

April 16, 2012

To: Amanda Jacobs, Economic Development Manager

From:  Brent DeRaad, President & CEO

RE: 3rd Quarter Performance Recap

Events

The third quarter of this fiscal year saw our community host and receive economic benefit from several events. Overall occupancy and ADR is up throughout the region.

- The major event, the Tucson Gem, Mineral & Fossil Show was well attended and from the show owners, it was very successful.
- The La Fiesta de los Vaqueros (Tucson Rodeo) & Parade drew an estimated 55,000 people and 200,000 to the parade. The Rodeo estimates an economic impact of \$16 million.
- The 4th Tucson Festival of Books drew 450 authors, 240 exhibitors and an estimated 200,000 people to the UofA campus for the 3-day event, now the 4th largest festival of its kind in America. Economic impact has yet to be determined by the Festival Committee.
- The World Golf Championships-Accenture Match Play Championships brought the world's 64 best golfers to the Ritz-Carlton Golf Club, Dove Mountain. TV coverage of this event featured Tucson both nationally and internationally.
- Arizona's Centennial was celebrated February 10-12 with an extended version of the monthly 2nd Saturdays Downtown.
- The 4th Avenue Street fair drew record crowds to the university area March 24-25.

Sports Development

- 2,000 athletes competed in the 8th Annual Arizona Distance Classic which was held March 25th in Oro Valley.
- The Ft. Lowell Soccer Shootout brought in about \$3 million to the economy and used 2,000 hotel rooms.
- Club Cactus Juniors Volleyball Invitational, held at the Tucson Convention Center, brought 2,700 athletes and family members to downtown Tucson with an economic impact of \$845,000.
- The FC Tucson Desert Diamond Cup was held February 22 – March 3, 2012 at Kino Veterans Memorial Stadium. Sellout crowds watched four of the best teams in Major League Soccer – The New England Revolution-Real Salt Lake – The New York Red Bulls – LA Galaxy, play.
- The Tucson Trap & Skeet Club, home of the USA Shooting Southwest Regional Certified Training Center, hosted the 2012 International Shooting Sport Federation World Cup competition, an Olympic qualification competition, March 23 – April 1. 400 athletes from over 30 countries attended this last major competition before the 2012 Olympics in London.

Conventions

- The Plasma Spectro Chemistry Convention was held at the Hilton El Conquistador Resort, January 8-13. 650 scientists and guests visited Oro Valley and brought in an estimated economic impact of almost \$600,000.

Marketing

- The Gem Show mobile app generated 52,000 page views and nearly 7,000 visits during the two week Showcase. Average time on the app is over nine minutes per session and average number of pages viewed is seven.
- Increasing regional brand awareness for Tucson as The Real Southwest and building on the momentum that Tucson is Wildcat Country, the Marketing Department sponsored a three-point card that engaged enthusiastic UofA fans during basketball games at McKale Center.
- Branded 110 interior subway trains in Chicago with 28,277,040 impressions and two light rail exterior train wraps plus 20 trains with three interior signs in Denver for 98,757,120 impressions.
- Weather.com – weather-triggered banners deliver the “We have a different outlook on Winter – Experience Real Southwest Warm Weather web banners when temperatures hit below freezing.
- Marketing was heavily involved with the logistical marketing and promotional planning of FC Tucson Desert Diamond Cup targeting the Mexico, Phoenix and Tucson markets.
- Produced award winning creative in 2011 and accepted six Addy awards from the American Advertising Federation February 18th for the Real Southwest Transit Campaign, Chicago train, Real Deals, Real Summer Campaign, Golf email blast sent to Golf Magazine/Golf Digest and Film in Arizona Web-Site/Direct Mail Campaign.

Mexico

The MTCVB opened their second Visitor Center in Cd. Obregon, the only CVB in the State to have two in Mexico. The Visitor Center in Hermosillo continues to produce results with 2,124 visitors making 866 reservations for 1,504 room nights.

Film

- Tucson Cine Mexico Film Festival was held February 20-March 4th celebrating contemporary Mexican cinema.
- The movie GOATS, with which the MTCVB Film Office staff assisted, was released at the Sundance Festival and may be coming to a theater near you.
- Staff continues to work to get HB2127, the Multimedia Incentive bill passed in the legislature.

Air Service

- Tucson International Airport (TIA) announced new seasonal non-stop service to the Baltimore-Washington area on Southwest Airlines from February 12 through April 9, 2012.

METROPOLITAN TUCSON CONVENTION AND VISITORS BUREAU
Oro Valley

QUARTERLY PERFORMANCE REPORT – Third Quarter

January – March, 2012

KEY MEASURES OF PERFORMANCE	ADOPTED FY 2012	CURRENT Quarter	YEAR TO DATE	COMMENTS
Convention Sales				
Sales Leads	350	83	260	All leads, sites & bookings, etc. are
Site Inspections	44	17	34	Distributed or sent to the Hilton
Future Bookings	40	4	11	El Conquistador Resort
Room Nights of future bookings	15,000	2,397	4,362	
Convention Services				
Meetings/Conventions serviced	30	10	31	
Travel Industry Sales				
Leads/Services	40	3	27	
Promote to targeted tour operator clients	500	336	1,274	
Impressions via tour operator catalogs	1,000,000	0	423,300	
Communications				
Travel Articles	31	10	29	
Readers/viewers through editorial placement	2.5 M	512,014	593,433	
Publicity Value	\$20,000	\$4,239	\$27,490	
Marketing				
Generate Inquiries from primary markets	100,000	23,306	56,258	
Unique visitors to MTCVB website	2.5M	428,412	972,900	
Unique visitors to Oro Valley via MTCVB website	10,000	5,567	12,309	

AZCENTRAL'S BEST DAY TRIP

ARIZONA 79 TO TUCSON

The Old Pueblo has everything you need for a nice getaway — museums, hiking, good restaurants and plush resorts. You can get there in a blink via Interstate 10, but for a more scenic, relaxing drive, consider taking Arizona 79, otherwise known as Pinal Pioneer Parkway. This classic desert two-lane highway includes miles of saguaro-covered hillsides and nice views of the Santa Catalina Mountains. Stop in Florence for a look at McFarland State Historic Park, which also is the town's visitor center. Another point of interest along the way is Casa Grande Ruins National Monument, which preserves Hohokam structures that date back some 700 years. Closer to Tucson, explore Catalina State Park. The favorite hike there is Romero Canyon Trail, which goes uphill about 3 miles to the water-filled Romero Pools, a great place to rest up for the hike back down. Shorter, flatter trails are available for those who like to take it easy. The park also has guided hikes and lots of other activities. To make the drive, take U.S. 60 east to Arizona 79 at Florence Junction and go south.

