



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.

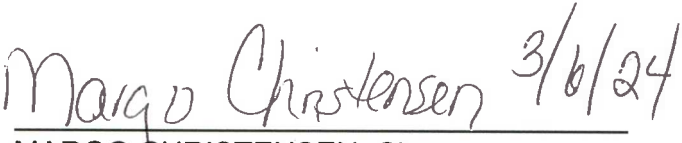
John Heiney presented the Community Outreach Report (See Attached).
Cristina Binkley presented Heather Herman's Report. (See Attached).
Additionally, she mentioned upcoming travel for staff, the new promotional swag, and the new videos which will be shown at the next meeting. Mike Kelly presented the 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 sheet to reflect the remaining goals of 2024/2025.

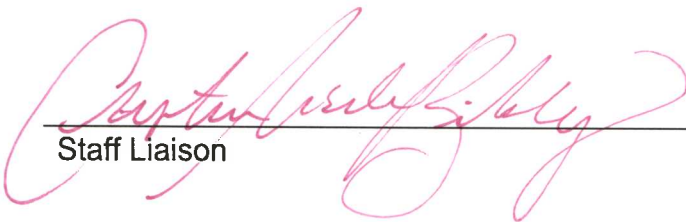
5. ADJOURNMENT

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

 3/6/24

MARGO CHRISTENSEN, Chair

ATTEST:



Staff Liaison

Marketing & PR Summary: February 14 TAC Meeting

Marketing:

- **AOT Co-op** updates:
 - Ideas for next FY are being submitted to the AOT team for areas of consideration. Mural app and project is one, data and research opportunities, as well as marketing opportunities to highlight direct flights from Germany, Paris, and the UK to AZ.
- **ATI Partnership:**
 - Through our partnership, we had a 1 hour Zoom training with 100+ agents and operators in the USA, Canada, UK, and Europe about the participating regions in AZ to educate them and highlight what to experience in our destination.

Media:

- **Tim Wild coming from the UK to explore mountain biking in Prescott, March 11-13. He's published pieces for Freehub.com and more.**
 - He's on assignment to cover the Sedona MTB Festival and reached out to see if there are other places he needs to ride and discover in AZ. He'll be riding with City staff members and they can showcase the new trail plans. We spent 1 hour via Zoom discussing Prescott on Monday and he's excited to spend 2 nights exploring.
- Visit USA Parks, coming in April instead of February due to a schedule conflict. She'll stay for 2 nights to explore the area and cover for Outdoor publications as well as an international digital campaign in Germany and domestically for Visit USA Parks.

Travel Trade:

- LA Sales Mission: January 23-25, met with 25+ agents and operators showcasing Prescott. Follow up included an email introduction to Mike for the contacts to reach out to for more information. Destination America, ATI, New World Travel, Trans Orbit and more were in attendance.



Prepping for Go West in Lake Tahoe, reception with AOT on Tuesday night. Submitted our list of participants we'd like at the reception.

News & Industry Updates:

- New direct flights from Phoenix to Paris begin in May. We've been in discussion with AOT about how to leverage AZ and partners around the state to showcase why Parisians need to plan an AZ visit.
- Flights are dropping on British Airways and more Europeans are booking and locking in their trips. National Travel & Tourism Office reported air travel date for December 2023 passenger totals exceeded pre-pandemic numbers.

**Reach out with any questions, comments, or ideas:
heather@frontburnermedia.com, 928-202-2374.**

Community Development Director Report To TAC

12-14-24

1. Later today, Council will have a special Executive Session regarding candidates for Interim City Manager. The search for a permanent replacement is ongoing as well.
2. Council will conduct an intensive two-day strategic planning session Thursday and Friday, February 15-16. Meetings begin at 8 a.m. at the Hassayampa Inn Marina Room, and are open to the public.
3. The Arizona Association of Chiefs of Police (AACOP) announced last week that Prescott Police Chief Amy Bonney has been named Arizona Chief of the Year. Last Friday Chief Bonney was presented with the award by the President of AACOP at the annual business meeting of the association in Mesa, Arizona. Chief Bonney was nominated by her peers and was selected based on her accomplishments as a law enforcement leader, her service to the association and most importantly her service to her community. Congratulations to Chief Bonney!
4. The City will be closed Monday, February 19th in honor of Presidents Day.

