

City of Prescott

Tourism Advisory Committee



August 9, 2023 | 11:00 AM

117 W. Goodwin Street

Prescott Chamber of Commerce Upstairs Conference Room

Prescott, AZ 86303

AGENDA

The following Agenda will be considered by the **Tourism Advisory Committee** at their meeting to be held **August 9, 2023**. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

1. CALL TO ORDER

2. ROLL CALL

3. DISCUSSION & ACTION ITEMS

- A. Presentation & Discussion Regarding Smith Travel Research (STR) and Bed Tax Discussion.

Recommended Action: This item is for discussion only. No formal action will be taken.

- B. Discussion Regarding Upcoming Meeting Schedule.

Recommended Action: This item is for discussion only. No formal action will be taken.

- C. Presentation & Discussion Regarding Option to Combine the TAC/PAAHC Grant Process.

Recommended Action: MOVE to approve or deny the proposal to combine the TAC/ PAAHC grant process into one combined 'Tourism Grants' to streamline staff time and workflow

4. UPDATES

- A. Announcements & Updates from Staff.

- B. Updates & Announcements from Tourism Advisory Committee Members.

5. ADJOURNMENT

Upon a public majority vote of a quorum of the Board, the Board may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));
- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding

contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));

(5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));

(6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));

(7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 8/7/23 at 2:30 p.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.



Sarah M. Siep, City Clerk



TO: MAYOR AND CITY COUNCIL
AGENDA: TAC August 2023
DATE: August 9, 2023
DEPT: Tourism
ITEM #: 3.A
SUBJECT Presentation & Discussion Regarding Smith Travel Research
: (STR) and Bed Tax Discussion.

ITEM SUMMARY

The Committee will receive information and discuss current trends and statistics for tourism reporting.

BACKGROUND

None.

FINANCIAL IMPACT

None at this time.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: TAC August 2023
DATE: August 9, 2023
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Discussion Regarding Upcoming Meeting Schedule.

ITEM SUMMARY

1. 2023 Upcoming Meetings:

- TAC Regular Meeting 11:00AM – September 13th, 2023
- TAC Regular Meeting 11:00AM – October 18th, 2023
- **TOURISM TEAM UP – LOCATION TBD – October 18th 2:30PM**
- Holiday Party – November 8th

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL

AGENDA: TAC August 2023

DATE: August 9, 2023

DEPT: Tourism

ITEM #: 3.C

SUBJECT Presentation & Discussion Regarding Option to Combine the
: TAC/PAAHC Grant Process.

ITEM SUMMARY

Tourism & Economic Initiatives Coordinator Cristina Binkley will provide a presentation to discuss the history of the grant process and the proposed direction moving forward.

BACKGROUND

These grant processes have been done independently in the past and staff recommends combining these processes into one in order to streamline staff's time and workflow.

FINANCIAL IMPACT

This is a budgeted item. Funds are available in the Transient Occupancy (Bed Tax) Fund. There is no proposed adjustment to the fund balance.

RECOMMENDED ACTION

MOVE to approve or deny the proposal to combine the TAC/ PAAHC grant process into one combined 'Tourism Grants' to streamline staff time and workflow

ATTACHMENTS

1. TACPAAHC Presentation

HISTORY OF THE GRANT PROCESS

TAC

Placeholder



PAAHC

Placeholder



TAC/PAAHC Grants



One Application

Grant Applications were all done online this year and that went well.

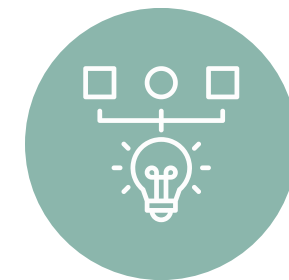


Two Separate Funds

TAC gets \$40,000

PAAHC gets \$35,000

- organizations rotate their selection
-



Two Separate Scoring Systems

(100 points or 125) This also means two separate scoring meetings. Two separate filing/saving methods.



Same Grant Process

Two Separate Grants.

Double the work for staff.



The Proposal:

Tourism Grants



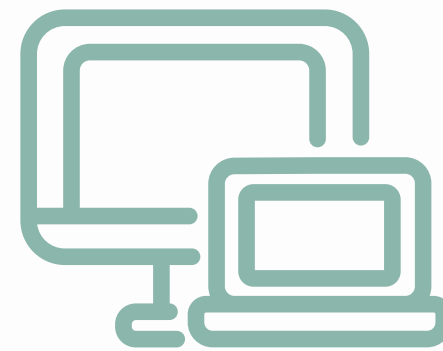
One Streamlined Grant Process

One Application
One Guidebook
One Score Sheet
One Scoring Process
Half the Work for Staff



Combining the Funds

This allows event organizers to potentially receive more of their requested amount based on their average score.



Scoring

TAC/PAAHC Members would score together at one longer comprehensive meeting.



Award Distribution

One concise process allows for easier communication with the general public. It also better aligns with the Office of Tourism branding.

PROS & CONS?



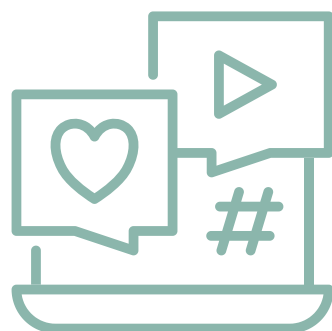
PROS

- Reduced Staff Hours
- Consistent Messaging
- Consistent Branding
- Easier process for applicants
- Keeps process in house



CONS?

