



City of Prescott

Tourism Advisory Committee

October 18, 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 **October 18, 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 September 13, 2023 Tourism Advisory Committee Meeting.
Recommended Action: MOVE to approve minutes as presented
- B. Presentation & Discussion Regarding Updates to the Tourism Grant Packet.
Recommended Action: MOVE to approve updates and changes to the Tourism Grant Packet as presented
- C. Presentation & Discussion Regarding a Review of TAC Committee Guidelines & 2024 Meeting Dates.
Recommended Action: This item is for discussion only. No formal action will be taken.

4. UPDATES

- A. City Department Staff Announcements & 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 10/13/23 at 9:00 a.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: October 18 TAC Agenda
DATE: October 18, 2023
DEPT: City Clerk
ITEM #: 3.A
SUBJECT: Approval of Minutes from the September 13, 2023 Tourism Advisory Committee Meeting.

ITEM SUMMARY

This item is for the approval of minutes from the September 13, 2023 Tourism Advisory Committee meeting.

BACKGROUND

None.

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

MOVE to approve minutes as presented

ATTACHMENTS

1. September TAC Minutes



City of Prescott

Tourism Advisory Committee

September 13, 2023 | 11:00 AM

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

MINUTES

1. CALL TO ORDER

Chair Christensen called the meeting to order at 11:00 am.

2. ROLL CALL

Cristina Binkley initiated roll call. The following members were present: Margo Christensen, Matt Brassard, Steve Bracety, Edd Kellerman, Dennis Gallagher, and Jim Dawson. The following members were absent: Lisa Hayes, Linda Nichols, & Ken Leja. The following staff members were present: John Heiney, Ann Steward, Mike Kelly, Heather Herman, Councilman Tenney & Cristina Binkley.

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

MOTION BY MATT BRASSARD NONE TO APPROVE MAY AND AUGUST MINUTES; SECONDED BY EDDA KELLERMAN NONE: (6 - 0)

4. UPDATES

- A. City Department Staff Announcements & Updates.

John Heiney presented the Community Outreach Report & General City Updates. 2025 General Plan, SR89 Widening Project, Rodeo Grounds, Glassford Dells Regional Park, Citizen Survey (See Attached). Jim Dawson asked if rezoning was part of the rodeo's proposal? John Heiney said the current rodeo grounds are zoned residential and in the long term it would make sense to rezone the property. Member of Council Tenney agreed but emphasized that not all of the proposals would require a rezone.

Ann Steward presented Sales & Marketing Updates. (See Attached).

Heather Herman discussed AOT Updates & The PR Plan. (See Attached).

Mike Kelly presented the Group Sales Updates. (See Attached).

Cristina Binkley presented the website and social media analytics. (See Attached). She also mentioned the upcoming Tourism Team Up, the TAC Holiday Party, and the Social Media Soiree.

Ryan Harlow presented the Parks & Recreation Services updates. He discussed

the Labor Day Tournament and mentioned it was a great turnout. He is looking at booking in 2024. We have two more tournaments in October. The Pow Wow & the Highland Games are this month in September. Margo Christensen asked if the 2024 tournament schedule had been updated since July of this year. Ryan Harlow said not yet.

Ann Steward read the slides from the Airport (See Attached.)

Steve Bracety left the meeting at 11:40. TAC still had a quorum.

B. Tourism Advisory Committee Member Updates.

Tourism Advisory Committee members provided updates about their respective businesses and community connections. It was asked that staff provide TAC with the opportunity to view the Regional Park Video at the next meeting. The updated Grant Process & Score sheet will be presented.

5. ADJOURNMENT

Meeting was adjourned at 11:58

PHILIP R. GOODE, Mayor

ATTEST:

SARAH M. SIEP, City Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Voting Meeting of the City Council Voting Meeting of the City of Prescott, Arizona held on September 13, 2023. I further certify the meeting was duly called and held and that a quorum was present.