LOCAL ECONOMIC IMPACT FROM 2023 CITY OF PRESCOTT RECREATION SERVICES TOURNAMENTS AND RACING EVENTS

DATES OF EVENT	CITY OF PRESCOTT 2023 COMPETITIVE TOURNAMENTS & RACES	OUT OF TOWN + LOCAL EQUALS TOTAL PARTICIPANTS	OUT OF TOWN ESTIMATED DIRECT SPENDING	LOCAL ESTIMATED DIRECT SPENDING	**TOTAL ESTIMATED DIRECT SPENDING	PROJECTED CITY TAX REVENUE	PROJECTED COUNTY TAX REVENUE	PROJECTED BED TAX REVENUE	TOTAL PROJECTED TAX REVENUE	**ESTIMATED DIRECT SPENDING TIMES 2.33 EQUALS ECONOMIC IMPACT TO AREA
March 18	PPA Wearing of the Green Tournament	58	\$ -	\$ 2,900.00	\$ 2,900.00	\$ 79.75	\$ 21.75	\$ -	\$ 101.50	\$ 6,757.00
March 25 & 26	Yavapai Soccer Cup Youth Tournament (Boys)	136 teams/14 local	\$ 320,250.00	\$ 10,500.00	\$ 330,750.00	\$ 9,095.00	\$ 2,480.00	\$ 5,751.00	\$ 17,326.00	\$ 770,648.00
April 1 & 2	Yavapai Soccer Cup Youth Tournament (Girls)	90 teams/7 local	\$ 215,250.00	\$ 6,000.00	\$ 221,250.00	\$ 6,084.00	\$ 1,659.00	\$ 3,888.00	\$ 11,631.00	\$ 515,513.00
April 1	PPA Pickleball Foolin' Around Tournament	48		\$ 2,400.00	\$ 2,400.00	\$ 66.00	\$ 18.00	\$ -	\$ 84.00	\$ 5,592.00
April 8	Prescott Punisher (Bike Race)	600	\$ 157,500.00	\$ -	\$ 157,500.00	\$ 4,331.25	\$ 1,181.25	\$ 2,025.00	\$ 7,537.50	\$ 366,975.00
April 22 & 23	Whiskey Basin Trail Run	715	\$ 187,600.00	\$ -	\$ 187,600.00	\$ 5,159.00	\$ 1,407.00	\$ 2,416.50	\$ 8,982.50	\$ 437,108.00
May 6 & 7	AZ/SSUSA Emie Jones Memorial Softball Tourney	27 teams/2 local	\$ 56,875.00	\$ 2,600.00	\$ 59,475.00	\$ 1,635.56	\$ 446.06	\$ 1,377.81	\$ 3,459.43	\$ 138,576.75
May 13 & 14	Triple Crown Youth Baseball Torunament	11 teams/ 3 local	\$ 19,600.00	\$ 4,200.00	\$ 23,800.00	\$ 654.50	\$ 178.50	\$ 436.59	\$ 1,269.59	\$ 55,454.00
May 19 & 20	PPA Member Mashup Pickleball Tournament	86	\$ -	\$ 8,600.00	\$ 8,600.00	\$ 236.50	\$ 64.50	\$ -	\$ 301.00	\$ 20,038.00
May 20 & 21	AFA Girls Fastpitch National Qualifier	CANCELLED								
May 27-29	Baseball Showcase Tournament (Youth)	24 teams/ 1 local	\$ 112,700.00	\$ 2,600.00	\$ 115,300.00	\$ 3,170.75	\$ 864.75	\$ 2,506.14	\$ 4,035.50	\$ 268,649.00
June 3 & 4	Triple Crown Youth Baseball/Softball Tournament	CANCELLED								
June 10 & 11	Alliance/USA Softball Girls Fastpitch Tournament	18 teams/ 1 local	\$ 62,475.00	\$ 1,400.00	\$ 63,875.00	\$ 1,756.56	\$ 479.06	\$ 1,386.32	\$ 3,621.94	\$ 148,828.75
June 17 & 18	R12 Sports Cool Country Classic Softball Tourney	12 teams/ 6 local	\$ 13,650.00	\$ 3,900.00	\$ 17,550.00	\$ 482.63	\$ 131.63	\$ 328.86	\$ 943.12	\$ 40,891.50
June 24 & 25	Chuck, Keith & Ben Jones Co-Rec Softball Tourney	12 Teams/ 10 local	\$ 4,200.00	\$ 6,000.00	\$ 10,200.00	\$ 280.50	\$ 76.50	\$ 102.06	\$ 459.06	\$ 23,766.00