— Ron Dungan



Public Relations Key Measures of Performance for Oro Valley

March 2012

367 published, broadcast, and online stories tracked

8 travel journalists hosted in Tucson

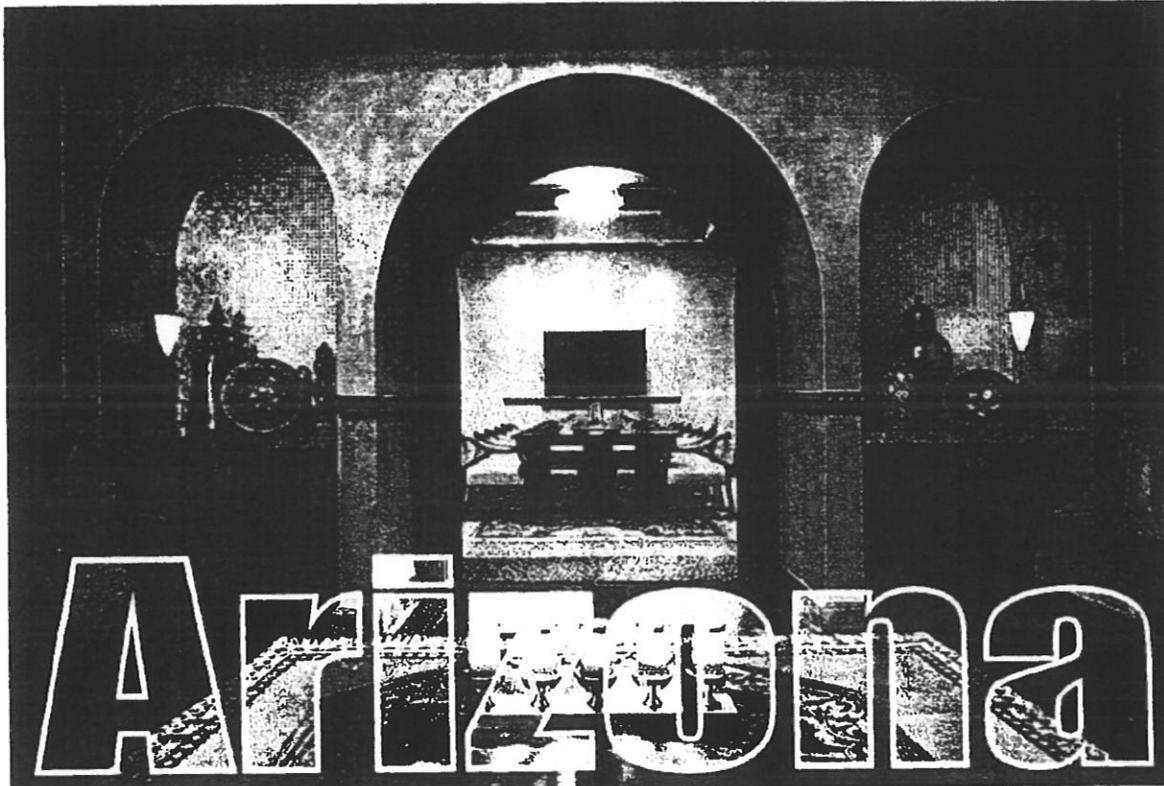
0 trade shows/media marketplace attended by PR Director

2 article(s) pertaining to Oro Valley

Outlet	Title/Program	Date	Media Group	Publicity Value	Circulation
Arizona Republic	DAY TRIP	3/25/2012	Print	\$1,469.64	472,200
Explorer Newspapers, Inc.	Best of the Northwest	3/29/2012	Internet	\$49.96	
				<i>50 pages</i>	
				\$1,519.60	472,200

http://explorernews.com/botnw/article_e04da18e-791d-11e1-9a49-0019bb2963f4.html

DESTINATION



The space at the Montecito Resort & Spa, including this grand boardroom, is inspired by the Andalusian region of Spain.

Where Service Shines Like the Sun

By Karen Brost

At the end of her sales meeting at Loews Ventana Canyon Resort in Tucson, Anne Taylor, senior vice president of sales for Shelton, CT-based semiconductor manufacturer Vishay Americas, noticed that something was missing. "There was not one negative comment," she states. "When you bring a group of 250 people, they will find something to criticize and complain about. That's human nature. But people actually went out of their way to write me letters and tell me what a great event it was. That was unprecedented."

Taylor had checked out Tucson as a potential meetings destination on the advice of a colleague. "I travel all over the world, but I had never been to Tucson. I flew there and was very favorably impressed. I also thought it would be a unique setting for people coming from Germany and Asia who had never been to the desert," she says, citing the uniqueness of the scenery.

Located in southern Arizona, Tucson is surrounded by five mountain ranges and is bordered, in part, by the Coronado

National Forest and Saguaro National Park. The area boasts 350 days of sunshine a year.

The 398-room Loews Ventana Canyon Resort offers spectacular views of the Santa Catalina Mountains along with 37,000 sf of indoor meeting space and 40,000 sf of outdoor event space, two Fazio-designed PGA golf courses, two pools, a spa and tennis center. It was recently named to *Golf Digest's* list of "The 75 Best Golf Resorts in North America."

Taylor was very pleased with the resort's accommodations and meeting space, but what really stood out was the service. "The service was phenomenal," she says. "It actually exceeded what I expected. My colleagues and attendees were all impressed. They contacted me to tell me how friendly everyone was, and not just our key contacts, but anybody that you talked to, whether they were serving a meal or you just happened to pass them in the hallway."

The Vishay attendees took advantage of the property's golf

and spa facilities, and Taylor worked with the resort's recreation staff to schedule a desert jeep ride for her guests. "About 115 people went out and had a great time. People got to play with a tarantula and hold a snake, and they were just beside themselves. I was happy for them!" she laughs.

She also had high praise for Loews' food and beverage service. "Normally, when you have that volume of people, the quality of the food isn't something that you write home about. But the filet mignon that we had on the formal dinner night was like cutting into butter. The quality of the food was unbelievable."

