




MEMORANDUM

Date: April 30, 2021

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

From: C.H. Huckelberry
County Administrator 

Re: **Additional Information - Item 8 on the Board of Supervisors May 4, 2021 Board Meeting - FC Tucson and VisitTucson Presentation**

Supervisor Matt Heinz has asked for a presentation by FC Tucson and Visit Tucson that will be discussed at the May 4, 2021 Board of Supervisors Meeting.

I previously discussed the Kino Sports Complex and FC Tucson with Supervisor Heinz and staff. A question arose with regard to a sound system. The Stadium District Director responded in the attached April 28, 2021 memorandum. I also asked the Director to highlight Kino Sports Complex's (KSC) interactions with FC Tucson as well as the relative rank of the FC Tucson Soccer activities with other scheduled events.

Regarding revenues received from FC Tucson, the last full year of activity before the Coronavirus pandemic, was Fiscal Year (FY) 2018/19 where total KSC revenues were \$1,626,438.96. The amount of revenue from FC Tucson and Tucson Rising within the total was \$114,752 or approximately 7.0 percent of the total revenue. For the fiscal year that included almost the entire period of the COVID-19 pandemic, total revenues decreased to \$616,037, with FC Tucson and Tucson Rising being approximately \$52,803 or 8.6 percent of total revenues.

FC Tucson and affiliated Tucson Rising has been located at the KSC for some time and their previous owners provided \$42,631 in revenues during FY 2010/11. Peak revenue from professional soccer sports occurred in FY 2013/14 at \$234,215 in revenues. FC Tucson was acquired by Phoenix Rising who became FC Tucson/Tucson Rising and was purchased by Benevolent Sports Tucson, LLC. who now operates as FC Tucson.

Recently, Deputy County Administrator Carmine DeBonis, Jr., met with FC Tucson personnel, KSC personnel, the Pima County Health Department, the Tucson Fire Department and our Risk Management Department to discuss a number of issues with regard to a request that FC Tucson made for game related activities. These requests include igniting smoke bombs, lowering the fence between spectators and the field and attendance spacing related to the COVID-19 pandemic. The goal of the attendance review was to increase the number of spectators who could attend FC Tucson games. Health Department Director Dr. Theresa Cullen slightly modified the spacing between spectators in a row in the fixed seating sections and approved additional field level seating areas, which allowed for increased attendance.

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The Honorable Chair and Members, Pima County Board of Supervisors

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The County also offered that vaccinated spectators could sit closer together without spacing requirements if attendees were screened for COVID-19 vaccination cards and directed to a special seating area. We have offered the same to other professional sports organizations such as the Roadrunners and Sugar Skulls. Professional sports organizations have also been encouraged to provide discounts or premium seating to vaccinated individuals in attendance. This would allow significantly more individuals to attend a professional sports event while maintaining public health standards. FC Tucson declined this offer for their May 8th home opener, but is working with the Health Department and KSC to implement this approach for the June 5th home game at KSC.

The County will continue to support professional and amateur sport activities at KSC. Pre-pandemic event revenues were approximately \$2 million compared to peak revenues for two-team Spring Training Baseball revenues of approximately \$1 million. Hence, despite the loss of Major League Baseball Spring Training, other activities and professional and amateur sport activities continue to expand at the KSC.

CHH/anc

Attachment

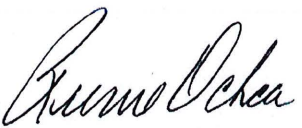
c: Jan Leshner, Chief Deputy County Administrator
Carmine DeBonis, Jr., Deputy County Administrator for Public Works
Francisco García, MD, MPH, Deputy County Administrator & Chief Medical Officer,
Health and Community Services
Reenie Ochoa, Director, Stadium District



Pima County Stadium District

Date: April 28, 2021

To: C.H. Huckelberry
County Administrator

From: Reenie Ochoa 
Director
Stadium District

Carmine DeBonis Jr.
Deputy County Administrator

Re: Response to "FC Tucson and Major Users of Kino Sports Complex" memo of April 13, 2021

In response to the April 13, 2021 memo the following responses are provided.

North Stadium Sound System:

- Sound check performed week prior to first scheduled FC use
- System designed for basic announcements, National Anthem, and game info
- System is over 15 years old and not originally designed for today's technology such as smart phone use for music
- System will cut in and out if "aux" cord is not fit properly into the smart phone used. Kino staff has purchased a variety of "aux" cords and adapters for use to minimize this issue
- Kino staff is on-site for all events and responds to issues for remediation
- During game of April 10, 2021 staff discovered that microphone connection was also loose and have submitted for repairs to be done prior to next game on May 8th
- Events of any type may utilize outside vendor sound systems with prior advance approval for clearance on locations, logistics, and safety guidelines

Kino staff responsiveness to FC Tucson requests:

- Kino events staff is on-site during any and all events that take place
- Stadium District Director has provided key FC Tucson individuals with 24/7 emergency availability
- Kino staff responds to requests, and accommodates where appropriate and possible, even when outside the Use Agreement time frames
- Some requests based upon nature, may be referred to other departments such as Risk Management or Facilities for assistance and/or approval. This may take additional response time.
- Requests not able to be approved immediately are provide with justification and ability to review for future dates/uses.