July 8 & 9	AWS/NCS Men's Senior Slow Pitch Tournament(last minute)	6 Teams/ 0 local	\$ 13,650.00	\$ -	\$ 13,650.00	\$ 482.63	\$ 131.63	\$ 328.86	\$ 943.12	\$ 40,891.50
July 15 & 16	R12 Sports Cool Country Classic III Softball Tourney	14 Teams/ 6 local	\$ 18,200.00	\$ 3,900.00	\$ 22,100.00	\$ 607.75	\$ 165.75	\$ 442.26	\$ 1,215.76	\$ 54,493.00
July 22 & 23	AWS/NCS Men's Senior Slow Pitch Tournament	30 Teams/ 1 local	\$ 65,975.00	\$ 650.00	\$ 66,625.00	\$ 1,832.19	\$ 499.69	\$ 1,598.94	\$ 3,930.82	\$ 155,236.26
July 28-30	AFA Girls Fastpitch Tournament	40 Teams/ 4 local	\$ 132,300.00	\$ 5,600.00	\$ 137,900.00	\$ 3,792.25	\$ 1,034.25	\$ 2,942.73	\$ 7,769.23	\$ 321,307.00
August 4-6	Women's Senior Summer Softball Smash	30 Teams/0 local	\$ 236,250.00	\$ -	\$ 236,250.00	\$ 6,496.88	\$ 1,771.88	\$ 5,732.37	\$ 14,001.13	\$ 550,462.50
August 12 & 13	AZ/SSUSA Last Chance Qualifier-Cool Cntry Classic IV	25 teams/ 2 local	\$ 52,352.00	\$ 2,600.00	\$ 54,952.00	\$ 1,511.18	\$ 412.14	\$ 1,270.08	\$ 3,193.40	\$ 128,038.16
August 18-20	WPT (World Pickleball Tour) Tournament	185/172 local	\$ -	\$ 18,500.00	\$ 18,500.00	\$ 508.75	\$ 138.75	\$ 1,242.00	\$ 1,889.50	\$ 43,105.00
August 19	NYS-National Youth Sports Football Jamboree	CANCELLED								
August 26 & 27	Alliance/USA Softball Girls Fastpitch Tournament	CANCELLED								
September 2-4	Triple Crown Youth Baseball Tournament	31 Teams/ 3 local	\$ 137,200.00	\$ 4,200.00	\$ 141,400.00	\$ 3,888.50	\$ 1,060.50	\$ 3,050.46	\$ 7,999.46	\$ 329,462.00
September 22-24	PPA Granite Min. Games pickleball tournament	CANCELLED								
Sept 30 & Oct 1	AFA Girls Fastpitch Tournament	CANCELLED								
October 7 & 8	AZ High School Cycling Race (Youth Event)	785	\$ 206,062.50		\$ 206,062.50	\$ 5,666.72	\$ 1,545.47	\$ 2,646.00	\$ 9,858.19	\$ 480,125.63
October 14	Prescott YMCA Whiskey Row Marathon	951	\$ 249,637.50		\$ 249,637.50	\$ 6,865.03	\$ 1,872.28	\$ 3,204.00	\$ 11,941.31	\$ 581,655.38
October 14	OTL- Over The Line Softball Tournament	19 Teams/ 2 local	\$ 8,925.00	\$ 300.00	\$ 9,225.00	\$ 253.69	\$ 69.19	\$ 215.46	\$ 538.34	\$ 21,494.25
October 14 & 15	AFC- American Fastpitch Softball Championship	5 Teams/2 local	\$ 13,650.00	\$ 3,900.00	\$ 17,550.00	\$ 482.63	\$ 131.63	\$ 261.00	\$ 875.26	\$ 40,891.50
October 21 & 22	AFA Girls Fastpitch Tournament	CANCELLED								
Various Dates	*Smaller 1 day races (2 races-SEE BELOW)	323	\$ 56,525.00		\$ 56,525.00	\$ 1,554.44	\$ 423.94		\$ 1,978.38	\$ 131,703.25
Totals			\$ 2,340,827.00	\$ 90,750.00	\$ 2,431,577.00	\$ 66,974.64	\$ 18,265.10	\$ 43,152.44	\$ 125,886.04	\$ 5,677,662.43
	3,751 individual participants in all races/runs/pickleball tourneys									
	*Smaller 1 day races include: Cocadona250 (193) / Prescott Sixer Race(130)									

