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ESPN plans Super Bowl coverage from Scottsdale

[Brian Powell](#), Scottsdale Tribune

ESPN is planning to broadcast its popular television and radio shows from Scottsdale's canal bank during Super Bowl XLII week.

The sports network has filed an application with Scottsdale to set up its production headquarters at Stetson Plaza at the downtown Southbridge project, across the Arizona Canal from Scottsdale Waterfront.

"For those 7 days, viewers of SportsCenter, Sunday NFL Countdown, NFL live, Mike & Mike in the Morning, First Take, State Farm NFL Matchup, The Sports Reporters, ESPN Deportes and ESPNNews would get a glimpse of Scottsdale, Southbridge and Camelback Mountain," ESPN wrote in a document provided to Scottsdale. It later states: "Chris Berman and other on-air personalities will say 'Welcome to SportsCenter at Southbridge in Scottsdale.'"

ESPN spokesman Mac Nwulu said the Southbridge plans have not been confirmed, but they would be to broadcast radio and television from Stetson Plaza at Southbridge.

John Little, the city's Downtown Group executive director, said there will be "three money shots" from Southbridge — one of the top of Camelback Mountain, one along Stetson Drive and another along the canal with the McDowell Mountains as a backdrop.

"There will be nice shots of our community," Little said.

Meanwhile, other events are planned for the north side of the canal at Scottsdale Waterfront, on the vacant lot south of the Nordstrom parking garage. They include Direct TV/Spike TV events on a football field, team pep rallies, a Super Bowl merchandise store and celebrity and VIP parties.

Super Bowl XLII will be played Feb. 3 at University of Phoenix Stadium in Glendale.

In addition, Fox Broadcast Company has submitted an application to host its VIP Super Bowl Saturday Night Party on Feb. 2 in a 20,000 square-foot tent in the Dillard's parking lot at Scottsdale Fashion Square. Fox will be televising the game.

Scottsdale has previously signed off on ESPN The Magazine's events on Scottsdale Civic Center Mall. A VIP party is planned for Feb. 1, while a public

event is planned for Feb. 2.

A number of parties have also been approved for the streets in front of the city's nightclubs, including Bud Bowl on Indian Plaza and the Coors Light Super Bowl Block Party on Craftsman Court.

A number of private celebrity-driven parties are also planned throughout Scottsdale in the days leading up to the Super Bowl.

The Lingerie Bowl at one time had its eyes on downtown Scottsdale, but has withdrawn its application. Promoters say a new location will be announced in January.