



City of Prescott

Tourism Advisory Committee

January 10, 2024 | 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 meetings to be held **January 10, 2024**. 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. Introductions, Committee Roles & Expectations for Tourism Advisory Committee.
Recommended Action: This item is for discussion only. No formal action will be taken.
 - B. Presentation & Discussion Regarding Department & Destination Marketing Organization Review.
Recommended Action: This item is for discussion only. No formal action will be taken.
 - C. Presentation & Discussion Regarding 2023 Achievements, Strategic Plan Review & 2024 Goals.
Recommended Action: This item is for discussion only. No formal action will be taken.
4. **UPDATES**
 - A. Staff Announcements
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 1/5/24 at 10:00 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: January TAC Agenda
DATE: January 10, 2024
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Introductions, Committee Roles & Expectations
for Tourism Advisory Committee.

ITEM SUMMARY

Introduction of new Committee members and council liaison. The Committee will then review the resolution, Committee member roles and expectations.

BACKGROUND

None.

FINANCIAL IMPACT

There is no financial impact.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Tourism Advisory Committee (1)

TOURISM ADVISORY COMMITTEE

www.experienceprescott.com



AGENDA

01

New Member & Liasion Introductions

02

Staff Introductions

03

What is TAC? Roles & Expectations

04

Bed Tax Resolution

05

2023 Achievements

06

Strategic Plan Review

07

2024 Goals



OUR TEAM



John Heiney

Community
Outreach
Manager



Ann Steward

Tourism & Economic
Initiatives Manager



Mike Kelly

Group Sales
Manager



Cristina Binkley

Tourism & Economic
Initiatives Coordinator



Heather Herman

Front Burner
Media

WHAT IS TAC?

Tourism Advisory Committee

In 2017 TAC was officially made a standing committee, to act in an advisory role to the Mayor and Council.

Staff Liason: Cristina Binkley

01



The Tourism Advisory Committee was formed in 2009 when the Transient Lodging (Bed Tax) dollars were brought under the management of the City of Prescott. When TAC was formed council expressly desired to make it as an independent body from the City to maintain a diverse and independent viewpoint on Tourism matters.

TAC Committee Members Advise on matters related to marketing, promotion, and programming. They also participate in the delivery of annual tourism grants to various non-profit organizations.



02

03



TAC's role is advisory only, as the Council has the final say in grant allocations, budget processes, and changes to policy.

ROLES & EXPECTATIONS

Attendance

If any member shall be absent from at least three consecutive called meetings without prior notice to the Chairman, City Clerk, or Staff Liaison, he or she shall upon notification by the Chairman to the City Council by a majority vote of the Council ceases to hold office.



Active Participation

If, in the opinion of the BCC Chairman, any member fails to adequately participate in meetings and discussions related to that Board, Commission or Committee OR through behavior negatively represents the Board, they may submit a recommendation of removal to the City Council.





OPEN MEETING LAW

3 Important Takeaways

Limit all discussions with other members to public meetings

Do not **reply all** to any emails from staff on which all members are copied, or send emails to each other (daisy-chaining)

Disband meetings when a quorum is not present, and conversely ensure that staff is aware of anytime when there may be a quorum present at a public event

