
 <p><b>City of Phoenix</b></p> <p><b>COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT</b></p>	<p><b>CITY OF PHOENIX ARENA SUITE POLICY</b></p> <p>Policy #: 2019-02 Effective date: February 27, 2019 Revised: April 26, 2019</p>
<p>Approved: </p>	<p>Christine Mackay, CEDD Director</p>

### COUNCIL APPROVED USAGES

Events hosted by City of Phoenix (City) staff in the Arena Suite (suite) are meant to foster connections between industry professionals, community stakeholders, community groups, and those actively considering the Phoenix market for business. City Council has approved the following specific uses for the suite:

1. Economic Development Activities
2. Hosting distinguished guests of the city
3. Promotion of the City
4. Enhancing relations with other Public Agencies
5. Employee award programs
6. Activities for youth and/or developmentally disabled individuals.

As part of economic development activities, CEDD may offer use of the suite to potential businesses considering locating or expanding in Phoenix, if Phoenix is chosen. With approval from the Director, this incentive could be offered for up to five (5) Phoenix Suns basketball games.

The CEDD is responsible for the primary administration, oversight, and operational expenses for all approved usages of the suite.

### COUNCIL APPROVED USAGES

Not all events at the arena are available for City use. The Arena Operator is responsible for notifying the City when the suite is available. The CEDD Administrative Aide (AA) is the City liaison to Arena Operator.

There are a total 12 tickets available for each event. An additional 10 tickets may be purchased for the event at cost determined by the Arena. Requests for additional suite tickets must be approved by the CEDD Director, or the Deputy City Manager (DCM) when necessary, in all circumstances.

As administrator of the suite, CEDD AA is responsible for maintaining all records regarding the use of the suite. In order to ensure compliance with existing City A.R.s and existing suite policies city staff must completely fill out the Suite Request Form (Attachment A). At a minimum the form will include the following information:

1. A description of the purpose of the suite, specifically including the anticipated benefit to the City for suite use
2. Name of the Designated Host (DH) – The DH must be a current employee or an elected official
3. Anticipated guest list, including all names of any person attending the event
4. Request for any concessions and if the DH believes that \$250.00 for concessions is insufficient

Requests for the suite must be first reviewed by a supervisor, and then finalized by the Department Director. In the case where the Department Director is making a request to utilize the suite, the DCM over CEDD must approve the request. A completed request form must be submitted before approval.

Requestors, DHs, and all guests are responsible for making sure that their use of the suite and conduct there complies with the City of Phoenix Ethics and Gift Policies. For more information, go to [www.phoenix.gov/ethics](http://www.phoenix.gov/ethics).

Documentation will be obtained and approved for all requests to utilize the suite by City Council members and must be submitted to the CEDD Director and approved by the DCM.

For confidential economic development prospects, the requestor may provide the real estate company, designated site selector name, broker name, Greater Phoenix Economic Council contact, and first name of guests. For those deemed confidential, a log will be maintained by the CEDD Director and may be provided upon request. It is the intent of this policy that the City will attempt to keep the guest names and company information on location/expansion prospects confidential to the extent allowed by Arizona public records law.

All other suite guests (those not classified as confidential) should be advised that if requested by the media, or the public, their names and affiliations will be provided to the requestor.

### **Hosting Duties – Responsibilities, Activities, Reporting**

DHs, must attend the full event for which they have been assigned. This does not include incentive events for businesses that have been offered use of the suite and chosen to locate or expand in Phoenix. During the event, the DH is responsible for acting in a host capacity (a formal welcome, introducing guests, and thanking guests for attending) at the event.

Because CEDD is responsible for all operational costs associated with the operation of the suite, including concessions, a DH is responsible for making sure that expenses are within reason. For each event \$250.00 is budgeted for concessions, if a DH believes that expenses will exceed that amount, the DH must indicate it on Attachment A (along with the need to place a concessions order), for approval.

Guests attending a hosted event may purchase additional concessions; if the guest chooses to do so, the guest(s) are responsible for covering the costs associated with those purchases.

City staff is permitted to bring a personal guest to hosted events. The personal guest will only be permitted to attend with prior approval by the CEDD Director or DCM. The DH must purchase an additional ticket for the suite (through the AA) for their personal guest and provide receipt documentation.

Payments for all suite concessions will be processed through CEDD. The CEDD Administrative Assistant II is responsible for reconciling suite expenses.

### **Post Event Report**

After an event, each DH will submit a Post Event Report (PER) to CEDD describing activities of the event and affirming the usage of the suite. The report will include three pieces of information:

1. A recap memo, restating the intent of the event and a brief overview of the event to ensure the anticipated benefit to the City, as described in the Suite Request Form (Attachment A), was received.
2. A final guest list must be submitted within 2 business days of the event to ensure any changes to the originally submitted guest list are captured correctly.
3. For hosted events: a sign-in sheet (Attachment B) for the event of the guests attending the event, including acknowledgments that the guests will adhere to the City of Phoenix's Lobbying Policy and agreed to comply with City of Phoenix ethics.

If the event includes any confidential economic development prospects as described above, the DH may provide the full PER directly to the CEDD Director (or DCM if the Director is the DH), and provide a redacted copy of the PER (excluding the prospect's information) to CEDD. It is the intent of this policy that the City will then attempt to keep the portions of the PER relating to the prospect(s) confidential to the extent allowed by Arizona public records law.

After the event, when concession invoices are received by CEDD from the Arena Administrator, hosts will be responsible for confirming the costs incurred during the event.

The CEDD Administrative Assistant II is responsible for submitting final payment to the Arena Administrator and any other necessary reimbursements.

### **Expedited Request for Suite Use**

If an immediate and unanticipated use of the suite is necessary, the requestor may provide a written, truncated request for the suite to the Director. The approval of the request must still either be reviewed and signed off on by the Director or the DCM provided the suite is not already in use. In this type of event, the DH must still submit a filled-out Suite Request form and a PER for the usage of an event.

On nights the suite does not have scheduled use by CEDD or the City Council, the suite can be made available to the City's Youth and Education Program (YEP). Events are only to be offered to YEP if there are no requests for other uses of the suite and will be made available no more than 10 business days in advance of the date of the event. YEP uses of the suite will be documented by collecting documentation of the suite being made available to the YEP, the suite usage reports (with chaperones and the organization using the suite), and sign in sheet for attendees. This information will be maintained by the CEDD AA.

## **COMPLIANCE**

All CEDD staff members are required to comply with this policy. Questions should be directed to the Management Services Deputy Director.

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