



City of Prescott

Tourism Advisory Committee

September 13, 2023 | 11:00 AM

201 N. Montezuma Street
Council Chambers, 3rd Floor
Prescott, AZ 86301

AGENDA

The following Agenda will be considered by the **Tourism Advisory Committee** at their meeting to be held **September 13, 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. Approval of Minutes from the May 10, 2023 and August 9, 2023 Tourism Advisory Committee Meetings.
Recommended Action: MOVE to approve minutes as presented
4. **UPDATES**
 - A. City Department Staff Announcements & Updates.
 - B. Tourism Advisory Committee Member Updates.
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 9/7/23 at 11:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

A handwritten signature in cursive script, reading "Sarah M. Siep".

Sarah M. Siep, City Clerk



TO: MAYOR AND CITY COUNCIL
AGENDA: September 13 TAC Agenda
DATE: September 13, 2023
DEPT: City Clerk
ITEM #: 3.A
SUBJECT: Approval of Minutes from the May 10, 2023 and August 9, 2023 Tourism Advisory Committee Meetings.

ITEM SUMMARY

This item is for the approval of minutes from the May 10, 2023 and August 9, 2023 Tourism Advisory Committee meetings.

BACKGROUND

None.

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

MOVE to approve minutes as presented

ATTACHMENTS

1. May 10, 2023 TAC Meeting Minutes
2. August 9, 2023 TAC Meeting Minutes

City of Prescott
TOURISM ADVISORY COMMITTEE
REGULAR MEETING
WEDNESDAY May 10th 11:00AM
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE HELD ON May 10, 2023, 201 N. Montezuma STREET, PRESCOTT, ARIZONA. In the City Council Executive Conference Room.

A. Call to Order: Vice Chair Matt Brassard called the meeting to order at 11:04 a.m.

B. Roll Call

Margo Christensen – Chair (Absent)
Matt Brassard – Vice Chair
Steve Bracety - Member
Jim Dawson – Member
Dennis Gallagher – Member
Lisa Hayes - Member
Edd Kellerman – Member
Ken Leja – Member
Linda Nichols – Member (Absent)
Debra Rocha - Member

C. Approval of March 2023 Minutes -

Jim Dawson mentioned that in there needs to be a term change from years to months.

MOTION BY MEMBER DAWSON TO APPROVE THE MINUTES WITH CORRECTIONS; SECONDED BY MEMBER GALLAGHER: PASSED (8 – 0)

D. Community Member Updates & Announcements – None.

E. Introduction of New Staff Member & New City Manager

John Heiney introduced Mike Kelly. Mike Kelly introduced himself, described his background and his enthusiasm for this position. Then John Heiney introduced the new city manager Katie Gregory. Katie Gregory described her background and her excitement for Prescott and this new position. Councilman Tenney mentioned that were 50 applicants initially and that Katie was easily their first choice. The committee congratulated Councilman Tenney on being the new superintendent of schools.

F. PIMA Presentation – Bean Peaks Trail Network

Ximena Flores – Board President of Prescott Mountain Bike Association and Patrick – International Mountain Bike Alliance presented about the new Bean Peaks Gravity Flow Trails. This presentation was updated since the agenda was initially posted. The revised presentation has been attached to the minutes. This is a collaboration between the City of Prescott and the Prescott National Forest.

Jim Dawson asked if the current hiking trails in that area would be affected or re-routed to include these mountain bike trails? Ximena mentioned that current trails would not be affected. The goal is to redirect the mountain bike traffic to this new area and to free up some of the hiking trails. Upon further clarification, the new mountain biking trails are built further south of the current hiking trails where there are currently no trails.

G. TAC/PAAHC Grant Review

The committee generally feels that the process is getting better and better. Staff mentioned that it was previously discussed to outsource the grant process or improve the process internally. Staff wanted to get TAC's opinion about combining the TAC/PAAHC process. One grant, one application, one fund, one scoring process. Staff mentioned that this would overall reduce staff hours. There was general agreement among TAC members. John Heiney clarified that PAAHC has not been contacted yet, but staff just wanted to get the pulse from TAC before proceeding any further. Staff agreed to present a proposal of the internal improvements in the fall. No further discussion.

H. Strategic Plan Update

Ann Steward presented the staff updates about the strategic plan. See the attached one sheet. Jim Dawson asked about the Book Direct Feature, Ann Steward explained how the featured worked previously on the old website and how the 'rates' will now be removed from the new website. This will enhance clarification among visitors and provide consistent rates.

I. Staff Reports & Information

1. STR (Smith Travel Research) & Bed Tax

Ann Steward mentioned that STR will no longer be presented as it will be in the partner portal. Jim Dawson asked if we are comparable to other markets. John Heiney clarified that AOT provides that information. Ann Steward provided Bed Tax & Taxable Activity.

