



MEMO

TO: Payson Town Council
FROM: Cameron Davis – Tourism & Economic Vitality Director
DATE: September 15, 2008
SUBJECT: **FLW Outdoors Stren Series Big Bass Tournament**

It is proposed that FLW Outdoors and the Town of Payson enter in to an agreement (**Please see attached Resolution 2434**) to bring a first class bass fishing tournament to the Rim Country. The date for this event would be April 15-18, 2009 and will include over 450 anglers that will compete at Roosevelt Lake for one of the largest purses in the professional sport of bass fishing. Payson will be the Host for their official Pre-tournament and registration meeting on Wednesday April 15th, 2009. Mazatzal Casino has offered to supply their conference room free of charge to accommodate this large group. Payson will also host the final weigh in and awards ceremony on Saturday April 18th, 2009 that will take place in the Wal-Mart parking lot. Bison Homes/Bison Cove has graciously offered 6 of their 2 room condos in order to accommodate the FLW staff.

The FLW is the world's leading tournament-fishing organization with 90,000 entries, 240 events, 12 tournament trails and total purses exceeding \$42.6 million, including more than \$6 million awarded in no-entry-fee championships, in 2007. In fact, 17 of the sport's top 18 bass-fishing tournaments (those offering awards of \$1 million or more) are FLW Outdoors events, including the biggest tournament in bass fishing — the \$2 million Forrest Wood Cup. FLW Outdoors also offers the largest cash awards for fans — \$7.3 million to be exact — through FLW Fantasy Fishing, which pays \$100,000 to the top fantasy player at every FLW Tour stop and the Forrest Wood Cup plus \$1 million to the overall top fantasy player for the year. No other fantasy sports league even comes close.

The FLW offers different tour levels and in April 2009 it is proposed that they will bring their very popular Stren Series to Payson/Roosevelt Lake. The Stren Series is where the sport's emerging stars compete for big money and priority entry into the FLW Tour and FLW Series. According to their Tournament Director this is the equivalent of Professional Spring Training Baseball.

Amended 9-15-08

SEP 18 2008 G9

As it relates to possible economic impact on a community, the FLW has put together the following model for your review as it relates to the Stren Series.

Stren Series Economic Impact Scenario (max field)	\$\$
Professional Anglers	200
Co-anglers	200
Family Members/Press/Special Guests	200
Factory Service Personnel	10
Sponsor Representatives	10
Webcast Crew	5
FLW Outdoors Staff	10
TOTAL	645
Daily Hotel Expenditure	\$80
Average Hotel Nights Per Person	6
Total Room Nights	325
Expenditures for Hotel	\$156,000
Daily Food Expenditure	\$40
Average Days on Site	6
Expenditures for Food	\$154,800
Daily Gas & Oil Expenditure	\$50
Average Days on Site	6
Expenditures for Gas & Oil	\$60,425
Daily Expense for Miscellaneous Items	\$100
Average Days on Site	6
Expenditures for Miscellaneous Items	\$282,000
Total Expenditures	\$653,225
Economic Impact w/out advertising	\$979,838
Est. advertising exposure equivalent	
Newspaper Articles	45
Newspaper Circulation	2,000,000
Newspaper Value	\$60,000
Webcast (3 Days at minimum 1 hr show)	\$50,000
Total Advertising Value	\$110,000
TOTAL ECONOMIC IMPACT	\$1,089,838

The Stren Series is a National/Internationally recognized event so preparations are already under way to include Payson as the Host City in all forms of the FLW marketing campaign. FLW will promote Payson as the "Place to Stay" to all of their anglers and spectators. Special offers and programs are already being discussed that will be offered to the anglers families as enticements to stay and play in Payson during the event.

This is a great win/win for the Town and our community and due to a third party sponsor (as mentioned in the agreement) who is paying the FLW entry fee of \$8,000 the Town's financial obligation is minimal.

Discussions have already begun between the Town's Office of Tourism and Economic Vitality and FLW to host a much larger event in April 2010. This event is called the "FLW Series West" and is considered the West Coast National Championships. The FLW Series West is the most lucrative bass tournament in the country and payouts are often times in the hundred of thousands so the level of fisherman that will be attracted to this event is the crème of the crop. Also with this tournament comes national press exposure that will once again allow Payson to put its best foot forward on a National scale.

Possible motion to recommend Approval

"I move that Town Council Authorize Debra Galbraith, Town Manager for Payson Arizona to sign and thereby approve Resolution 2434 as attached".