Taylor said that her last-minute requests were also handled with ease. "When I had a meeting set up in our executive suite, it was decided that we needed to have a screen. That was not on the order. Within 10-15 minutes max, there was a screen in my room all set up. I don't think you could have serviced it better."

Starr-Worthy Service in Tucson

Jeff Paul, director of marketing for Crystal Lake, IL-based truck parts distributor Vipar Heavy Duty, also had a successful event in Tucson. "It acts as a stockholder's meeting, a sales meeting and a conference between our distributors and suppliers," he explains. "It has become pretty well-known within the industry as one of the premier meetings to go to."

He explained his choice of a destination. "Tucson is a big little city," he says. "Climate is key because with an October meeting, it can be shaky in some other parts of the country that time of year. Most of our attendees come from the East Coast, so it had to be easy enough for them to come in from the east. The airport there (Tucson International Airport) is a modern airport, but it's small enough to get in and out very quickly."

His 600-attendee group met at the 575-room JW Marriott Tucson Starr Pass Resort & Spa, which offers 88,000 sf of meeting space, the Starr Pass Country Club and Hashani Spa, along with spectacular views of the surrounding cactus-studded landscape.

Paul stated that his company has been happy with Marriott-branded properties in the past, and the Marriott Starr Pass also turned out to be a great choice. "Going into the meeting, we felt like it fit us like a glove. It had the right amount of meeting space between the two main ballrooms for our trade show, general session and larger events like a keynote lunch. We knew we were going to have the lion's share of the property for our attendees, so we knew we weren't going to have to compete with multiple groups being in-house at one time. And then there was the quality of the property. It was built in '05, so it had the newness to it."

For their downtime, Vipar's attendees had a full menu of recreational activities to choose from. Options included a golf tournament, road bike ride, trap and skeet shooting, a desert jeep excursion and tours of the Sonoran Desert Museum and the San Xavier del Bac Mission. "I think we had seven or eight activities going on at one time. They seemed to enjoy that," he adds.

Paul lauded the resort staff's dedication to making sure that guests were made to feel welcome. "Somebody doesn't just walk down the hall and say 'hello,'" he explains. "They look at your name badge. The level of service and personal attention that all of the staff gave was overwhelming. It was a culture there. It



Photo courtesy of Jeff Paul, VP

"When you bring a group of 250 people, they will find something to criticize. ...But people actually went out of their way to write me letters and tell me what a great event it was."

Anne Taylor, Director of Sales and Marketing, Vistara Americas

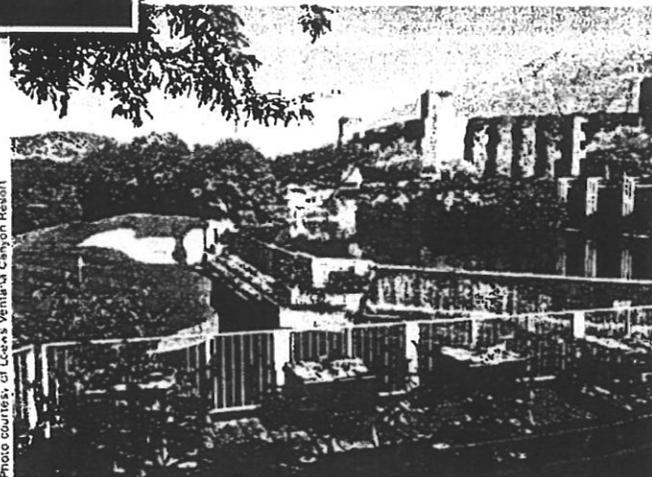


Photo courtesy of Loews Ventana Canyon Resort

Vistara Americas: held a sales meeting at Loews Ventana Canyon Resort (above) in Tucson. Vistara's Senior Vice President, Anne Taylor, top, foreground, notes that her meeting was phenomenal.

wasn't just one or two people that you run into that do a great job. We've had great experiences at a lot of different properties, and these guys stood right up with the best of them. The level of service and attention to detail were fantastic."

More Tucson news: Tucson's newest hotel, the 215-room Casino Del Sol Hotel, Spa and Conference Center, made its debut in November. The \$100 million property can accommodate up to 1,500 for a theater-style event or up to 800 for a dinner. It also has a spacious lawn that can host outdoor events for up to 3,000 guests. The new hotel is located on the Pascua Yaqui Reservation southwest of downtown Tucson.

The 428-room Hilton El Conquistador Golf & Tennis

Photo courtesy of JW Marriott Tucson Star Pass Resort & Spa



Photo courtesy of JW Marriott Tucson Star Pass Resort & Spa. The resort features 31 holes of championship golf.

Resort is set on 500 acres in the foothills of the Santa Catalina Mountains. The AAA Four Diamond resort offers more than 100,000 sf of indoor and outdoor function space along with 31 lighted tennis courts, 45 holes of championship golf, horseback riding and a wellness center. The hotel is offering a series of "Group Value Dates" throughout 2012 that feature rates 10-30 percent lower than standard seasonal group rates.

The Omni Tucson National Resort is set on 650 acres and features 128 guest rooms, 36 holes of championship golf, 12,000 sf of meeting space, a spa and fitness center. The resort's spa recently achieved AAA Four Diamond status.

Phoenix Goes Pro

Arizona's reputation as a major event destination was further solidified when the NFL selected Phoenix to host Super Bowl XLIX in 2015. This will be the third time the city will host the event since 1996. The area's sunny winter weather, wealth of luxury hotels and resorts, and world-class sports venue, the University of Phoenix Stadium in Glendale, were likely major factors in the decision. Winning the bid is a big deal for the state because the 2008 Super Bowl had an estimated economic impact of \$500 million.

The newest addition to the Phoenix light rail system will be completed well in advance of the next Super Bowl. The new \$1.1 billion driverless people mover called the PHX Sky Train will begin transporting passengers between Phoenix Sky Harbor International Airport and the light rail system in 2013. Current light rail routes include downtown Phoenix, Tempe and Mesa.

For the first time, Marriott has a presence in downtown Phoenix. The former Wyndham Phoenix was reflagged as the Marriott Renaissance Hotel in December. The 447-room hotel is located adjacent to the Phoenix Convention Center and offers 60,000 sf of meeting space.