2024 Calendar of Sporting Events



Contact the Recreation Services Department at (928) 777-1121 for more Details

<u>Dates</u>	<u>Event</u>	<u>Contact</u>	<u>Sites</u>
March 16	PPA Dink Tournament-One Day	Doug Seefeld/PPA	Pickle Ball Courts
April 5-7	Yavapai Soccer Cup Boys (Youth Event)	Yavapai Soccer League	PP/HP/Kuebler/KL
April 13	Prescott Punisher	Tim Racette	Pioneer Trail System
April 12-14	Yavapai Soccer Cup Girls (Youth Event)	Yavapai Soccer League	PP/HP/Kuebler/KL
April 12-14	Whiskey Basin Trail Run	Jubilee Paige/Aravaipa	Circle Trail
April 26-28	Whiskey Off Road	EPIC Rides	Downtown
May 6/7	Cocadona 250	Steve Aderholt/ Aravaipa	Circle Trail
May 4/5	AZ/SSUSA Ernie Jones Memorial Cool Country Classic I	Rick Seifman	Pioneer 4 Plex/Heritage #1
May 11/12	Triple Crown Youth Baseball Tournament	Kyle Gribble	Pioneer/Kuebler/Ziegler/Heritage
May 17/18	Prescott Pickle Ball Association-Member Mashup Tourney	Doug Seefeld/PPA	Pickle Ball Courts
May 18/19	AWS Men's Senior Slow Pitch Tournament	JP Morgan	Pioneer/Heritage Park #1
May 25-27	Baseball Showcase Tournament (Youth Event)	Kyle Rogers	Pioneer/Kuebler/Ziegler
June 1/2	Alliance Fast Pitch Girls Fastpitch Tournament	Alfredo Nunez	Pioneer / Heritage
June 8/9	Triple Crown Youth Baseball Tournament	Kyle Gribble	Pioneer/Kuebler/Ziegler/Heritage
June 15/16	R12 Sports Cool Country Classic II Softball Tournament	Leon Rodriquez	Pioneer/Heritage #1
June 22	Chuck, Keith & Ben Jones Co-Rec Softball Tournament	Kathy Jones/Spring Jones	Pioneer Park
June 28-30	No Limit Fastpitch / PGF Youth Fastpitch Tournament	Ismael Mendoza	Pioneer/Heritage/BV's/Ziegler
July 6/7	R12 Sports Cool Country Classic III Softball Tournament	Leon Rodriquez	Pioneer/Heritage #1
July 13/14	AWS Men's Senior Slow Pitch Tournament	JP Morgan	Pioneer/Heritage Park #1
July 16-21	Alliance Fast Pitch -Girls Fastpitch Regional Championship	Alfredo Nunez	Pioneer / Heritage/BV/Ziegler
July 26-28	AFA Girls Fastpitch Tournament	Stacey Stepek	Pioneer / Heritage/BV
August 2-4	Women's Senior Summer Softball Smash	Michelle Stacy-Schroeder	Pioneer / Heritage/BV
August 10/11	AZ/SSUSA Last Chance World Qualifier Cool Country Classic IV	Rick Seifman	Pioneer 4 Plex/Heritage #1
August 17	NYS-National Youth Sports Football Jamboree	Jake Hanna	Pioneer 4 Plex
August 24/25	Alliance Fast Pitch Girls Fastpitch Tournament	Alfredo Nunez	Pioneer / Heritage
Aug 30-Sept 2	Triple Crown Youth Baseball Tournament	Kyle Gribble	Pioneer/Kbl/Zieg/Heritage
September 7	AYSO Soccer Games Begin (Saturdays Sept. 7- Nov. 16)	Brad Leach	Pioneer
September 28	Over-The-Line Tournament	Doug Bernstein	Heritage Park
October 5	Kitchen Fire Classic (Prescott Firefighter's Charities Pickleball Event)	Josh Krueger	Pickle Ball Courts
October 5/6	Prescott Circle Trail MTB Race	Aaron Schmidt	Pioneer Trail System
October 5/6	AZ High School Cycling Race (Youth Event)	Mike Perry	Pioneer Trail System
October 12	Prescott Whiskey Row Marathon	Jaime DeJoseph	Downtown
October 11-13	AFC Men's Fastpitch National Championship	Cam Schiller	Pioneer Park
October 12	Prescott Sixer Race	Breanna Bissel	Pioneer/Brownlow Trail



