



## Legislation Details (With Text)

**File #:** 20-204      **Version:** 1      **Name:**  
**Type:** Study Session Item      **Status:** Agenda Ready  
**File created:** 5/8/2020      **In control:** Town Council  
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**Title:** Update from and Discussion with Experience Scottsdale Regarding its Strategic Recovery Plan  
30 Minutes

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. 2020-21 Experience Scottsdale Strategic Recovery Business Plan - Executive Summary, 2. 2020-2021 Working Draft Budget - updated 05-13-2020

Date	Ver.	Action By	Action	Result
5/14/2020	1	Town Council	Received and Filed	

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

**FROM:** Jill Keimach, Town Manager

**DATE:** May 14, 2020

**DEPARTMENT:** Town Manager

### AGENDA TITLE:

Update from And Discussion with Experience Scottsdale Regarding its Strategic Recovery Plan

### SUMMARY STATEMENT:

COVID-19 hit during the Town and Valley peak tourism season, causing steep revenue declines and temporarily shuttering some hotels. For hotels that remained open, occupancy and revenue per available room have both declined approximately 90% year-over-year for the month of April.

As our state reopens and people consider traveling again, Experience Scottsdale will present their strategic recovery business plan and explain how they are driving business to the town of Paradise Valley and its resorts. They will share tactics via marketing, communications, tourism and convention sales that are keeping the destination top of mind and encouraging visitors and groups to return.

A written recovery plan will be made available shortly as the organization's budget is being finalized due to updated revenue forecasts from various partners.

Because this Study Session is intended to focus solely on Experience Scottsdale's Strategic Recovery Plan and will not include any contract discussions, all Councilmembers will be able to participate in this item.

