agents (including Anti-Osteoporosis Agents) (e.g., Boniva)
- xxviii. Multiple Sclerosis Agents (E.g., Betaseron, Ampyra)
- xxix. Ophthalmic Agents (e.g., Restasis)
- xxx. Oral Contraceptives (e.g., Loestrin 24)
- xxxi. Otic Agents (e.g., Auralgan)
- xxxii. Pancreatic Enzyme Replacement Agents (e.g., ZenPep)
- xxxiii. Respiratory Tract Agents (Allergy and Asthma Medications) (e.g., Advair, Spiriva, Pulmicort)
- xxxiv. Smoking Cessation Products (e.g., Chantix), but specifically not including "electronic cigarettes"
- xxxv. Vaccines (e.g., Gardasil, Fluvirin, Zostavax)

(b) Advertising for medical devices is currently permitted in the following categories only (categories subject to change at any time in the NFL's sole discretion):

- i. Aesthetics (e.g., dermal fillers for facial wrinkles)
- ii. Cardiovascular (e.g., coronary stents)
- iii. Dental (e.g., dental implants)
- iv. Drug Delivery Devices (e.g., diabetes pumps)
- v. Ear, Nose, and Throat (e.g., sleep disorder breathing products, hearing aids)
- vi. Ophthalmic (e.g., intraocular lenses for cataracts)
- vii. Orthopedic (e.g., knee/hip replacements)

16. Any advertisement that does not comply with the NFL's Advertising Content Regulations.

ADVERTISING CONTENT REGULATIONS

Any advertisement not in compliance with the following guidelines will be deemed prohibited advertising under this agreement.

All advertisements must:

1. Comply with all applicable broadcast standards and regulations;
2. Be of suitable artistic and technical quality;
3. Include responsibility messaging, and not be targeted at minors, if advertising alcohol or gambling (including sports betting);
4. Not violate any rights of any person, firm or corporation;
5. Not contain any false, unsubstantiated or unwarranted claims for any product or service, or testimonials that cannot be authenticated;
6. Not be in whole or part defamatory, obscene, profane, vulgar, repulsive or offensive, either in theme or in treatment, or describe or depict repellantly any internal bodily functions or symptomatic results of internal conditions, or refer to matters generally considered socially unacceptable;
7. Not contain any false or ambiguous statements or representations that may be misleading to the audience;
8. Not include any element of intellectual property without the owner's consent to such use, including but not limited to music master, mechanical, performance and synchronization rights, or give rise to any other colorable claim of infringement, misappropriation or other form of unfair competition;
9. Not be libelous or disparage competitors or competitive products;
10. Not be injurious or prejudicial to the interests of the public, the NFL, its member clubs or honest advertising and reputable business in general; and
11. Not make any appeal for funds or consist of, in whole or in part, political advocacy (unless otherwise approved by the NFL).

ARIZONA 2023 SUPER BOWL LVII

Visit
GOODYEAR
ARIZONA



PARTNERSHIP OUTLINE

ARIZONA SUPER BOWL
HOST COMMITTEE

NOVEMBER 15, 2021

2015 SUPER BOWL XLIX

RECORD-BREAKING RESULTS



\$720 MILLION

Economic Impact to the Valley



+50% HOTEL OCCUPANCY

Across Valley compared to 2014



\$2 MILLION

Grants to AZ Non-Profits



1 MILLION ATTENDEES

to Super Bowl Central



5,500+

Credentialed Media Attendees



175,000 PASSENGERS

Through Sky Harbor Airport



120,000+

Visitors to Arizona



1st BILINGUAL MEDIA PLAN

Spanish language website & social media plan

PARTNERSHIP PRIVILEGES

STRONG BRAND ASSOCIATION

- Designation as “Official Partner” in Visit Goodyear (Partner) advertising and communications
- Use of Arizona Super Bowl Host Committee (Committee) logo in Partner advertising
- Inclusion of Partner logo in Committee website

AUTHENTIC COMMUNITY COMMITMENT

- Partner to be included in community & event outreach
- Inclusion in Committee’s social media posts (e.g. Facebook, Twitter, Instagram)
- Committee may provide unique assets for Partner’s events, such as guest speakers and mascot appearances



LODGING & TOURISM

JAN/FEB 2014 VS. 2015 SUPER BOWL XLIX

	JAN/FEB 2014	SB XLIX	
Goodyear Occupancy:	59%	92%	↑ 56%
Goodyear Avg. Rate:	\$89/Nt	\$303/Nt	↑ 241%
Goodyear RevPar:	\$50	\$278	↑ 455%

SUPER BOWL BLOCK: XLIX VS. LVII

	SB XLIX 2015	SB LVII 2023	
Goodyear Hotels in Block:	4	4	
Goodyear Rooms in Block:	227	407	↑ 79%
Goodyear Avg. ROH Rate for Block:	\$229	\$402	↑ 76%



BUSINESS CONNECT

- Business Connect is the NFL and Arizona Super Bowl Host Committee's premier diversity, equity and inclusion program
- Identifying and engaging local diverse suppliers with networking events, business development training and contract opportunities leading up to and after Super Bowl LVII.
- The Program utilizes the platform of Super Bowl LVII to reach out to and connect with certified minority, woman, veteran, LGBTQ-owned businesses that provide services needed for NFL and Host Committee events.
- Business Connect enhances the business acumen of Arizona suppliers through professional development training, provides a robust list of sub-contractors to meet the needs of NFL Partners, and supports the economic growth of local communities.

GOODYEAR & BUSINESS CONNECT:

- Visit Goodyear and the Host Committee will work together to invite qualifying Goodyear businesses to participate in the Business Connect Program.

2008 Results: 500 Applications | 200+ Registered Vendors | 59 Vendors Contracted | \$2M in Contracts

2015 Results: 700 Applications | 350+ Registered Vendors | 65 Vendors Contracted | \$4.2M of Contracts



ARIZONA SUPER BOWL HOST COMMITTEE



Visit
GOODYEAR
ARIZONA

PARTNERSHIP TIMING

NOVEMBER 2021 – FEBRUARY 2023

INVESTMENT

\$99,082 Cash Investment

CONTACTS

JAY PARRY
PRESIDENT & CEO
JParry@azsuperbowl.com

KYLE HEDSTROM
SVP, FINANCE & ECONOMIC IMPACT
Khedstrom@azsuperbowl.com



RECOMMENDATION

Authorize the City Manager or designee to execute the Arizona Super Bowl Host Committee Super Bowl LVII Sponsorship Agreement and authorize the required budget transfer.