



Date: January 27, 2023

To: Downtown Phoenix Stakeholders
From: Erika Rubio, Stakeholder Engagement Manager

Subject: **Super Bowl LVII: Business Information Guide**

Hello Downtowners!

We are just 16 short days away from Super Bowl LVII. To help prepare you and your staff for the Big Game, we put together a handy event guide to help you navigate the festivities. Below you will find information on the following hot topics:

1. **Public Safety**
2. **Parking**
3. **Transportation + Road Closures**
4. **Events + Fan Experience**

Public Safety

Reporting Suspicious Activity

See Something. Say Something! Each person plays a critical role in preventing crime by reporting suspicious activity. You can make a report to the Arizona Counter Terrorism Information Center (ACTIC) by calling 602-644-5805 or visiting www.azactic.gov/report.

As a reminder, please **always call 911 to report an emergency or a crime in progress**.

Free Human Trafficking Training by SAFE (Safeguarding All From Exploitation)

Arizona-based organization, [SAFE \(Safeguarding All From Exploitation\) Action Project](#) equips the tourism industry and travelers with the knowledge and skills to identify and correctly identify, report, and ultimately prevent human trafficking in Arizona.

As a supporter and partner of the SAFE Action Project, the Arizona Office of Tourism is providing a free virtual training session on **Wednesday, February 1** from **noon to 1pm**. Please use [THIS FORM](#) to register for the training session.

Can't attend the session? Visit the [SAFE Action Project website](#) for a variety of online training resources.

Parking

SpACE App - Official Super Bowl LVII Parking Program

The [SpACE App](#) allows visitors to pre-purchase parking for Super Bowl Experience events from the comfort of their own homes. **This program is best suited for visitors and event attendees**. We recommend Downtown workers use the Park & Rail program offered by ACE Parking and detailed below.

Park & Rail Program by ACE Parking

Looking for an affordable parking and transportation package for the week of the Super Bowl? Check out ACE Parking's [Park & Rail program](#), offering customizable packages for both midtown parking and transit passes. For more information on either program, be sure to contact ACE at (602) 222-4321 or smccarty@aceparking.com

Transportation + Road Closures

Super Bowl Event + Transportation Map

The Arizona Super Bowl LVII Host Committee has provided great “Know Before You Go” at-a-glance maps featuring Super Bowl LVII event venues, schedules, road closures, and transportation information. Click below to download each map:

- [Downtown Fan Map](#)
- [Event + Transportation Map](#) (for fans)
- [Event + Road Closure Map](#) (for businesses)

Fans Ride Free with an Event Ticket

Valley Metro, in partnership with Downtown Phoenix Inc., City of Phoenix, and the Arizona Super Bowl Host Committee, with support from generous community donors Visit Phoenix, APS, Arizona State University, Lewis Roca, University of Arizona, SmithGroup, and Cordia, is proud to offer free light rail rides to all fans attending Super Bowl LVII events—including paid and free events held at Phoenix Convention Center, Footprint Center and Margaret T. Hance Park. Simply download the free NFL [OnePass App](#) to lock in your free fare.

Downtown Employee Transit Pass Program

We know that Super Bowl events will create parking challenges downtown, which is why DPI is offering a limited number of light rail passes for frontline workers who work hard to create memorable experiences for our visitors. This program is first come, first served and is open to employees of street-level businesses, including hotels. Please contact [Erika Rubio](#) for more details.

Events + Fan Experience

Super Bowl Experience Event Schedule

Even though the Big Game will be played in Glendale, there is still plenty of excitement and numerous festivities being planned to take place in Downtown Phoenix! Visit www.azsuperbowl.com/events for a full list of NFL events happening around the Valley.

Visit Phoenix's Pop-Up Visitor Center @ Arizona Center

Countless sports fans will be stepping foot in Downtown Phoenix for perhaps the first time ever! You can feel confident that someone will be available to answer all of their Arizona-specific questions at the Visit Phoenix Pop-Up Visitor Center, located at the Arizona Center from February 4-February 12. [Click here for complete Visitor Center hours](#).

Shop Like a Local During Super Bowl LVII

Shop amongst 15 local retailers—Clothing, Jewelry, Art, Souvenirs, Fashion Accessories, Books, and More—while you take in all the Super Bowl fun.

Downtown Phoenix Inc. has partnered with Arizona Center and City of Phoenix to activate five vacant retail suites with hyper-local, Arizona-centric vendors February 4 - 12.

[14 of the retailers](#) will be co-mingled mercantile-style in four suites at Arizona Center while State Forty Eight apparel will occupy a retail space behind the You Are Amazing mural at Regency Garage located just west of Phoenix Convention Center. Follow along on our [Instagram](#) for more information throughout the week!

Extended Downtown Phoenix Ambassador Hours

Our Downtown Phoenix Ambassadors are getting ready to offer a warm welcome to the droves of sports fans making their way downtown. In order to accommodate the influx of people, the Ambassadors will extend their hours to the following:

- February 4 - 8, 6am - 10pm
- February 9 - 12, 6am - 12am

Thank you,

Erika Rubio and the Community Engagement Team

erubio@dtphx.org

This reference guide was compiled on January 27, 2023. For the most up-to-date resources, we recommend regularly checking the following websites: dtphx.org/SuperBowl + www.azsuperbowl.com



Questions about this communication? Contact Erika Rubio at erubio@dtphx.org or 602-385-6327.

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