Planners in search of an all-suite resort in the heart of the city may want to consider the 563-suite Pointe Hilton Squaw Peak Resort. Set on the slopes of the Phoenix North Mountain

range just minutes from Phoenix Sky Harbor International Airport, the resort features 48,000 sf of indoor and outdoor meeting space, including a recently updated Palacio event venue, a free-standing, 6,362-sf space with multiple levels. The resort's Hole-in-the-Wall River Ranch is a water park with four acres of pools and waterfalls, and a lazy river. Golf is available just minutes away at the Lookout Mountain Golf Club.

Success in Scottsdale

Joshua Rice, account manager for the third-party planning firm Creative Group Inc., recently brought a pharmaceutical group with 180 attendees to the luxurious Montelucia Resort & Spa in Scottsdale. "They just love the hotel," he says. "It's their Phoenix (area) hot spot. It's always on their short list."

With an elegant design inspired by the Andalusia region of Spain, the Montelucia is filled with courtyards, arched walkways and fountains. It features 293 rooms, 27,000 sf of meeting and event space, and Joya, a 30,000-sf Moroccan-themed spa.

"We did an opening welcome reception at the pool, which has an amazing landscape," Rice explains. "You don't need to put much décor there with Camelback Mountain in the background. We had a lot of space heaters because it was November,



"(Montelucia's staff is) fully flexible. They have no problem gutting rooms to make them breakouts. They want to make it work and be a true partner, which is great."

Joshua Rice, Account Manager, Creative Group Inc., Phoenix, Ariz.

but the attendees didn't mind because the whole pool area has a great vibe to it."

Rice appreciated the staff's flexibility. When it was determined that the resort's Alhambra ballroom was too big for the group, they got creative with air walls and made it work. "They're fully flexible. They have no problem gutting rooms to make them breakouts. They want to make it work and be a true partner, which is great."

Pointe Hilton Squaw Peak Resort in Phoenix features the Hole in the Wall River Ranch, a water park with four acres of pools and waterfalls, and a lazy river.



Photo courtesy of Pointe Hilton Squaw Peak Resort

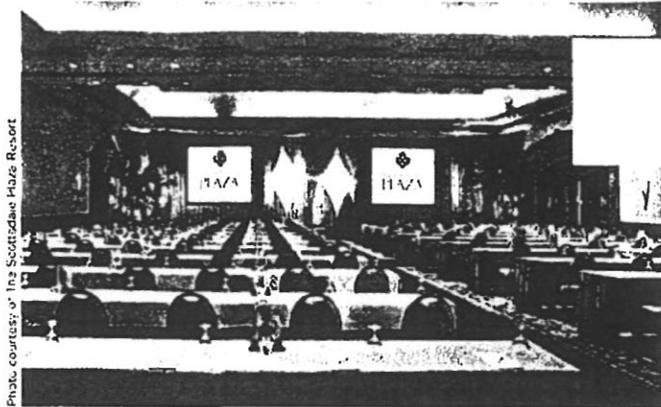
He said that the Montelucia is his personal favorite hotel in the Phoenix/Scottsdale area. "The rooms are big. The bathrooms are spacious. Every room has a couch, so if you're a business traveler, you can sit on the couch and work or you can sit at the desk or sit on your bed. The rooms are spacious enough to allow all that."

Rice did a dine-around event for his group that had a team-building element to it to encourage attendees to meet new people. "Everyone was given a puzzle piece, and you had to find your group to build your puzzle to find out where you were going (to dinner)," he explains. The company hosted a cocktail reception at the resort before loading the group on buses to head to six different restaurants. "It was great," he adds.

On the final day of the program, the West Coast attendees traveled home while the East Coast travelers stayed overnight and departed in the morning. "The hotel had a grab-and-go hot breakfast ready for them on the front drive," Rice notes.

Also located in Scottsdale, on the north slope of Camelback Mountain, Sanctuary on Camelback Mountain Resort & Spa offers 105 private casita accommodations and seven private mountainside homes. The resort's premier event space is aptly named The Views, because the 3,500-sf venue contains floor-to-ceiling windows and a wraparound terrace that deliver stunning mountain and sunset views.

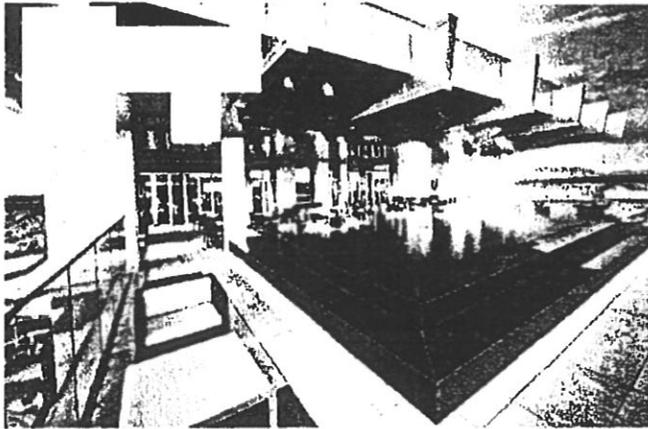
Sanctuary is offering two new options for fun teambuilding events. One is a cooking competition judged by the resort's



The 404-room Scottsdale Plaza Resort offers a total of 45,000 sq ft of meeting space, including the event ballroom.

executive chef, Beau MacMillan, who also happens to be a "Food Network" star. The other is "Mixology 101," an interactive cocktail mixing experience at the resort's Jade Bar where guests learn tips, techniques and tales about cocktail culture, then pick up some recipe cards to take home.

In other Scottsdale news, Joie de Vivre Hotels recently opened The Saguaro, the company's first property outside of California. Long-time planners might recall the property's earlier "lives" as the Hotel Theodore, the Mondrian and the James Hotel. The 194-room hotel, located in Old Town Scottsdale, contains 10,000 sf of meeting space and a signature restaurant, Distrito, which showcases the street foods of Mexico City.



The Fairmont Scottsdale Princess Talking Stick Resort offers a contemporary look at the traditional desert resort of Arizona.

The hotel's designer has chosen a vivid color palette of pink, green, orange and yellow to mimic the wildflowers found in Scottsdale's desert landscape.