TOURISM ADVISORY COMMITTEE (TAC)

FEBRUARY 14, 2024

AIRPORT UPDATES



Airport Activity

Air Carrier Boardings	2017	2018	2019	2020	2021	2022	2023	2024
January	393	411	1982	1773	713	1404	1834	1907
February	353	411	1628	1669	810	1570	1804	
March	532	377	2377	1330	1312	1998	2191	
April	467	0	2406	108	1694	2027	2019	
May	644	0	2598	252	2057	2188	2162	
June	574	0	2398	597	2422	1965	1972	
July	579	0	2399	949	2460	1982	1843	
August	610	175	2379	1112	2531	2107	1922	
September	408	1969	2326	1259	2484	2157	2135	
October	496	2270	2419	1514	2801	2275	2293	
November	404	2197	2239	1355	2400	2240	2141	
December	406	2574	2579	1108	1942	2145	2208	
Total Annual Boardings	5,866	10,111	27,730	13,026	23,626	24,058	24,524	

Aircraft Activity

January to December 2023:
335,580

Date	Total Operations
Jan-23:	22,110
Feb-23:	24,901
Mar-23:	29,300
Apr-23:	30,944
May-23:	24,807
Jun-23:	28,040
Jul-23:	26,038
Aug-23:	26,503
Sep-23:	30,686
Oct-23:	35,333
Nov-23:	33,081
Dec-23	23,837
Total:	335,580

Current Construction Projects

Late Fall-Early Winter Construction

- ☐ All major construction projects have been completed
- ☐ General maintenance on the airport until spring/fall when pavement projects will begin



Airline Essential Air Service Bid & Airline Status

- ☐ **USDOT extended existing SkyWest services through August 31, 2024 due to delays.**
- ☐ **In March/April US Department of Transportation (USDOT) will issue a new Request for Proposals for Essential Air Service (EAS)**



Administrative Updates

- ☐ Airport is continuing work on extension of runway 3R/21L.
 - ☐ Current tasks are focused on Pre-Environmental work
- ☐ Airport beginning work on North Ramp Reconstruction & Relocation.
 - ☐ Current tasks are focused on the design phase of this project
- ☐ Airport beginning work on Off-Site Drainage Improvements by Bottlenecks & future SAFE Complex.
 - ☐ Current tasks are focused on the design & Construction phase of this project