Board Secretary



TO: MAYOR AND CITY COUNCIL
AGENDA: October 18 TAC Agenda
DATE: October 18, 2023
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding Updates to the Tourism Grant Packet.

ITEM SUMMARY

The Tourism Grant application process is being streamlined to increase staff efficiency and to make the process easier for applicants. Staff will provide the Committee with a presentation regarding revisions made to the packet.

BACKGROUND

Formerly known as the TAC/PAAHC Grant Application, the application is being rebranded as the Tourism Grants to unify the organizations.

FINANCIAL IMPACT

There is no financial impact as grant funds will stay the same.

RECOMMENDED ACTION

MOVE to approve updates and changes to the Tourism Grant Packet as presented

ATTACHMENTS

1. Tourism Grant Application & Post Event Report (1)



Fiscal Year 2024-2025

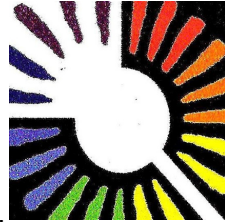
Tourism Grant Application



Tourism Marketing Grant Program

Fiscal Year 2025 (FY2025) (July 1, 2024 to June 30, 2025)

Prescott Office of Tourism



Please review the City of Prescott's Tourism Events Grant Policy prior to filling out the grant application: For **FY 2025**, the City of Prescott, through the Transient Occupancy (Bed Tax), will award a total of \$75,000 in grant funding for special events and/or cultural events in Prescott that also encourage visitation - specifically overnight stays. Since the grant program's inception, the Tourism Advisory Committee (TAC) and the Prescott Area Arts and Humanities Council (PAAHC) have administered grants in conjunction with the Tourism Office. The grants are awarded to qualified non-profits based in Prescott.

Starting **March 1st, 2024**, the Prescott Tourism Office will begin accepting applications, with funding from the Transient Occupancy (Bed) Tax budget, for events commencing between **July 1, 2024, through June 30, 2025 (FY25)**. The maximum amount available for any event is \$5,000.00. Awards may be distributed on a sliding scale, depending on the number of successful applications received. One award per organization is permitted.

Note: A MANDATORY grant application workshop for ALL applicants will take place on **Wednesday, March 6th, 2024** at Prescott City Hall in the Council Chambers. All applicants, or a designated representative, must attend in order to be considered for the grant.

Applications must be received no later than 5:00 p.m. on
Friday, April 5th 2024

Accepted formats for submitting an application to the address listed below:

- pdf file delivered by email
- Delivery of pdf file on a flash drive in person or by mail
- **Handwritten applications will no longer be accepted.**

WHERE TO SUBMIT:

City of Prescott - Attention: Cristina Binkley
cristina.binkley@prescott-az.gov

The subject line on emails should read: Tourism Grant Application

NOTE: No facsimiles will be accepted.

Applications received after 5:00 p.m. on the due date will not be considered.

****Applications Must Be Completed in their Entirety by the Due Date or they WILL NOT be considered****



Fiscal Year 2024-2025

Tourism Grant Application



The review committee will be looking for events that contribute to Prescott in the following ways:

1. The event generates a marketing message, with a strong emphasis on marketing outside of 90 miles.
2. The event creates a positive economic impact in terms of overnight stays, percentage of out-of-area visitors, and direct spending.
3. The event creates a positive community benefit including the involvement of local volunteers and coordination with other community organizations.

Other Important Information for Applicants:

The Review Committee members will score each application based on a 100-point scale. Assuming that the event meets all criteria, the recommended award will be tied to the overall score. For example, An event that received a score of 75 will receive 75% of their request, subject to a sliding scale based on the number of successful applicants.

1. At least 75% of the award must be used as part of your marketing budget.
2. All information must be submitted on this application form only. Please provide a brief descriptive overview. Supplemental information will not be reviewed.
3. Please be advised that all events, whether chosen for event grant funding or not, must submit a Special Event Application through the City of Prescott Recreation Services Department, and complete the special event process. Events receiving grant funding have no priority over non-funded events on the Event Calendar. All applicants will receive a copy of the Special Events Guidebook and are **encouraged to use it actively**.
4. If you or your organization is receiving any other funding from the City of Prescott please disclose that information.
5. A post-event report will be due 60 days after the event ends.