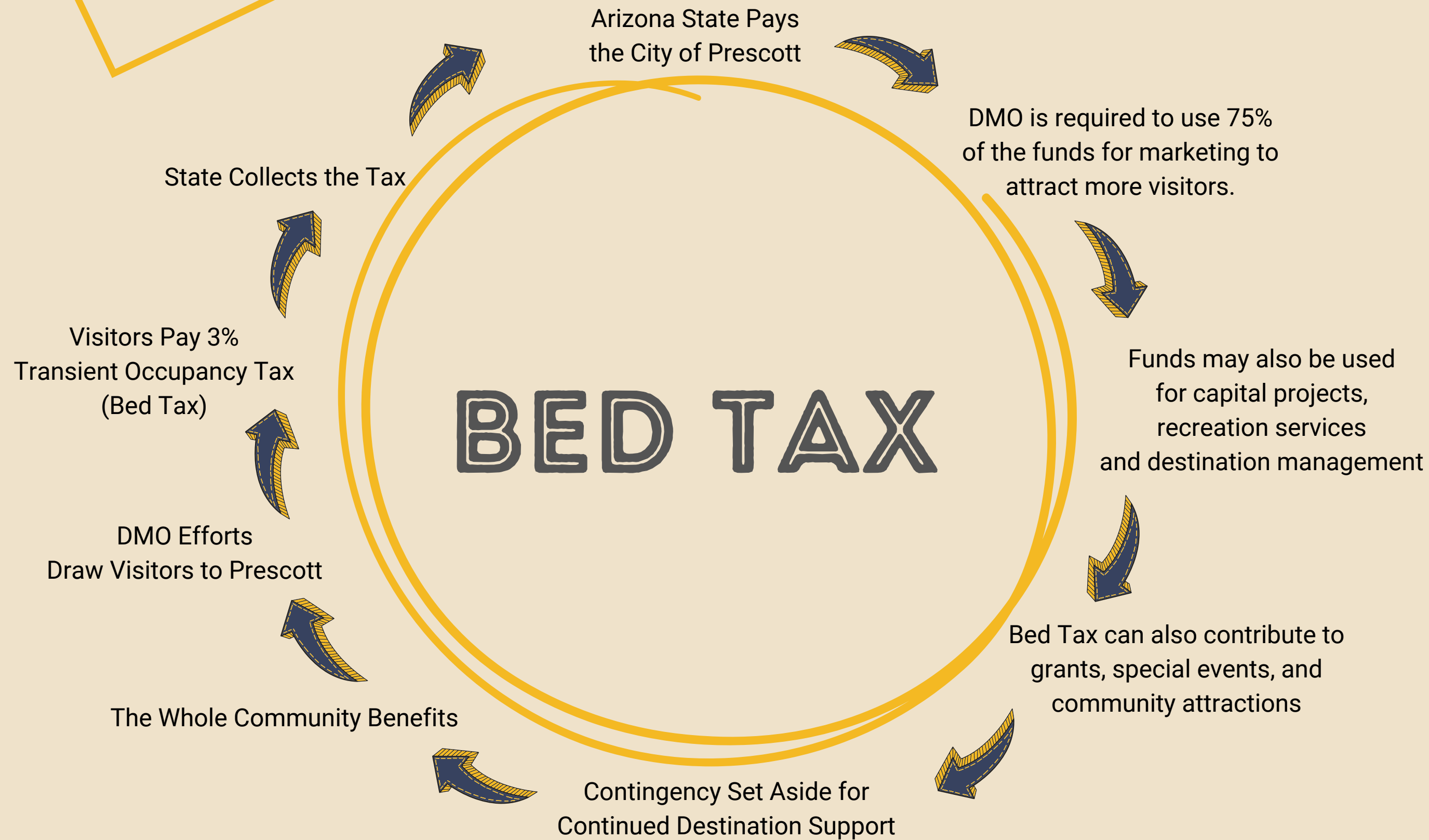
DMO DESIGNATION

1. AOT RECOGNIZES ONLY ONE DMO PER ESTABLISHED COMMUNITY AND REQUIRES THAT A DMO MUST BE RECOGNIZED BY THE ENTITY (MUNICIPAL OR COUNTY LEADERSHIP) THROUGH OFFICIAL ACTION, WHICH ALSO DESIGNATES A POSITION WITHIN THE ORGANIZATION THAT IS AUTHORIZED BY THE OFFICIAL ACTION TO EXECUTE THE DMO AFFIDAVIT ON BEHALF OF THE ENTITY.
2. THE OFFICIAL ACTION MAY BE A RESOLUTION, ORDINANCE, CONTRACT, OR OTHER OFFICIAL ACTION BY THE ENTITY(MUNICIPALITY OR COUNTY), AND THE ACTION MUST BE EFFECTIVE UNTIL JULY 1, 2023, OR AN UNSPECIFIED PERIOD OF TIME.
3. RENEWAL OF DMO AFFIDAVITS WILL ONLY BE REQUIRED WHEN A CHANGE IN THE DMO DESIGNATION OCCURS OR UPON REQUEST FROM AOT. RENEWAL ON AN ANNUAL BASIS IS NO LONGER NECESSARY.
4. A DMO IS DEFINED AS A NOT-FOR-PROFIT ORGANIZATION OR GOVERNMENTAL UNIT THAT IS RESPONSIBLE FOR THE TOURISM PROMOTION AND MARKETING OF A DESTINATION ON A YEAR-ROUND BASIS.
5. DMOS MUST HAVE AND PRESENT TO AOT ANNUAL PROOF OF 1) A DEDICATED TOURISM MARKETING BUDGET; 2) A WEBSITE/MICROSITE AND 3) SOCIAL MEDIA PRESENCE.