FC Tucson as a primary anchor tenant at the Kino Sports Complex:

- Variety of user groups have more field use, participants, and revenue generated in comparison to FC Tucson
- Semi-professional or professional teams have and continue to be a portion of facility users on a non-exclusive basis

- Attendance comparisons for calendar year 2019 of uninterrupted activity due to Covid:
 - FC Tucson MLS Pre-season and Cup = 3839 (spectators plus teams game days only)
 - FC Tucson USL Division One Season = 8332 (spectators plus teams game days only)
 - Sports Hub Adult Soccer League = 6182 (participants & spectators only league play no games)
 - Gotham Adult Soccer League = 5126 (participants & spectators only league play no games)
 - AYSA Youth Soccer = 18,392 (participants & spectators leagues and tournament play)
 - San Miguel Charter School = 3754 (participants and spectators practice and league games)
 - Sugarskulls = 1620 (participants for practice sessions only)
 - KT Wiz Korean Baseball = 1950 (participants for practice sessions only)
 - KFMA Day Concert = 11,563 (one-day event)
 - Mexican Baseball Fiesta = 20,000 – 26,000 (5000-7000 per day over 4-day event)
 - Ft. Lowell Shootout = 29,100 (5775 participants and 11,550 avg. spectators/day over three-day event)
 - Gem & Mineral Show = 5000 avg. per day
- FC Tucson revenue generated is 7-11% of the total overall event revenue generated. Graph attached.

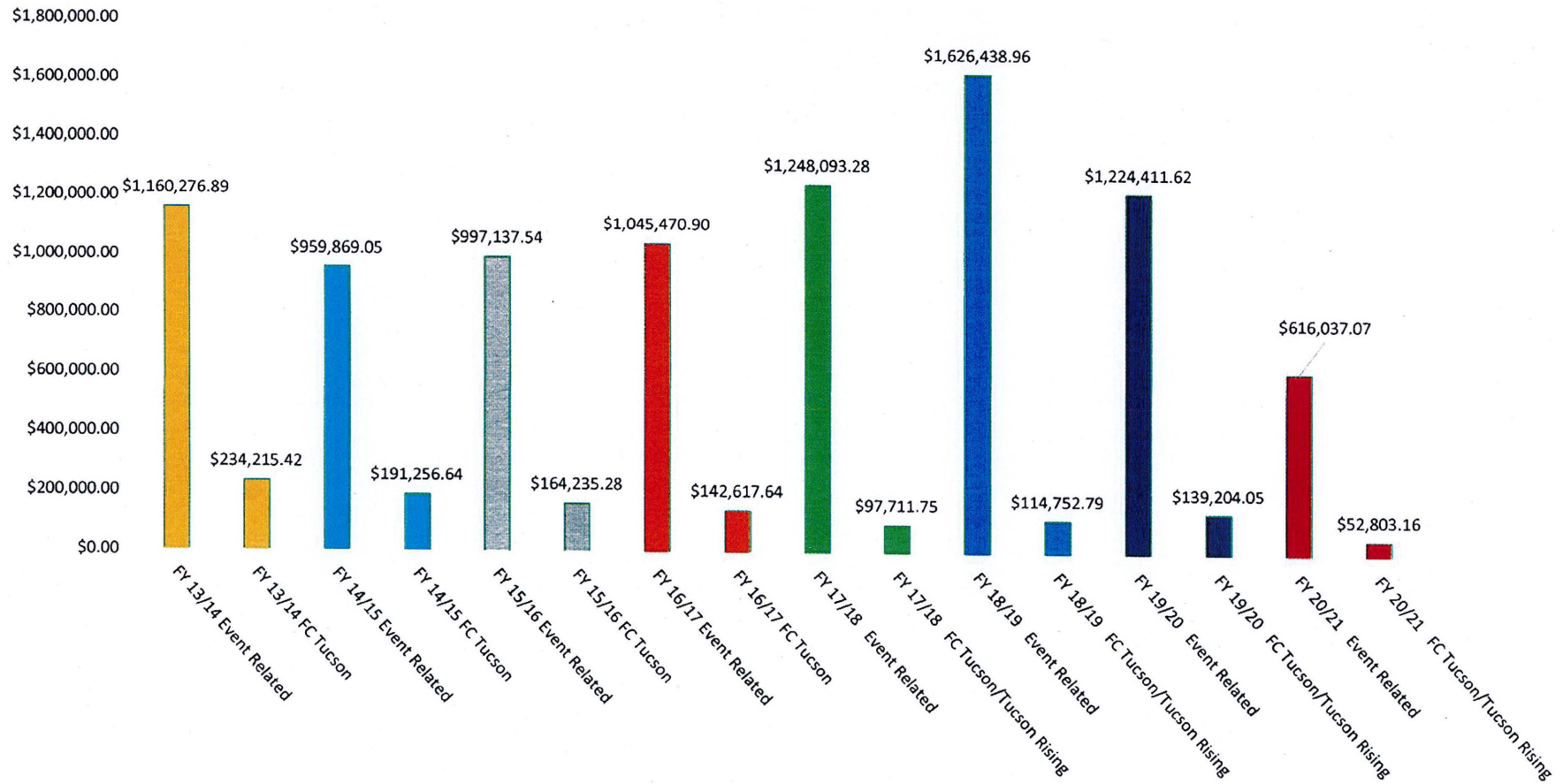
FC Tucson Field Maintenance:

- Regular on-going and special horticultural and maintenance practices are the same for all fields within the Kino Sports Complex
- Natural grass fields are subject to a variety of challenges, including the current drought conditions, pests, use, and original design and construction of the field
- Field use time of year and other previous events impact field conditions
- As a facility available for public use, conditions are not the same as with an exclusive use private facility. Professional level programs expect “concierge” type service
- Use Agreement indicates the maintenance included in the rental fees with any other special requests potentially resulting in additional charges.
- Professional and semi-professional sports programs provide for recognition and marketing opportunities but at a cost to other users of the complex

RO/ro

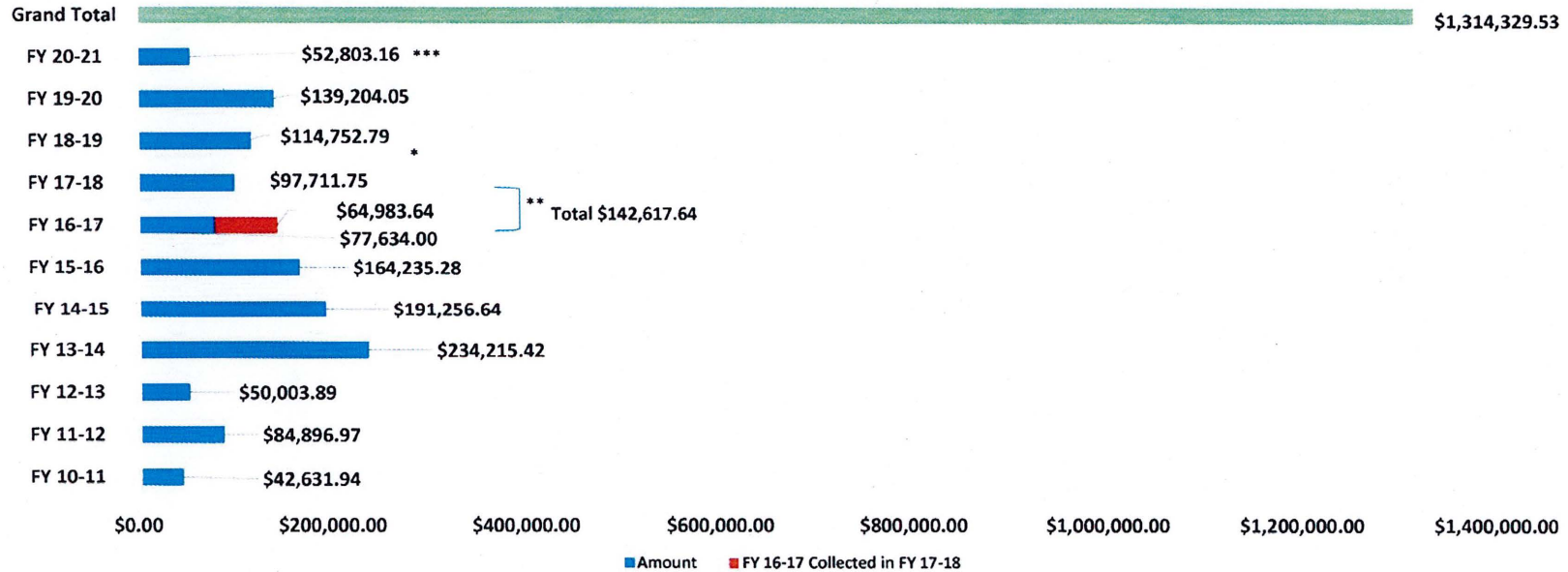
Attachments

KINO SPORTS COMPLEX FISCAL YEAR REVENUE WITH FC TUCSON/TUCSON RISING COMPARISONS



*Amounts for FY 20/21 collected through 04/01/2021

FC Tucson Total Revenue Paid Fiscal Year Comparison



* FC Tucson Acquired by Phoenix Rising in October 2017

** Past due revenue paid by Phoenix Rising in FY 17/18 for FY 16/17

*** COVID Impacted. Shortened Season. No Spectators

Amounts collected through 4/1/2021

FC Tucson/Tucson Rising has notified no longer utilize Kino Sports Complex. Did not renew use agreement for 2021.

Benevolent Sports Tucson LLC, has requested use and signed use agreement for 2021 as yet to be named USL franchise.