Fiscal Year 2024-2025

Tourism Grant Application



IMPORTANT NOTICE

All applicants are advised that events, whether gated or non-gated, whether charging admission or not, and which are held on City parks, streets, and/or sidewalks next to streets, are held on traditional public forums within the exercise of the U.S. Constitution First Amendment rights have been and are traditionally conducted.

The City will not tolerate any restriction of such rights by applicants and/or their promoters, employees, agents, subcontractors, assigns, volunteers, security personnel, or others associated with applicants (collectively "Event Personnel") in the holding of events. In addition, Event Personnel shall comply with all other laws, common laws, statutes, ordinances and rules and regulations, including, but not limited to, those involving the storage of guns at events held without a State of Arizona spirituous liquor license and those concerning the language that is placed on entry signs to such events.

Applicants are encouraged to consult with their own attorneys for independent legal advice about applicants' duties and obligations concerning the subject matter contained in this paragraph.

The event must have a secular purpose, the primary effect of which may neither advance nor inhibit religion nor should it cause excessive government entanglement with religion. The event must not seek to influence the outcomes of elections or the determination of public policy through political activity.

Applicant acknowledges that applicant has read and understood this Notice, agrees to comply with and abide by its terms and has placed applicant/s initials in the space below to verify such acknowledgment and understanding.

ACKNOWLEDGEMENT

Applicant acknowledges sponsorship recipient events will NOT receive additional financial considerations and/or services from the City of Prescott or its designees in excess of the amount of the event funding awarded.

Applicant further acknowledges reading the section Other Important Information for Applicants section on Page 2 of this document, and is aware of the post-event reporting requirement.

CERTIFICATION

I hereby certify that the statements made in this application are true and complete to the best of my knowledge and that I am authorized to execute the application. Intentional omissions or falsification of information is sufficient grounds for denial of the application and subsequent revocation of the permit. I agree to indemnify, defend and save harmless the City and its respective officers, agents, employees, and volunteers from any and all losses, claims, liabilities, damages, costs, and expenses, including reasonable attorneys' fees and court costs, resulting from the conduct of the applicant, sponsor or promoter, their employees, suppliers, vendors, agents, any of their guests, invitees or licensees with regard to the event applied for. I agree to indemnify, defend and save harmless the City and its respective officers, agents, employees, and volunteers from any and all losses, claims, liabilities, damages, costs, and expenses, including reasonable attorneys' fees and court costs resulting from any facility, park or lake closure due to inclement weather. In such an instance, I understand that all event participants must follow the City's guidelines and procedures for lake/facility evacuation and that this event is being held inside the City limits and all City rules and regulations apply. I also understand that the City reserves the right to determine if park facilities are unusable as a result of inclement weather. I realize my submittal of this application request constitutes a contract between myself and the City of Prescott and is a release of liability. I am the said applicant and submit this application request of my own free will.

Signature of Applicant or Authorized Agent

Printed Name & Title

Date of Application



Fiscal Year 2024-2025

Tourism Grant Application



Name of Event:

Tax ID:

City Sales TAX #

Event Organization's Name:

501(c)#

Location of Event:

Proposed Date of Event:

Description of the Event: (Please limit text to the Space Provided)

Event Contact Information :

First Name:

Last Name:

Address:

Postal Code:

Phone #:

Website:

Email Address:

Has this event received funding from the City before?

☐

Yes

☐

No

Is this a new event?

☐

Yes

☐

No

Is this a reoccurring event?

☐

Yes

☐

No

If yes, what date was your last event?