The Fairmont Scottsdale Princess has broken ground on a new \$20 million conference center, which is expected to open in October 2012. The 52,331-sf space will include the new 23,000-sf Palomino Ballroom, which will have walls that open to the outdoors. The new addition will bring the resort's total meeting space to 150,000 sf, making it the largest meetings resort in Fairmont's portfolio worldwide.

The Scottsdale Resort & Conference Center, which is managed by Benchmark Hospitality, recently partnered with the nonprofit organization Clean the World to donate its "gently used" bath amenities to the organization. Clean the World then sanitizes the products and distributes them to help prevent the spread of disease in developing countries and homeless shelters. In the first month of the program, the resort donated approximately 3,000 bars of soap and 2,500 bottled amenities such as body lotion, shampoos and conditioners to Clean the World.

Set on 40 acres in the heart of Scottsdale, The Scottsdale Plaza Resort serves as an oasis in the city with its mountain views, palm trees, five swimming pools, Salon & Day Spa, lighted tennis courts and nine-hole putting green. It is conveniently located just 25 minutes from Phoenix Sky Harbor International Airport. The resort offers 404 guest rooms, 180 of which are suites. Its 40,000 sf of meeting space is versatile. It includes 21 meeting rooms with 58 breakout suites and what the resort describes as "the area's finest acoustically perfect amphitheater." Live jazz entertains at Remington's Lounge six nights a week. A grand opening was held in early January for Scottsdale Resort's newly renovated fitness center, which

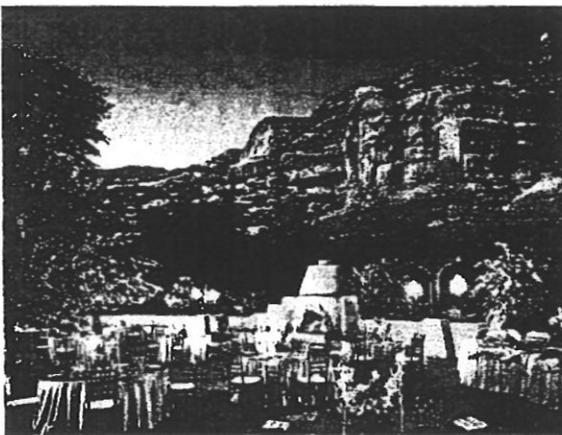
offers group classes that are proving to be quite popular with meeting attendees, says the resort's spokesperson.

The AAA Four Diamond, 497-room Talking Stick Resort offers 100,000 sf of indoor and outdoor function space, which includes the 25,000-sf Salt River Grand ballroom and 21 other meeting rooms. The resort, located just 15 minutes from Phoenix Sky Harbor International Airport, also offers so many dining and entertainment options that attendees won't have to go off property unless they really want to. The resort includes a 240,000-sf gaming floor, five dining venues and live entertainment in the resort's 650-seat showroom. With its 15th-floor vantage point, the signature Orange Sky restaurant offers stunning panoramic views, and the Orange Sky Lounge features three outdoor patios. The Troon-managed Talking Stick Golf Club is also located just minutes away, as is Salt River Fields, the new spring training home of the Arizona Diamondbacks and Colorado Rockies.

Spectacular Sedona

Sedona, one of the most photographed destinations in the world, is just a two-hour drive north of Phoenix. It is also home to Enchantment Resort, a luxury property surrounded by the spectacular red rock beauty of Boynton Canyon.

Enchantment, which also includes the award-winning destination spa Mii Amo, recently completed phase two of a renovation project that included the refurbishing of all 218 guest rooms. The redesign, inspired by Native American traditions, includes onyx vanity tops, custom lamps with hammered metal finishes, headboard designs with the sun symbol of the Yavapai Nation and Native American patterned tapestries. New electronics, including 42-inch HDTVs, custom desk lamps with re-charging capabilities and Bose iPod docking stations have also been added. The project follows on the heels



The outdoor event terrace at Enchantment Resort offers a lovely backdrop of the enchanting red rock vistas of Sedona.

of the resort's \$4 million expansion of its Meeting Village, which offers 13,000 sf of indoor space and an additional 20,000 sf of outdoor function areas.

Service With a Smile

The high service standards many groups have experienced at Arizona's hotels and resorts make the attendees' experiences more enjoyable and the planners' lives easier. So it's only natural to want to return. That's what Rice and his client have found with their experiences at Montelucia.

"They love the hotel. We're trying to make it work next year to go back there."
C&IT

Home / Lifestyles / Recreation / Recreation

Get Moving, Tucson!: Walks, runs, relays all over area this month, next

- Story
- (0) Comments

Get Moving, Tucson!: Walks, runs, relays all over area this month, next

Posted: Thursday, February 9, 2012 12:00 am | Comments

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A few weeks ago, we provided a plan for setting and keeping goals, with some advice on how to be courageous in the face of those goals. Well, here we are, solidly into the new year and if you're at all like me, it's time to assess those goals and tweak those plans. To help keep you on track, today we'll provide a calendar of running, walking and other fitness-based events that take place in our community over the coming weeks.

- On Sunday is the low-key, low-cost Fine Valentine Couple's Relay, produced by the Southern Arizona Roadrunners, with an open four-miler, an open two-mile run/walk, and a relay with varied categories in which team members each run two miles on the UA campus, featuring a loop around the outside of McKale Center (www.azroadrunners.org).
- On Feb. 18 is the Laps for Literacy 5K Fun Run/Walk, held at Reid Park, which raises funds for the Make Way for Books/Pima County Public Library Story Town project and Altrusa International Inc. of Tucson Foundation (literacyconnects.org/event/laps-for-literacy-5k-fun-run-walk/).
- If 5K is too short for you, you can always get together with a dozen of your closest friends and run 150 miles from Wickenburg to Tempe at the Ragnar Relay del Sol, a two-day relay event on the weekend of Feb. 24 (www.ragnarrelay.com/race/delsol).
- Also on Feb. 24 is the Pueblo's Rodeo Run Four-Mile Run/Walk, produced by Tagg Running Events (www.taggrun.com).

- Down the road a bit in the Quail Creek community of Green Valley is the Quail Creek 5K Run, which features a doggy-dash division (quailcreekrun.com).

If you think February is crowded, March is even busier!

