



## Agenda

### City Council Policy Session

Meeting Location:  
City Council Chambers  
200 W. Jefferson St.  
Phoenix, Arizona 85003

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Tuesday, April 23, 2024

2:30 PM

phoenix.gov

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#### **OPTIONS TO ACCESS THIS MEETING**

##### **Virtual Request to speak at a meeting:**

- **Register online** by visiting the City Council Meetings page on phoenix.gov **at least 2 hours prior to the start of this meeting**. Then, click on this link at the time of the meeting and join the Webex to speak:  
<https://phoenixcitycouncil.webex.com/phoenixcitycouncil/onstage/g.php?MTID=e56da6f5b2f32ac41e75051a9438d34e3>

- **Register via telephone** at 602-262-6001 **at least 2 hours prior to the start of this meeting**, noting the item number. Then, use the Call-in phone number and Meeting ID listed below at the time of the meeting to call-in and speak.

##### **In-Person Requests to speak at a meeting:**

- Register in person at a kiosk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003. Arrive **1 hour prior to the start of this meeting**. Depending on seating availability, residents will attend and speak from the Upper Chambers, Lower Chambers or City Hall location.

- Individuals should arrive early, 1 hour prior to the start of the meeting to submit an in-person request to speak before the item is called. After the item is called, requests to speak for that item will not be accepted.

##### **At the time of the meeting:**

- **Watch** the meeting live streamed on phoenix.gov or Phoenix Channel 11 on Cox Cable, or using the Webex link provided above.

- **Call-in** to listen to the meeting. Dial 602-666-0783 and Enter Meeting ID 2559 414 4855# (for English) or 2559 512 3306# (for Spanish). Press # again when prompted for attendee ID.

- **Watch** the meeting in-person from the Upper Chambers, Lower Chambers or City Hall depending on seating availability.

- Members of the public may attend this meeting in person. Physical access to the meeting location will be available starting 1 hour prior to the meeting.

**Para nuestros residentes de habla hispana:**

- **Para registrarse para hablar en español**, llame al 602-262-6001 **al menos 2 horas antes del inicio de esta reunión** e indique el número del tema. El día de la reunión, llame al 602-666-0783 e ingrese el número de identificación de la reunión 2559 512 3306#. El intérprete le indicará cuando sea su turno de hablar.

- **Para solamente escuchar la reunión en español**, llame a este mismo número el día de la reunión (602-666-0783; ingrese el número de identificación de la reunión 2559 512 3306#). Se proporciona interpretación simultánea para nuestros residentes durante todas las reuniones.

- **Para asistir a la reunión en persona**, vaya a las Cámaras del Concejo Municipal de Phoenix ubicadas en 200 W. Jefferson Street, Phoenix, AZ 85003. Llegue 1 hora antes del comienzo de la reunión. Si desea hablar, regístrese electrónicamente en uno de los quioscos, antes de que comience el tema. Una vez que se comience a discutir el tema, no se aceptarán nuevas solicitudes para hablar. Dependiendo de cuantos asientos haya disponibles, usted podría ser sentado en la parte superior de las cámaras, en el piso de abajo de las cámaras, o en el edificio municipal.

Miembros del público pueden asistir a esta reunión en persona. El acceso físico al lugar de la reunión estará disponible comenzando una hora antes de la reunión.

**CALL TO ORDER****COUNCIL INFORMATION AND FOLLOW-UP REQUESTS**

This item is scheduled to give City Council members an opportunity to publicly request information or follow up on issues of interest to the community. If the information is available, staff will immediately provide it to the City Council member. No decisions will be made or action taken.

**CONSENT ACTION**

This item is scheduled to allow the City Council to act on the Mayor's recommendations on the Consent Agenda. There is no Consent Agenda for this meeting.

**CALL FOR AN EXECUTIVE SESSION**

A vote may be held to call an Executive Session for a future date.

**REPORTS AND BUDGET UPDATES BY THE CITY MANAGER**

This item is scheduled to allow the City Manager to provide brief informational reports on topics of interest to the City Council. The City Council may discuss these reports but no action will be taken.

**INFORMATION AND DISCUSSION (ITEM 1)****1      2024 NCAA Men's Final Four Review**

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This report provides an overview of the successful NCAA Men's Final Four events held in Phoenix.

**THIS ITEM IS FOR INFORMATION AND DISCUSSION****Responsible Department**

This item is submitted by Deputy City Manager John Chan and the Phoenix Convention Center Department.

**ADJOURN**





## **2024 NCAA Men's Final Four Review**

This report provides an overview of the successful NCAA Men's Final Four events held in Phoenix.

### **THIS ITEM IS FOR INFORMATION AND DISCUSSION**

#### **Summary**

From April 5-8, 2024, the Greater Phoenix region hosted the NCAA Men's Final Four for the second time. While State Farm Stadium in Glendale served as the venue for the semi-final and championship games, downtown Phoenix was the epicenter of fan-related activities and ancillary events. Multiple venues were activated including the Phoenix Convention Center, Margaret T. Hance Park and Heritage Square. More than 300,000 people participated in various events throughout downtown Phoenix during the week.

Safely hosting these large crowds was made possible by the efforts of partner organizations including the NCAA, Phoenix Local Organizing Committee, Visit Phoenix and Downtown Phoenix Inc. In addition, multiple City departments were involved in the planning effort leading up to Final Four. An internal Steering Committee comprised of leadership representing Aviation, City Clerk, Communications, Community and Economic Development, Fire, Parks and Recreation, Phoenix Convention Center, Planning and Development, Police, Public Transit, Public Works and Street Transportation departments worked over the past year to develop operational plans to support the events and coordinated with various other City departments as well.

Valley Metro supported Final Four week by transporting visitors and residents to and from Final Four events via light rail sponsored rides in partnership with the City of Phoenix.

A summary of the successful Final Four activities along with key outcomes will be presented to the City Council.

#### **Responsible Department**

This item is submitted by Deputy City Manager John Chan and the Phoenix Convention Center Department.

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