



City of Prescott

Tourism Advisory Committee

March 6, 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 **March 6, 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. Approval of the February 14, 2024 TAC Meeting Minutes.
Recommended Action: MOVE to approve the minutes as presented
 - B. Presentation & Discussion Regarding New Media and Marketing Material.
Recommended Action: This item is for discussion only. No formal action will be taken.
 - C. Presentation & Discussion Regarding Revised Tourism Strategic Plan Document.
Recommended Action: This item is for discussion only. No formal action will be taken.
4. **UPDATES**
 - A. Committee Member Updates
 - B. 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 2/28/24 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: March 6 Tourism Advisory Committee Meeting
DATE: March 6, 2024
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Approval of the February 14, 2024 TAC Meeting Minutes.

ITEM SUMMARY

This item is for the approval of the February 14, 2024 minutes. Staff recommends approving the minutes as presented.

BACKGROUND

None.

FINANCIAL IMPACT

There is no financial impact.

RECOMMENDED ACTION

MOVE to approve the minutes as presented

ATTACHMENTS

1. February 14, 2024 TAC Minutes



City of Prescott **Tourism Advisory Committee**

February 14, 2024 | 11:00 AM
201 N. Montezuma Street
Council Chambers, 3rd Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Matt Brassard, Vice Chair called the meeting to order at 11:00 a.m.

2. ROLL CALL

Margo Christensen – Chair (Excused)

Matt Brassard - Vice Chair

Steve Bracety - Member

Robert Coombs - Member

Jim Dawson - Member

Dennis Gallagher - Member

Edd Kellerman - Member

Autumn Kline – Member

Ken Leja – Member

Linda Nichols - Member

3. DISCUSSION & ACTION ITEMS

A. Approval of Minutes from the September 13, 2023 Tourism Advisory Committee Meeting.

Motion by Member Nichols to approve the minutes as presented; seconded by member Kline seconded. Passed (9-0)

B. Approval of Minutes from the January 10, 2024 Tourism Advisory Committee Meeting.

Motion by member Kline to approve the minutes as presented; seconded by member Leja. Passes (9-0)

C. Presentation & Discussion Regarding Tourism Grants.

Tourism & Economic Initiatives Coordinator Cristina Binkley opened the discussion about grants. There were no questions, suggestions or comments regarding the application or the post-event report. Committee members clarified the upcoming dates for the grant cycle. TAC Committee members recommended that we move the TAC Meeting and the Scoring Meeting to April 24th at 10:30am. This will allow the committee members more time for scoring. There was unanimous consensus to move the meeting and the related scoring meeting.

4. UPDATES

A. Committee Member Updates

All Committee members provided approximately a 60-second update regarding their connections to tourism and hospitality.

B. Staff Announcements and Updates.

John Heiney presented the Community Outreach Report (See Attached).
Cristina Binkley presented Heather Herman's Report. (See Attached).
Additionally, she mentioned upcoming travel for staff, the new promotional swag, and the new videos which will be shown at the next meeting. Mike Kelly presented the Group Sales Update (See Attached).
Ryan Harlow presented the Recreation Services Update - (See Attached) tournament schedule and estimated economic impacts from sporting events.
Mike Kelly presented the airport report. See Attached.

C. Presentation & Updated Regarding the Economic Development Strategic Plan.

Cristina Binkley reported that Staff has completed approximately 42% of the Tourism Strategic Plan. Together with Heather Herman they will be updating the one sheeter to reflect the remaining goals of 2024/2025.

5. ADJOURNMENT

There being no further business to discuss,
the meeting was adjourned at 11:33 a.m.

MARGO CHRISTENSEN, Chair

ATTEST:

Staff Liaison



TO: MAYOR AND CITY COUNCIL
AGENDA: March 6 Tourism Advisory Committee Meeting
DATE: March 6, 2024
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding New Media and Marketing Material.

ITEM SUMMARY

Staff has refreshed Enchroma Color Blind Video and Seasonal Video marketing materials, and will present these updates to the Committee.

BACKGROUND

None.

FINANCIAL IMPACT

There is no financial impact.

RECOMMENDED ACTION

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

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: March 6 Tourism Advisory Committee Meeting
DATE: March 6, 2024
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Presentation & Discussion Regarding Revised Tourism Strategic Plan Document.

ITEM SUMMARY

Staff will provide a review of the updated Tourism Strategic Planning document based on the one sheet that was previously completed with the Corragio Group.

BACKGROUND

None.

FINANCIAL IMPACT

There is no financial impact of this item.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Revised Strategic Plan_Economic Development

STRATEGIC PLAN 2024 - 2025



AREAS OF FOCUS & SUCCESS MEASURES

Grow and Build Sales & Marketing Infrastructure:

- Continue to support current events through enhanced promotion and fiscal support
- Establish a data analytics program to target niche attraction markets and visitor segments

Success Measures:

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

Improve Visitor Access & Experience:

- 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

Success Measures:

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

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

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.

Sustain a Healthy Level of Tourism

- Develop a strategic marketing campaign to attract visitors mid-week
- Establish a tradeshow and meeting planner engagement program focused on small trade associations/groups

Success Measures:

- 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

Enhance Community & Stakeholder Engagement

- 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

Success Measures:

- Increase in the number of newsletter clicks or open rate
- Increase in the Office of Tourism partner satisfaction score
- Actively participate in community “team-ups” , citizen’s academies, and town halls

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



TO: MAYOR AND CITY COUNCIL
AGENDA: March 6 Tourism Advisory Committee Meeting
DATE: March 6, 2024
DEPT: Tourism
ITEM #: 4.B
SUBJECT: Staff Announcements

ITEM SUMMARY

Staff will present monthly updates in the following order:
John Heiney Community Outreach Manager
Cristina Binkley Tourism Manager
Mike Kelly Sales & Marketing Manager
Heather Herman, Front Burner Media
Ryan Harlow, Recreation Services
Airport

BACKGROUND

None.

FINANCIAL IMPACT

There is no financial impact.

RECOMMENDED ACTION

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

ATTACHMENTS

None