

# AGENDA MATERIAL

**Bernadette Russell**

DATE 8-10-21 ITEM NO. RA16

**From:** KELLE MASLYN [REDACTED]  
**Sent:** Tuesday, August 10, 2021 6:59 AM  
**To:** COB\_mail  
**Cc:** District1; DIST2; District3; District4; District5  
**Subject:** Comment on AZ Bowl

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Chair Bronson & Board of Supervisors,

I saw on your agenda that there is an item to discuss canceling funding for the Arizona Bowl and I just want to offer my comments on this issue.

I have no skin in the game on this. I am not on the AZ Bowl committee, I haven't even been to one of the bowl games. However, I have been to some of the events downtown to celebrate this event and so have my friends and family from out of town.

The Arizona Bowl game is an opportunity for people to come to Tucson, spend money and celebrate the culture we have here. The partnership with Barstool Sports will elevate the visibility of Tucson across the nation and attract a young demographic that is needed in this region - that we have been making efforts to attract - to work here. It is an opportunity for the Tucson region to show off the investments that have been made downtown and elsewhere since the recession and attract that talent pool to the community. After a year when hotels and restaurants have been negatively impacted by the impacts of the pandemic, this is an opportunity to leverage a huge, national brand to bring visitors to the community to boost the incomes of small businesses across the region.

Is the founder of the organization a jerk? You bet, but you shouldn't look at this one person as a representative of the culture of the entire organization. I read up on Barstool (who I never heard of before this partnership) after the announcement and found out they have done some pretty amazing things to help women and others in the last year. Elon Musk has also made many terrible public comments but if Tesla wanted to move into Tucson, would you reject that because of him? If you've ever eaten at Papa John's or Chick-Fil-A, taken a ride in an Uber, or have done business with Wells Fargo then you shouldn't be rejecting Barstool Sports because the leaders of those organizations have also made awful comments.

All I am asking is that you look at the organization beyond the founder and think of the positive opportunity that this major sponsorship brings to Tucson. We are on the cusp of becoming the region of choice for companies and for a strong workforce. Please don't cancel your investment in Arizona Bowl - show your support for a fun and fantastic New Years celebration in Tucson.

Thank you for your consideration.

Kelle Maslyn

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