- Longer scoring process and one longer meeting for scorers.



TAC/PAAHC

The hope is to unify these great organizations by combining the grant efforts - after all, they both share the same goal of supporting Tourism.



GROWTH

The hope of an improved process is to grow awareness and funding for this program in future.

The Alternative Option: *Outsource*



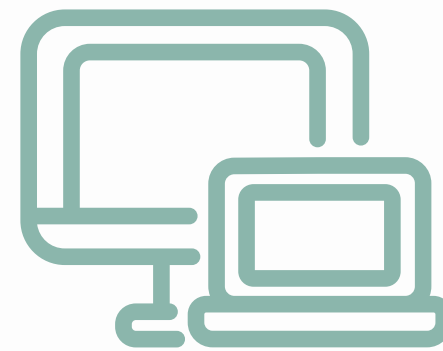
TAC/PAAHC

The grant process stays the same but we hire a third party to administer the grant process.



Funds Stay Separate

The administrator does all the applications, processing, scoring and award letter distribution.



Cost

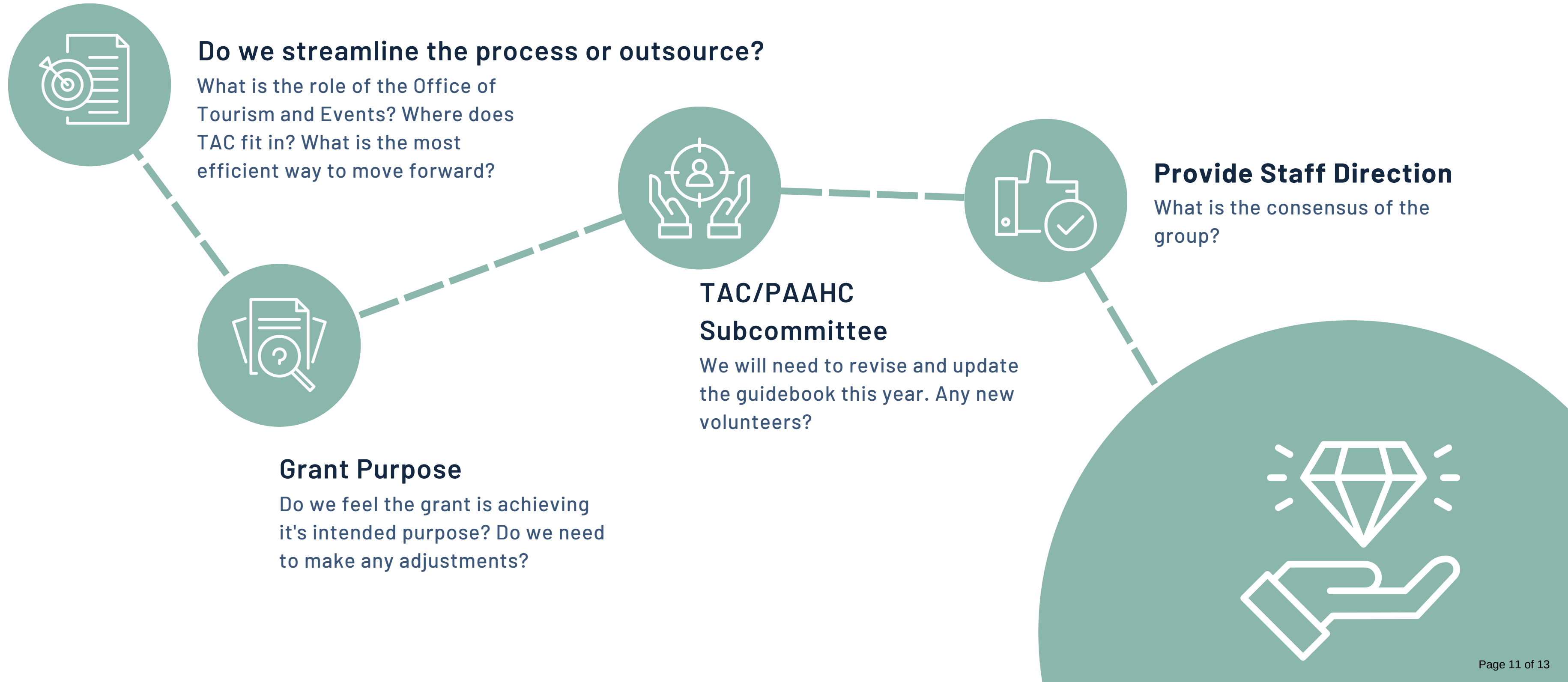
There will be an additional cost to bringing on a third party.



Increased Efficiency

TAC & Members of Staff would have increased time to dedicate towards other projects.

TAC Discussion Questions





TO: MAYOR AND CITY COUNCIL
AGENDA: TAC August 2023
DATE: August 9, 2023
DEPT: City Clerk
ITEM #: 4.A
SUBJECT: Announcements & Updates from Staff.

ITEM SUMMARY

General Announcements from City Staff:

- Community Outreach Manager Report
- Sales & Marketing Report
- Group Sales Manager Report
- Recreation Services Report
- Airport Update

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: TAC August 2023
DATE: August 9, 2023
DEPT: Tourism
ITEM #: 4.B
SUBJECT: Updates & Announcements from Tourism Advisory Committee
: Members.

ITEM SUMMARY

Each Committee member will provide the group with a brief 2-3 minute personal or professional update.

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

ATTACHMENTS

None