BED TAX RESOLUTION

A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF PRESCOTT, YAVAPAI COUNTY, ARIZONA, ORDERING THE SUBMITTAL TO THE CITY OF PRESCOTT ON NOVEMBER 6, 2007, THE QUESTION OF AUTHORIZING THE LEVY OF A TRANSACTION PRIVILEGE TAX (COMMONLY KNOWN AS THE TRANSIENT OCCUPANCY TAXING) IN AN AMOUNT EQUAL TO THREE PERCENT (3%) OF THE GROSS INCOME FROM LODGING RENTS FROM THE BUSINESS ACTIVITY OF ANY HOTEL ENGAGING OR CONTINUING WITHIN THE CITY IN THE BUSINESS OF CHARGING FOR LODGING, AND/OR LODGING SPACE FURNISHED TO ANY TRANSIENT FOR A PERIOD OF UNDER TWENTY EIGHT (28) CONSECUTIVE DAYS EFFECTIVE NO EARLIER THAN JANUARY 1, 2008; SUCH TAX TO BE IN ADDITION TO ALL TRANSACTION PRIVILEGE TAXES NOW LEVIED BY THE CITY, WITH THE PROCEEDS TO BE ACCOUNTED FOR IN A SEPARATE FUND AND TO BE USED FOR THE PROMOTION OF TOURISM AND DEVELOPMENT OF RECREATIONAL USES WITHIN THE CITY OF PRESCOTT; DECLARING AN EMERGENCY; AND AUTHORIZING THE MAYOR AND STAFF TO TAKE ANY ALL STEPS NECESSARY TO ACCOMPLISH THE ABOVE.

Start Here





Average daily spend per overnight visitor is \$218.80
Average daily spend per day trip visitor is \$66

Travelers to Prescott spend an annual average of
\$205 million
on lodging, food, and beverage, retail,
entertainment, and local transportation!

This \$205 million in estimated spending
at local establishments creating an economic impact of
\$300 million statewide in 2022.

Tourism dollars generate \$101 million in
labor income or payroll at hotels,
restaurants, retailers, and other service
businesses in Prescott, as well as local
businesses that are suppliers to the
hospitality industry.

These travelers generated an estimated
\$17 million in state and local tax
revenues in 2022, including \$6 million in
city sales and bed taxes and an
additional \$11 million in county and
state sales taxes.

**Signature Tourism Benefits
to the Community of Prescott:**

World's Oldest Rodeo
Courthouse Lighting
4 Museums
2 Centers
29 local non-profits for events in Prescott
Recreation Services Capital Projects
Open Space Management
Parking Structure Maintenance
Lower Goldwater Improvements
Granite Creek Corridor

TOURISM BENEFITS

the general fund too!

*Estimated \$6 Million in Annual
City Sales Tax Revenues*

- Annual salaries of 27 police officers or 26 firefighters
- Five years of scheduled police vehicle replacements and additions
- Annual maintenance of 1,046 acres of parks and open space
- Annual maintenance of 240 miles of streets
- Two years of citywide library operations

*Previous Community Projects
Paid for by Tourism Dollars*

- Downtown Parking Garage Maintenance
- Downtown Kiosk Maps & Courtesy Cans
- Special Events Overtime
- Whiskey Row Alley Archways
- Pickleball Court Restrooms
- Constellation Trailhead Restrooms
- Watson Lake Park Improvements
- Granite Creek Park Improvements
- Pioneer Park Improvements

- Heritage Park Improvements
- Ken Lindley Improvements
- Skatepark
- Prescott High School Tennis Courts
- Portable Band Shell
- Kayla's Hands Playground



2023 ACHIEVEMENTS

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Experience Prescott

Strategic Plan

VISION

Prescott is a welcoming and unforgettable year-round destination attracting visitors seeking to experience authentic Western heritage and unparalleled natural beauty.

MISSION

We attract visitors to Prescott and enhance our community's quality of life by inspiring a love and respect for our natural beauty, rich history, and hometown atmosphere.

GUIDING PRINCIPLES

Our work to promote the destination and support the growth of our tourism industry must:

1. Engage residents and industry stakeholders
2. Enhance, enrich, and simplify the visitor experience
3. Emphasize the quality of visitors over the quantity of tourists
4. Consider the impact of our work on existing infrastructure and community resources
5. Support the responsible use of our natural resources and assets
6. Seek to enhance our quality of life and increase economic opportunity
7. Preserve our community's exceptional hospitality and create an environment that is welcoming to all

AREA OF FOCUS

Grow and Build Sales & Marketing Infrastructure

SUCCESS MEASURES

- Increase in room nights mid-week (occupancy rates)
- Maintain bed tax revenue
- Increase in owned/earned media engagement

