



MEMORANDUM

Date: October 10, 2019

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

From: C.H. Huckelberry
County Administrator

Re: **New Kino Sports Complex Website**

In anticipation of the opening of Kino Sports Complex (KSC) South early next year, Information Technology, Communications and Stadium District staff have revised the KSC website: www.kinosportscomplex.com. The new site is an improvement on the previous version through its easier navigation and vastly improved visual appeal. The new site also is mobile friendly, which makes it easy to use on phones and tablet devices.

The new site emphasizes events occurring currently or coming up. It is also geared toward providing information to groups and organizations that are interested in booking KSC for sports and entertainment events. The Venues page provides details on the types of possible uses that can be hosted at KSC and includes maps and other information that shows the expansiveness of the facility, especially once KSC South opens.

KSC continues to be a growing success story as we have turned what could have been an abandoned baseball stadium into a thriving sports and entertainment facility. During Fiscal Year 2018/19, the estimated attendance exceeded 335,000 including Gem Show attendees. KSC is among the finest and largest outdoor, multi-venue sports and entertainment facilities in the country. This new webpage helps showcase KSC as such through an enhanced appearance that improves the user experience.

CHH/lab

c: Jan Leshar, Chief Deputy County Administrator
Carmine DeBonis, Jr., Deputy County Administrator for Public Works
Reenie Ochoa, Director, Stadium District
Dan Hunt, Director, Information Technology
Mark B. Evans, Director, Communications Office
Diane Frisch, Director, Attractions and Tourism