- March 3 sees the Thirst Project 5K Run/Walk held at Udall Park (www.facebook.com/thirstproject5k), as well as the Erik Hite Foundation Second Annual Fun Run and Walk, put on at Reid Park by the Erik Hite Foundation in honor of the Tucson police officer who lost his life in the line of duty. (www.soaznonprofits.org)

On March 4 is the inaugural Be Tucson Women's Only 5K and Men's Mile, produced by the Southern Arizona Roadrunners and hosted at La Encantada as part of a morning expo on women's health, wellness and beauty. Be Tucson raises funds for the Southern Arizona Susan G. Komen Foundation (www.azroadrunners.org).

Also on the 10th is the Midtown Sertoma 5K Run & Walk for Better Hearing, put on by Everyone Runs to raise funds for the Arizona State Schools for the Deaf and the Blind (everyoneruns.net). If you're in the mood to travel, on March 10 you can head north to the Southwest Spine and Sports Mountain to Fountain 15K (9.3 miles), produced by the Bandido Racing Club and held in Fountain Hills outside of Phoenix (bandidos15k.com).

On March 17, Tagg Running produces the Third Annual "Green Isle Mile" and Running with the Irish 5K. It kicks off the St. Patrick's Day Parade (wear green).

Also on March 17 is the Beat Cancer Boot Camp Challenge, a 5K obstacle run at Brandi Fenton Memorial Park, as well as the 11th Annual Walk the Loop for Lupus held at Reid Park (www.lupus-az.org).

On March 18, the Southern Arizona Roadrunners produce Dave's Run 5K for ALS at the new Crossroads at Silverbell Park in Marana. This long-standing event is named after Dave Filer, who passed away due to Lou Gerhig's disease, with funds going to the local Jim Himelic foundation.

A week later on March 25, you have three options: the Susan G. Komen Race for the Cure 5K run and walk, with a companion one-mile to be held at Reid Park, with its usual gathering of more than 10,000 people raising funds for cancer research. The Komen Foundation points out that more than 75 percent of its race proceeds stays right here in Southern Arizona, funding a range of programs, activities and research (www.komensaz.org).

On the same day in the town of Oro Valley is the Arizona Distance Classic Half-Marathon and 5K, a long-standing 13.1-mile race on the rolling hills of Oro Valley (www.arizonadistanceclassic.com).

Also on March 25 is the first race of the annual Tri Tucson triathlon series, the Tucson Triathlon, at the University of Arizona (www.tritucson.com).

Whew - as you can tell, there are a lot of ways to get moving over the coming weeks - and this list doesn't even cover all the charity walks, bike rides and runs throughout Southern Arizona.

For more, check out azroadrunners.org/community_event.

Whatever you do, make sure you get moving, Tucson!

Randy Accetta is the race director for the Sunrise at Old Tucson Cross Country Trail Run and past president of Southern Arizona Roadrunners. Accetta is the national director of Coaching Education for the Road Runners Club of America and teaches at the University of Arizona.

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It's Back! 99¢ Home Delivery

Posted in Recreation, Outdoors on *Thursday, February 9, 2012 12:00 am*

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- 5K to benefit Arizona Schools For the Deaf and the Blind
- 'Meet Me' run invades Foothills
- Arizona Animal Fair is Sat. at Reid Park

Hotel Business

Hilton Tucson Set To Add Exec Conference Center

Posted 2/15/2012

TUCSON, AZ—The Hilton Tucson El Conquistador this spring is set to open a new 11,000-sq.-ft. Executive Conference Center that will provide eight meeting rooms, including one permanent boardroom with a built-in, 70-inch LED television for presentations.

"With a number of pharmaceutical, financial and high-tech industry-leading companies based in Tucson we saw an existent demand in the area for a full-service conference center," said Lynn Ericksen, general manager of the Hilton Tucson El Conquistador.

The center is designed for small to medium groups of 10 to 100 guests. Most meeting rooms will feature windows and some will offer balconies with views of the Catalina Mountains. Inside the rooms, conference attendees will benefit from advanced audio-visual equipment, ergonomic seating, work tables with non-reflective surfaces and built-in electrical outlets, as well as energy-efficient lighting.

As the first hotel in Tucson to receive Green Certification from the Arizona Tourism & Lodging Association and the recent recipient of The Stars of the Industry Award in the Good Earthkeeping category, Hilton Tucson El Conquistador also will implement a number of green initiatives throughout the executive conference center.

There will be a staffed business center that will provide services that will include technical support, express shipping, etc. Supporting team members will include event planners.

Refreshment service featuring a selection of coffees and teas, soft drinks and snacks will be available in two dedicated break areas. Conference groups also will be able to enjoy the resort's signature restaurants: Sundance, an American café concept and Dos Locos, which features cuisine inspired by the Southwest.

The Executive Conference Center at Hilton El Conquistador is currently pending certification from the International Association of Conference Centers. Hilton Tucson El Conquistador is accepting reservations for events in second quarter.

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Geotourism in Southern Arizona

Posted: Thursday, February 9, 2012 12:00 am

Northern Arizona has the Grand Canyon, but the state south of the Gila River boasts some pretty spectacular geological sights. Here are some must-sees that make up the GeoTourism map of Southern Arizona day trips developed by the Arizona Geological Survey.