INITIATIVES

- Hire a dedicated Group Sales Manager with specific focus on mid-week and shoulder season opportunities
- Develop a sales and marketing strategy
- Continue to support current events through enhanced promotion and fiscal support
- Establish a data analytics program to target niche attraction markets and visitor segments

Improve Visitor Access & Experience

- Increase in Prescott's destination net promoter score (NPS)
- Increase in visitor wayfinding, such as info kiosks, attraction maps, and online tools

- Develop and launch an enhanced wayfinding program with a focus on new historical & educational signs, information kiosks, directional maps, and self-guided tour apps
- Develop and publish "Prescott Stories" on website and social media
- Enhance partnerships with the Chamber and PDP to seek opportunities to improve visitor access and experience

Sustain a Healthy Level of Tourism

- Increase in the number of new and repeat annual visitors
- Increase in the number of shoulder season and mid-week visitors
- Increase in direct and indirect visitor spend

- Develop a strategic marketing campaign to attract visitors mid-week
- Establish a tradeshow and meeting planner engagement program focused on small trade associations/groups
- Complete a shoulder season gap analysis and asset mapping study

Enhance Community & Stakeholder Engagement

- Increase in the number of newsletter clicks or open rate
- Increase in the Office of Tourism partner satisfaction score
- Increase in the number of attendees at community "team ups" and town halls

- Hire a dedicated Community Relations Coordinator
- Establish a tourism attractions promotion, celebration, and awareness program
- Develop a Communications Strategy to better share economic impact data and industry developments to decision-makers, the community, and industry stakeholders

The background of the slide features a photograph of a grand, classical-style building at night. The building has a prominent pediment with a clock face in the center and is illuminated with warm yellow lights. In front of the building, several trees are decorated with strings of colorful Christmas lights. The sky above the building is filled with a vibrant display of fireworks, with long, streaking trails of light in shades of orange, red, and yellow. The entire scene is overlaid with a semi-transparent orange filter. On the left and right sides of the slide, there are decorative white geometric shapes consisting of parallel horizontal lines of varying lengths, creating a modern, architectural feel.

DESTINATION MANAGEMENT

Destination management can include land use planning, business permits and zoning controls, environmental and other regulations, business association initiatives, and a host of other techniques to shape the development and daily operation of tourism-related activities.

2024 FUTURE GOALS

01 Improve Visitor Access & Experience

- Redo Heritage Trail Maps
- New Visitors Guide
- Finish Website Listings

02 Grow & Build Sales and Marketing Infrastructure

- Make Group Sales Manager Position Permanent
- Maintain or Increase Bed Tax Revenue

03 Sustain a Healthy Level of Tourism

- Update Meeting Planner Kit
- Maintain efforts to seek and grow weekday business

04 Enhance Community & Stakeholder Engagement

- Participate in National Tourism Week
- 2 Tourism Team Ups
- 3 Citizen Academy Presentations



TARGET AUDIENCE

for social media & paid ads

Natural History Lovers



Age: 44.8
Income: \$140,204
Married: 77.6%
Single: 16.8%
Children: 59.8%
Average Length of Stay: 5.5 Days
Average Daily Spend: \$555.72
Average Travel Party Size: 2.5 People
Number of Trips Expected in 2 Years: 4.6

Wild Bunch



Age: 39
Income: \$127,685
Married: 86%
Single: 9%
Children: 100%
Average Length of Stay: 5.2 Days
Average Daily Spend: \$549.76
Average Travel Party Size: 3 People
Number of Trips Expected in 2 Years: 4.2

Foodies without Pretense



Age: 45.5
Income: \$129,046
Married: 73.9%
Single: 19.7%
Children: 52.1%
Average Length of Stay: 5.3 Days
Average Daily Spend: \$502.58
Average Travel Party Size: 2.5 People
Number of Trips Expected in 2 Years: 4.6

THANK YOU

City of Prescott Office of Tourism

-  928-777-1460
-  hello@experienceprescott.com
-  www.experienceprescott.com
-  201 N. Montezuma Street





TO: MAYOR AND CITY COUNCIL
AGENDA: January TAC Agenda
DATE: January 10, 2024
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding
Department & Destination Marketing
Organization Review.

ITEM SUMMARY

Staff will provide an overview regarding the Economic Development Department for the city as well as destination marketing plans.

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: January TAC Agenda
DATE: January 10, 2024
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Presentation & Discussion Regarding 2023 Achievements, Strategic Plan Review & 2024 Goals.

ITEM SUMMARY

Staff will provide an overview of accomplishments from 2023, as well as review the city's strategic plan and goals for 2024.

BACKGROUND

None.

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

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

ATTACHMENTS

None