2. Staff Updates

i. Community Manager Report

1. National Travel & Tourism Week

John Heiney mentioned that we are in the middle of National Travel & Tourism Week. There was a press release, an announcement was made at council and social media posts. Other important city updates include the 2025 General plan, John Heiney reminded TAC and encouraged them to participate in the planning process. Dennis Gallagher asked if there is a plan to increase the bed tax? John Heiney explained that this has to be driven by the public, taken to council and voted on by the public.

ii. Sales & Marketing Report

Heather Herman mentioned that the destination is waiting for AOT to announce their plans for the new fiscal year. She asked for more data and analytics options in the co-op. Jim Dawson asked if there was regional collaboration among Northern Arizona. Heather clarified that there is but she would like to see more. She reported being very busy on the PR front. Media inquiries are coming in full force. The German Media visit was a huge success. There will be six media pieces coming out in Germany and two in Austria – this is an estimated one million dollars in earned media. PBS filmed during Whiskey Off Road and had a successful shoot. See Attached Report.

iii. Recreation Services Report

Ryan Harlow introduced himself and presented on behalf of Recreation Services. His primary focus is Sports Tournaments. There is a House Bill – The Glassford Hill Purchase will be voted on this week. Whiskey Off Road was a huge success. The pre-registration for the concert was 5100. Pure Imagination is coming up at Watson Lake. There is a new national tournament being proposed for 2024. Tournaments will run through October.

iv. Airport Update

Tammi presented on behalf of the airport. The airport is busy, but they are maintaining enplanements. Construction is going on. Taxi Way C is in its final phase. We are up for an essential air service bid. Every 3-4 years this occurs. PRC is encouraging Sky West to bid. US DOT assists in this process. There is no anticipated change with Sky West at this time, if a change does occur service will continue until November.

3. 2023 Upcoming Meetings

- i. TAC Regular Meeting 11:00AM – June 14th, 2023
- i. **TOURISM TEAM UP – Goldwater Lake – June 14th 2:30PM**
- ii. TAC Regular Meeting 11:00AM - August 9th, 2023
- iii. TAC Regular Meeting 11:00AM – September 13th, 2023
- iv. TAC Regular Meeting 11:00AM – October 11th, 2023
- v. **TOURISM TEAM UP – LOCATION TBD – October 11th 2:30PM**
- vi. Holiday Party – November 8th

A. Future Agenda Items

- a. Staff to send Mike Kelley & Katie Gregory Contact Information, Article about Hotel Rates to TAC, Calendars to Hoteliers & Restaurants/Bars
- b. Grant Process & 2024 Decision Making Fall Meeting

City of Prescott
TOURISM ADVISORY COMMITTEE
REGULAR MEETING
WEDNESDAY May 10th 11:00AM
PRESCOTT, ARIZONA

B. Adjournment at 12:26pm

MARGO CHRISTENSEN, Chair

ATTEST:

CRISTINA BINKLEY, Staff Liaison



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

MINUTES

1. CALL TO ORDER

Chair Christensen called the meeting to order at 11:01 a.m.

2. ROLL CALL

2.) Roll Call:

Margo Christensen - Chair
Matt Brassard - Vice Chair
Steve Bracety - Member (Absent)
Jim Dawson - Member
Dennis Gallagher - Member
Lisa Hayes - Member (Arrived at 11:15 a.m.)
Edd Kellerman - Member
Ken Leja - Member (Absent)
Linda Nichols - Member
Debra Rocha - Member

3. DISCUSSION & ACTION ITEMS

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

Ann Steward presented the end-of-the-year numbers for Bed Tax. She also reported the year-over-year findings for 2021, 2020 & 2019. John Heiney reported that June 2023 was our highest month of the year.

B. Discussion Regarding Upcoming Meeting Schedule.

TAC Regular Meeting 11:00 AM – September 13th

TAC Regular Meeting 11:00 AM – October 18th, 2023

TOURISM TEAM UP – LOCATION TBD – October 18th 2:30 PM

Holiday Party – November 8th

- 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

Linda Nichols asked if the third party could organize the packets and if the committee could still score the events. John Heiney thinks it’s an all-or-nothing option. Dennis Gallagher asked if there was an organization locally that would understand the events and the community. Margo Christensen mentioned that outsourcing would remove staff and TAC from potentially having conflicts of interest. Lisa Hayes said combining TAC/PAAHC makes complete sense to me. She asked if we could budget a part-time administrator. Matt Brassard thinks combining the process for one year and re-evaluating. Jim Dawson said combining the TAC/PAAHC makes a lot of sense. Then he asked if a third-party organization would charge a flat-based fee. Jim’s recommendation is to hold off on the vote until we have more information on outsourcing. Ann Steward mentioned that City Staff would need to do an official RFP and accept bids for an third-party grant organization.

MOTION BY MEMBER HAYES TO APPROVE COMBINING THE TAC/PAAHC GRANT PROCESS; SECONDED BY VICE CHAIR BRASSARD: PASSED (8 - 0)

4. UPDATES

- A. Announcements & Updates from Staff.