Learn more about this resource at www.azgs.az.gov

- Sabino Canyon provides a window into the gneissic, granitic rocks and geologic structures of the Santa Catalina Mountains. Hiking trails and a 3.5-mile tram ride provide excellent access.
- Saguaro National Park East in the Rincon Mountains is part of a metamorphic core complex. Gneiss, shist and related rocks crop out in the park, which hosts a number of hiking trails.
- Saguaro National Park West includes the Tucson Mountains, the product of a millennia of explosive volcanism, sedimentation, faulting, uplift and erosion. Hiking trails abound.
- ASARCO Mineral Discovery Center explains how copper formed and how it is mined. And includes a tour of the Mission Mine, with a view of the mine and copper mill.
- Arizona-Sonora Desert Museum is one of the finest natural history museums in the world. The museum displays hundreds of plants, minerals and animals indigenous to the Sonoran Desert.
- Mount Lemmon features a paved road that winds summit-ward for 25 miles ending in a pine forest at 9,000+ feet. Spectacular views and splendid outcrops of gneiss and granite line the way.
- Colossal Cave Mountain Park includes complex passageways, as well as ornate and fragile cave formations. The park offers a 1/2-mile, 45-minute interpretive tour.
- Sentinel Peak or "A" Mountain provides an excellent view of Tucson and the surrounding mountains and valleys.
- Tohono Chul Park offers 40 acres of native desert vegetation in an urban setting. A rock wall outlines the geologic history of the Santa Catalina Mountains.
- Catalina State Park, on the west slope of the Catalina Mountains, has excellent examples of alluvial fans and boulder-laden streams. The park has hiking, birdwatching, picnicking and camping.
- Picacho Peak State Park is made up of faulted, tilted and eroded remnants of a sequence of lava flows. Picacho Peak is home of the western-most battle of the Civil War.
- Kartchner Caverns State Park, one of Arizona's premier caverns with magnificent stalactites, flowstones, soda straws and other jaw-dropping formations. Situated in the Whetstone Mountains, the cave's average temperature is 72 F, humidity 99 percent.
- Bisbee functioned as a mining town from 1900 to 1970. Highlights include the abandoned Lavender Pit, hillside residences, a mining museum and tours of the Copper Queen Mine. Bisbee is a main tourist destination in southern Arizona.
- Chiricahua National Monument has geologic features formed about 27 million years ago during cataclysmic volcanic eruptions. Subsequent weathering and erosion produced spectacular pinnacles. It's one of the premier "sky islands" of southern Arizona, with bird watching, hiking and camping.
- Fort Bowie National Historic Site is on the immigrant trail through Apache Pass. Apache Spring - a critical water source - emerges along a fault that juxtaposes granite against younger limestone.

- Hot Well Dunes, near Safford, is the site of a hot artesian well that formed in 1928 as the result of an oil drilling accident. The drillers struck a reservoir of hot water at a depth of 1,920 feet. The well delivers 250 gallons a minute at 106 degrees F. Managed by the Bureau of Land Management.
- Organ Pipe Cactus National Monument, situated on the U.S.-Mexico border, south of Ajo, hosts 26 species of cactus, including organ pipe and giant saguaro. Volcanic rocks are exposed in surrounding mountain ranges. The alluvial fans are spectacular.
- Mount Graham, elevation 10,717 feet, is the highest mountain in southern Arizona. It's composed of igneous and metamorphic rocks. The Swift Trail (AZ 366) winds through high desert grasslands to oak woodlands to a summit of fir and aspen forests. (Closed November to April depending on road conditions.)
- Kitt Peak National Observatory, founded in 1958, operates three major night telescopes and the world's largest collection of optical telescopes. Located on the Tohono O'odham Reservation, the Kitt Peak Visitor Center is open 362 days a year.

Source: Arizona Geological Survey



Get Moving, Tucson!: Walks, runs, relays all over area this month, next

Posted: Thursday, February 9, 2012 12:00 am

A few weeks ago, we provided a plan for setting and keeping goals, with some advice on how to be courageous in the face of those goals. Well, here we are, solidly into the new year and if you're at all like me, it's time to assess those goals and tweak those plans. To help keep you on track, today we'll provide a calendar of running, walking and other fitness-based events that take place in our community over the coming weeks.

- On Sunday is the low-key, low-cost Fine Valentine Couple's Relay, produced by the Southern Arizona Roadrunners, with an open four-miler, an open two-mile run/walk, and a relay with varied categories in which team members each run two miles on the UA campus, featuring a loop around the outside of McKale Center (www.azroadrunners.org).
- On Feb. 18 is the Laps for Literacy 5K Fun Run/Walk, held at Reid Park, which raises funds for the Make Way for Books/Pima County Public Library Story Town project and Altrusa International Inc. of Tucson Foundation (literacyconnects.org/event/laps-for-literacy-5k-fun-run-walk/).
- If 5K is too short for you, you can always get together with a dozen of your closest friends and run 150 miles from Wickenburg to Tempe at the Ragnar Relay del Sol, a two-day relay event on the weekend of Feb. 24 (www.ragnarrelay.com/race/delsol).
- Also on Feb. 24 is the Pueblo's Rodeo Run Four-Mile Run/Walk, produced by Tagg Running Events (www.tagg.run.com).
- Down the road a bit in the Quail Creek community of Green Valley is the Quail Creek 5K Run, which features a doggy-dash division (quailcreekrun.com).

If you think February is crowded, March is even busier!

- March 3 sees the Thirst Project 5K Run/Walk held at Udall Park (www.facebook.com/thirstproject5k), as well as the Erik Hite Foundation Second Annual Fun Run and Walk, put on at Reid Park by the Erik Hite Foundation in honor of the Tucson police officer who lost his life in the line of duty. (www.soaznonprofits.org)

On March 4 is the inaugural Be Tucson Women's Only 5K and Men's Mile, produced by the Southern Arizona Roadrunners and hosted at La Encantada as part of a morning expo on women's health, wellness and beauty. Be Tucson raises funds for the Southern Arizona Susan G. Komen Foundation (www.azroadrunners.org).

Also on the 10th is the Midtown Sertoma 5K Run & Walk for Better Hearing, put on by Everyone Runs to raise funds for the Arizona State Schools for the Deaf and the Blind (everyoneruns.net). If you're in the mood to travel, on March 10 you can head north to the Southwest Spine and Sports Mountain to Fountain 15K (9.3 miles), produced by the Bandido Racing Club and held in Fountain Hills outside of Phoenix (bandidos15k.com).

On March 17, Tagg Running produces the Third Annual "Green Isle Mile" and Running with the Irish 5K. It kicks off the St. Patrick's Day Parade (wear green).

Also on March 17 is the Beat Cancer Boot Camp Challenge, a 5K obstacle run at Brandi Fenton Memorial Park, as well as the 11th Annual Walk the Loop for Lupus held at Reid Park (www.lupus-az.org).

On March 18, the Southern Arizona Roadrunners produce Dave's Run 5K for ALS at the new Crossroads at Silverbell Park in Marana. This long-standing event is named after Dave Filer, who passed away due to Lou Gehrig's disease, with funds going to the local Jim Himellic foundation.

A week later on March 25, you have three options: the Susan G. Komen Race for the Cure 5K run and walk, with a companion one-mile to be held at Reid Park, with its usual gathering of more than 10,000 people raising funds for cancer

research. The Komen Foundation points out that more than 75 percent of its race proceeds stays right here in Southern Arizona, funding a range of programs, activities and research (www.komensaz.org).

