



AGENDA MATERIAL


DATE 11/19/24

ITEM NO. RA10420

MEMORANDUM

Date: November 15, 2024

To: The Honorable Chair and Members
Pima County Board of Supervisors

From: Jan Leshar 
County Administrator

Re: **Additional Information for November 19, 2024, Board of Supervisors Meeting – Items #10 and #20 Related to Major League Soccer (MLS) Hospitality and Promotional Agreement**

Background

FC Tucson began playing soccer at the Kino Sports Complex in 2012. The following year, FC Tucson entered into a Hospitality and Promotional Agreement with Pima County, the purpose of which was to incentivize major league professional soccer teams from across the country to participate in Preseason Training Camp (PTC) events at Kino. The agreement set aside funds to reimburse incoming teams for certain hospitality costs. That agreement was renewed until COVID-19 halted the annual events.

FC Tucson plans to once again host a PTC event beginning in January, 2025. The 2025 event will run through March. Teams from the United Soccer League, Major League Soccer and the National Women's Soccer League are anticipated to take part in the event. Each participating team will travel to Pima County, and each will book varying numbers of room nights at local hotels during their stay.

Discussion

The purpose of this agenda item is to renew a Hospitality and Promotional agreement with FC Tucson and Visit Tucson that establishes a fund to be used to reimburse certain costs incoming teams incur at hotels located in unincorporated Pima County during the 2025 PTC. Funds will be distributed to teams based on metrics compiled by Visit Tucson. A sliding scale will be used to reimburse teams based on the number of bed nights booked at hotels in unincorporated Pima County.

Funding for this agreement is capped at \$80,000. The first \$40,000 of reimbursables will be funded by the Kino Sports Complex Stadium District. The remaining funds distributed, if any, will be paid from Attractions and Tourism funds. It should be noted that these reimbursements are made from bed tax proceeds received by County entities based on room nights which generate bed taxes that therefore inures to the benefit of Pima County. In addition to the benefits generated by teams traveling to Pima County, there is additional benefit derived from the attendance by their fans who will also stay at local hotels and shop, dine and entertain in our community.

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The Honorable Chair and Members, Pima County Board of Supervisors

Re: **Additional Information for November 19, 2024, Board of Supervisors Meeting – Items #10 and #20 Related to Major League Soccer (MLS) Hospitality and Promotional Agreement**

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Recommendation

I recommend the approval of the Hospitality and Promotional Agreement as it both supports hotels located in unincorporated Pima County, and a portion of the bed taxes generated at those hotels will return to the County.

JKL/anc

c: Carmine DeBonis, Jr., Deputy County Administrator
Francisco Garcia, MD, MPH, Deputy County Administrator & Chief Medical Officer
Steve Holmes, Deputy County Administrator
Diane Frisch, Director, Attractions & Tourism
Sarah Horvath, Director, Kino Sports Complex and Stadium District