Mark the Type of Event - Select All That Apply

☐

History/Heritage

☐

Arts & Culture

☐

Outdoor Recreation

☐

Food & Beverage

☐

Festival/Party

☐

Family Friendly

☐

Traditional Event

☐

Educational

☐

Fundraiser

☐

Demonstration

☐

Other (Describe)

Initials Of Applicant

Date of Application



Fiscal Year 2024-2025

Tourism Grant Application



Tourism Grant Requested Amount?
(Maximum Amount \$5,000)

Estimated Total Marketing Budget:

Will your organization be employing an event promoter or special event manager? (Yes or No or N/A)

If yes, state the name of the individual or company and their contact information:

Explain in detail how you will use or benefit from Grant Assistance for the marketing of your event.

How many years has your organization relied on this Grant?

What Percentage of the Grant would be contributed to the total estimated marketing budget?

Economic Impact :

Projected Attendance:

Projected # of Vendors, Volunteers & Staff:

Identify Percent of Expected Attendance By Region:

% Local Zipcodes

% Regional

% Statewide

% National

% International

• The 5 Regions Together Should Equal = 100%

> If international attendance is recorded, list countries represented:

Local = Quad Cities (Prescott, Prescott Valley, Chino Valley & Dewey/Humboldt)

Regional = Yavapai County

Statewide = The Rest of Arizona

National = USA Excluding Arizona

International = Worldwide Excluding USA

List the Top Five Zipcodes You Expect Attendance From Outside of 90 Miles of Prescott:

See Glossary of Terms
for # of Room Nights Formula
& Example

Expected # of Room Nights Event Attendess Will Stay in Prescott:

Do you expect Admission Sales (\$), Product Sales &/or Food & Beverage Sales

(Please answer yes or no) *If event does not have these items, it will not be counted against you.

If the event is reoccurring, have event numbers and sales:

Increased

Decreased

Stayed the Same

N/A



Fiscal Year 2024-2025

Tourism Grant Application



Strategic Marketing Efforts & Placement

Placed Media (advertising): Describe where advertising will be purchased, i.e., local, regional, statewide, and/or national. Include the amount spent and the percentage of the media budget.

Earned Media (publicity): List where publicity is obtained and describe what medium, i.e., public relations activities, editorial coverage, articles written about event/organization, etc. Include the estimated value earned and the percent of the budget affected.

Placed Media (advertising): Check the purchased media you plan to use:

☐ Radio ☐ Television ☐ Newspaper ☐ Digital ☐ Outdoor Advertising ☐ Print ☐ Social

☐ Other (Describe) _____

Radio: (List Specifics Stations, Radio Programs, Amount Spent & % of Total Marketing Budget):

Television: (List Specifics Stations, TV Programs, Amount Spent & % of Total Marketing Budget):

Newspaper & Print (List Specific Papers, Print Organizations, Amount Spent & % of Total Marketing Budget)

Digital/Social: (List Specifics, Amount Spent & % of Total Marketing Budget)

Other: (List Specifics, Amount Spent & % of Total Marketing Budget)

Total Value of Placed Media:



Fiscal Year 2024-2025

Tourism Grant Application



Strategic Marketing Efforts & Placement

Earned Media (publicity):

Local: (List Specific Medias, Outlets, Publications, Amount Earned & Estimated Value)

Regional: (List Specifics, Amount Earned & Estimated Value)

State: (List Specifics, Amount Earned & Estimated Value)

National: (List Specifics, Amount Earned & Estimated Value)

Total Estimate Value of Earned Media:

Total Monetary Value of Marketing Efforts:

Value of Placed Media + Estimated Value of Earned Media = Total Marketing Budget

Additional comments, clarifications or disclosures:

(If you or your organization is receiving any other funding from the City of Prescott please disclose that information here:



Fiscal Year 2024-2025

Tourism Grant Application



Community Benefit

Describe how this event will involve volunteers and other organizations

(be as specific as possible - list groups and organizations involved and/or quantitative details):

Explain coordination with local community organizations (be as specific as possible):

Describe how you expect this event will provide a cultural, historical, or artistic benefit to the community:



Fiscal Year 2024-2025

Tourism Grant Application



Application Checklist

SECTION TO BE COMPLETED BY PRESCOTT OFFICE OF TOURISM STAFF

☐

Was the application received on time?

