



Friday, November 30, 2018

The Honorable Richard Elias, Chairman, Pima County Board of Supervisors
Members of the Pima County Board of Supervisors
Pima County
130 W. Congress, 11th Floor
Tucson, AZ 85701

Dear Chairman Elias and Members of the Pima County Board of Supervisors,

I am writing on behalf of Visit Tucson in support of item 14 on the Pima County Board of Supervisors' Tuesday, Dec. 4, agenda. Item 14 amends the project scope related to building the first phase of the Kino South Sports Complex.

We at Visit Tucson agree with the information provided in County Administrator Chuck Huckelberry's Nov. 15, 2018 memo to Chairman Elias and Members of the Pima County Board of Supervisors regarding this first phase of construction.

We at Visit Tucson were pleased to bring Sports Facilities Advisory (SFA) into the Kino Sports Complex planning process in 2014-15. SFA worked closely with Pima County to master plan the 145-acre south complex with an eye toward creating a collection of facilities that could host high-level tournaments ranging from regional youth soccer/flat-field events up to Major League Soccer preseason training.

We believe the planned south complex elements will greatly enhance the number and caliber of events held annually at Kino Sports Complex and could allow for future facility repurposing to the current north and south complexes to maximize community and outside usage of the entire complex.

Visit Tucson's sports department will work hand-in-hand with Pima County Stadium District staff to book events into the new and existing facilities. Visit Tucson will work with the Stadium District to determine available periods for outside tournament usage that will generate revenue for hotels, restaurants, attractions, nightlife, and more, along with bed- and sales-tax revenue for the region. We at Visit Tucson understand that the Stadium District needs to consider local usage and times of non-usage, as well, for maintenance and to allow fields to recover.

In 2017-18, Visit Tucson worked with Stadium District staff to help book 17 events representing nearly 19,000 resort/hotel room nights into Kino Sports Complex. The economic impact of those bookings was \$11 million based on Destinations International's sports economic impact calculator. Once the new south complex is completed, we anticipate partnering with Stadium District staff to pursue new regional tournaments for soccer, rugby, field hockey, football, pickleball and other sports.



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In November, Mesa, Arizona voters rejected a bond proposal that would have built a 24-field soccer complex that would have competed against the new Kino South complex. Now, with the addition of the new Kino South, the Kino Sports Complex in its entirety will become one of the top facilities of its kind in the Southwest.

We also commend Pima County for including Kino in the Arizona Commerce Authority's Opportunity Zone census tracks. We believe the associated tax incentives will make it appealing to private investors to consider adjacent hotel, retail and restaurant development to support the complex.

As noted in Mr. Huckelberry's November 15 memo, SFA, in its initial pro forma, estimated the cost of construction and operations through the first five years at \$57.8 million with an economic impact during that timeframe of \$109 million, roughly a two-to-one return on investment.

All considered, we at Visit Tucson encourage Pima County to proceed with constructing the Kino South Sports Complex. You will be filling a regional niche that will attract out-of-town events and tournament play, millions of dollars in visitor spending and enhanced facilities for locals and visitors.

Thank you for your consideration of this request.

Best Regards,

Brent DeRaad
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cc: Mr. Chuck Huckelberry, County Administrator, Pima County
Ms. Julie Castaneda, Clerk of the Board, Pima County