John Heiney mentioned the 2025 General Plan Upcoming Meeting. He also invited TAC members to participate in the discussion about the widening of SR89. Our Sister City Carborca won an award. The election results are completed. Mayor Phil Goode, Cathy Rusing, Connie Contelme, Ted Gambogi & Lois Fruhwirth – November 28th will be their first official day.

Ann Steward – Presented about the Mexico/Arizona Travel Conference, and how AOT is supporting Travel to and from Mexico. She mentioned that the staff met the new AOT Director at GCOT this summer. Our visitor center reported great numbers for July: 1259 phone calls were received. 30 international guests.

HeatherHerman provided an update about data and statistics. See attached.

Mike Kelly – Mentioned that his main goal has been creating KPIs and generating mid-week business. He is establishing his workflow and has generated about 70 leads/contacts in the past two months. He has two tournaments: girls' and men's fastpitch. He has signed up for Noland Academy to help with lead generation for event organizers.

Cristina Binkley – Cristina presented current data for the month of July for Facebook, Instagram, Pinterest, & LinkedIn. She mentioned the Google Ad results and the social media soiree on November 1st.

Ryan Harlow – Reintroduced himself and mentioned that his main goal is bringing teams into town and coordinating the fields. He mentioned that it is the end of the Tournament season. Labor Day weekend is the next big tournament coming up this year. He is already looking to fill the 2024 calendar.

AZ tourism statistics:

- \$77million a day spent by visitors in 2022
- \$3.98billion in tax revenue
- Lessens the burden of AZ residents by \$878 per person
- 2022: 140,000 passengers per day at Sky Harbor
- 2023 will surpass all travel numbers at the airport, to date, the record was 46.9million in 2019, and 2023 will surpass 50million
- 75% of the customers are staying and visiting AZ
- International visitation has surpassed the record before and is at recovery for the airport
- Frontier has doubled their offerings out of Sky Harbor
- American Airlines claims Phx as the 5th largest hub, up from 6th

National Travel & Tourism Office:

David Huether

- International visitation at the highest of 80 million in 2019, 51 million in 2022 and trending to reach close to 70 million in 2023
- AZ has 55% better visitation for intl. travelers than the rest of the west coast
- Canada, Mexico, Europe will be fully recovered in 2024
- China recovery closer to 2027
- Launched a Survey of International Air Travelers (SIAT) to break down more statistics for travel to the US:
 - Trade.gov/travel-and-tourism-research
 - Breakdown of quarterly travel, in AZ, by city, spending, activities participated in, how much money spent by each traveler, party size, and more.
 - Top markets for visitation: UK, Germany, France, Italy.
 - Arizona is ranked 16th in the US for international visitation

Regenerative Tourism- place based, community centered. Taking a systems approach and offering creative solutions, working alongside the community.

Example of search for visitation:

Visitors took more time to plan their trip, 180 days or more scored the highest at 27.6%. Highest age demographic 25-29, 30-34, 55-64. Average size of the group: 2, traveling with spouse or partner, and solo travel close behind with 35%, compared to 42.5%. Top activities: national parks, monuments, sightseeing, small towns/countryside, shopping. Avg. HHI \$89,192

AOT Co-op:

- Lead generation with Go Travel sites
- Content marketing with Visit USA Parks, US and Germany
- Digital remarketing with Madden Media for visitors who were on VisitArizona and didn't follow through on plans
- Digital repeat visitor program with Spearfish

B. Updates & Announcements from Tourism Advisory Committee Members.
TAC members want to see the following two items on a future agenda: May & August TAC minutes, and a Placer Report for the Airport.

5. ADJOURNMENT

Chairwoman Christensen adjourned the meeting at 12:26pm.

MARGO CHRISTENSEN, Chair

ATTEST:

CRISTINA BINKLEY, Staff Liaison



TO: MAYOR AND CITY COUNCIL
AGENDA: September 13 TAC Agenda
DATE: September 13, 2023
DEPT: City Clerk
ITEM #: 4.A
SUBJECT: City Department Staff Announcements & Updates.

ITEM SUMMARY

The Committee will receive an update from the following city departments and staff:

1. John Heiney - Community Outreach
2. Ann Steward - Tourism Management
3. Heather Herman - FrontBurner Media
4. Mike Kelly - Group Sales
5. Cristina Binkley - Data & Analytics
6. Recreation Services
7. Prescott Regional Airport

BACKGROUND

None.

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

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

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: September 13 TAC Agenda
DATE: September 13, 2023
DEPT: City Clerk
ITEM #: 4.B
SUBJECT: Tourism Advisory Committee Member Updates.

ITEM SUMMARY

Committee Members will give an update regarding Tourism & Hospitality related matters at their respective organizations.

BACKGROUND

None.

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

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

ATTACHMENTS

None