On the same day in the town of Oro Valley is the Arizona Distance Classic Half-Marathon and 5K, a long-standing 13.1-mile race on the rolling hills of Oro Valley (www.arizonadistanceclassic.com).

Also on March 25 is the first race of the annual Tri Tucson triathlon series, the Tucson Triathlon, at the University of Arizona (www.tritucson.com).

Whew - as you can tell, there are a lot of ways to get moving over the coming weeks - and this list doesn't even cover all the charity walks, bike rides and runs throughout Southern Arizona.

For more, check out azroadrunners.org/community_event.

Whatever you do, make sure you get moving, Tucson!

Randy Accetta is the race director for the Sunrise at Old Tucson Cross Country Trail Run and past president of Southern Arizona Roadrunners. Accetta is the national director of Coaching Education for the Road Runners Club of America and teaches at the University of Arizona.

DODGERS.COM



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02/02/2012 5:11 PM EST

Dodgers and White Sox to play Spring Training game in Tucson to benefit the Christina-Taylor Green Memorial Foundation

By /

LOS ANGELES - The Los Angeles Dodgers and Chicago White Sox along with the Pima County Sports and Tourism Authority and the Tucson Padres today announced that the two Major League clubs will play a Spring Training contest in Tucson next month with all proceeds going to the Christina-Taylor Green Memorial Foundation. The game will be held at Kino Veterans Memorial Stadium on Friday, March 23, at 1:05 p.m.

The Dodgers and White Sox are committed to supporting the Tucson community by helping raise funds for the victims and families affected by the events of January 8, 2011.

"On behalf of the Green Family, we would like to thank the Tucson Padres for providing the venue and their expertise," said Dodger Scout John Green, Christina-Taylor's father and the club's National Crosschecker. "We would also like to thank the Los Angeles Dodgers and Chicago White Sox for playing Major League Baseball in Tucson once again."

The Christina-Taylor Green Memorial Foundation was established by the Green family to receive gifts in memory of Christina-Taylor. The mission of the Christina-Taylor Green Memorial Foundation is to honor the life and memory of Christina-Taylor through charitable and educational projects that reflect and embody her interests, values and dreams.

"The beneficiary for this game, the Christina-Taylor Green Memorial Foundation, will give back to the local community that gave so much to us," said Green. "Christina-Taylor's wishes and our mission statement are to help those less fortunate in the areas of education, the arts, sports and leadership programs to enrich our children's lives."

During Spring Training in 2011, the Dodgers and Arizona Diamondbacks played a similar benefit game in Tucson with all proceeds going to the Tucson Together Fund. In addition, The Dodgers Dream Foundation, in partnership with the Diamondbacks, will dedicate a Dodgers Dreamfield in Oro Valley, AZ on a field that was re-named in memory of Christina-Taylor Green.

The Pima County Sports and Tourism Authority and Pima County are coordinating efforts for this game and beginning February 15, tickets will be available online at tucsonpadres.com. On March 6, tickets will go on sale at the Kino Stadium box office from 10:00 a.m. to 5:00 p.m. on weekdays. Kino Stadium's address is 2500 East Ajo Way, Tucson, AZ 85713.

Ticket Prices

Field Box: \$20 per seat

Outfield: \$15 per seat

Terrace: \$15 per seat

Bleacher: \$10 per seat

Lawn: \$6 per seat

Suites: \$500 (for up to 20 people)

This story was not subject to the approval of Major League Baseball or its clubs.

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Dodgers and White Sox to play Spring Training game in Tucson

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VIN SCULLY IS MY HOMEBOY



From the Dodgers -

ABOUT ME



ROBERTO BALY
DODGERTOWN, CALIFORNIA,
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I blog when my baby is sleeping.

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HELLO!



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UPCOMING APPEARANCES (CLICK NAME)

Al Downing

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Andre Ethier
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POSTED BY ROBERTO BALY AT 5:00 PM

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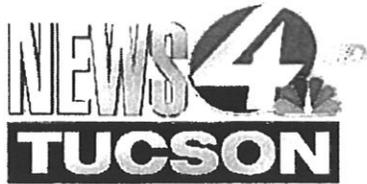
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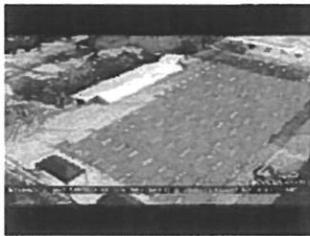
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New attraction to bring crowds to Oro Valley

Posted: Jan 31, 2012 3:35 AM

Updated: Jan 31, 2012 7:49 AM



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ORO VALLEY - Swimmers all across the country may soon be headed to Oro Valley. The town is working on some major upgrades for its current pool. The plans are for a new, state-of-the-art facility.

The only other pool in our area that is a certified competition pool is at the University of Arizona, so many are excited about the opportunity this will bring for Tucson.

"People will come here they will bring their families they will stay at our hotels they will eat at our restaurants, they will bring their wallets, that's economic development," says Lou Waters, Vice Mayor of Oro Valley.

"A little bit more, if you like, like a tourism trade or even people just having lunch here after their swim. That'd be great," says Oro Valley resident, Doug Cassidy.

The pool as it is right now brings in a reasonable amount of people, but once it's transformed -- complete with a ten lane score board, a new bleacher area, an interactive play area for kids, an additional lap pool and remolded locker rooms -- it will become a main attraction for visitors.

"We entertain a lot of winter visitors and when they come down most of them sign in to use the pool over here. An expanded facility is only going to make them happier and we're happy to have them!"

Not everyone in Oro Valley is thrilled though. There are some who prefer not to see the town grow.

"People come to where they want to come to and they want to come here. Look at the view. It's extraordinary. This town is growing, slowly now because of the economics, but it's still growing and it will continue to grow. Our job is to manage it responsibly," says Waters.

Revamping this pool that was completed in 1974 isn't cheap. The \$3.5 million will be paid for with bonds, taxes and parks and recreation fees.

"Well, I guess I'm going to have to help pay for that!" says Cassidy.

Speaking of fees, those may go up as well.

"It's dirt cheap the way it is, so I've got no problem if they raise prices. I can't imagine it's going to double or anything and it'll probably just be an incremental increase. That's fine. I don't that will hurt their volume at all."

The facility should be complete by the end of this year.