☐

Is there event contact information?
(Name, Email, Phone Number)

☐

Is the Economic Impact Section Complete?

☐

Is the Strategic Marketing Efforts Section Complete?

☐

Is the Community Benefit Section Complete?

☐

Is W-9 Included With the Application?

☐

Is the application signed?

If the application does not meet these seven requirements it will not be scored and funding will not be granted. ***



Fiscal Year 2024-2025

Tourism Grant Application



Room Nights - is a hospitality industry term for room occupancy at a hotel property. Room night is a statistical metric for the hotel industry. It is calculated by multiplying one room times the nights stayed. Room night example: One guest booking one room for three nights would be said to generate three room nights.

1 room X 3 nights = 3 room nights

Local- Prescott, Prescott Valley, Chino Valley, Dewey, and adjacent County.

Regional- All of Yavapai County - All of the above plus Verde Valley including Sedona, Cottonwood, Clarkdale, Camp Verde. Plus Mayer, Cordes Lake, Black Canyon City, Seligman, and Ashfork.

Statewide - Everything in Arizona outside of Yavapai County including Flagstaff, and Phoenix.

National - All of the United States, outside of Arizona.

International - Outside of the United States

Participants - Staff, volunteers, vendors, etc - People working or supporting the event.

Attendees - is guests attending the event that are not considered a participant

Room Nights Formula

STEP ONE: (A) # of Attendees + (B) Number of Participants = (C) Event Total Attendance

STEP TWO: (C) Total Event Attendance / 2 (assumes double occupancy) = (D) Number of Rooms Needed

STEP THREE: (D) Number of Rooms Needed x (E) Number of Nights Stayed = (F) Total Number of Room Nights

STEP FOUR: (F) Total Number of Room Nights X .25 (Represents Out of Town Visitors from 90+ miles or more)

= Answer for Grant Application

EXAMPLE - A tourism event has 100 Staff & Volunteers (Participants), They anticipate 10,000 attendees.
It's likely that out-of-town visitors will stay 3 nights for their four-day event.

STEP ONE - (A) 10,000 + (B) 100 = (C) 10,100

STEP TWO - (C) 10,100 / 2 = (D) 5,050

STEP THREE - (D) 5,050 x (E) 3 = (F) 15,150

STEP FOUR - (F) 15,150 x .25 = 3,788

It's estimated that the tourism event will generate 3,788 room nights.



Fiscal Year 2024-2025

Tourism Grant Application



EVENT NAME & DATE: _____

a. Economic Impact

Projected Total Attendance	7	
Projected # of Participants	3	
Expected # of Nights Event Attendees Will Stay in Prescott	20	
Expected Event Revenue	5	
TOTAL SCORE	35	

c. Community Benefit

Involvement of Local Volunteers	5	
Coordination with Local Community Organizations	10	
Cultural, Historical, or Artistic Significance	5	
Total Score	20	

Reviewers Comments & Feedback:

b. Strategic Marketing Efforts

% of Marketing Outside of 90 Miles	25	
Placed Media	10	
Earned Media	10	
Total Score	45	

	A	B	C	TOTAL
TOTALS of A + B + C =				

Scorer Signature _____

Scorer PRINTED NAME _____



TO: MAYOR AND CITY COUNCIL
AGENDA: October 18 TAC Agenda
DATE: October 18, 2023
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Presentation & Discussion Regarding a Review of TAC Committee Guidelines & 2024 Meeting Dates.

ITEM SUMMARY

Staff will provide a presentation to the Committee regarding Committee guidelines and expectations as well as reviewing planned meeting dates for 2024.

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: October 18 TAC Agenda
DATE: October 18, 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