

**TOWN**  
*Of*  
**PARADISE VALLEY**



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**STAFF REPORT**

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**TO:** Mayor Bien-Willner and Town Council Members

**FROM:** Jill B. Keimach, Town Manager  
Andrew J. McGuire, Town Attorney

**DATE:** May 11, 2023

**DEPARTMENT:** Town Attorney's Office  
Andrew McGuire, 602-257-7664

**AGENDA TITLE:**

Discussion and possible approval of the First Renewal to the Agreement between the Town of Paradise Valley and Experience Scottsdale.

**RECOMMENDATION:**

Approve the First Renewal to the Agreement between the Town of Paradise Valley and Experience Scottsdale and authorize the Town Manager to execute the same.

**SUMMARY STATEMENT:**

On June 28, 2020, the Town of Paradise Valley executed a contract with Experience Scottsdale for services related to the promotion of the Town's hospitality industry. The Town would like to exercise the First Renewal to the Agreement for the period of July 1, 2023, through June 30, 2024.

**ATTACHMENTS:**

- A. Staff Report
- B. CON-20-132-TMG - Agreement between the Town of Paradise Valley and Experience Scottsdale
- C. Proposed First Renewal to the Agreement between the Town of Paradise Valley and Experience Scottsdale