



City of Prescott

Tourism Advisory Committee

June 12, 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 **June 12, 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. Welcome New City Staff Members.
Recommended Action: This item is for discussion only. No formal action will be taken.
- B. Approval of the April 24, 2024 Tourism Advisory Committee Minutes.
Recommended Action: MOVE to approve the minutes as presented
- C. Discussion Regarding the August Meeting Date.
Recommended Action: This item is for discussion only. No formal action will be taken.
- D. Presentation & Discussion Regarding "Datafy" from Front Burner Media.
Recommended Action: This item is for discussion only. No formal action will be taken.
- E. Presentation & Discussion Regarding the 2025 Fiscal Year Budget for the Office of Tourism.
Recommended Action: This item is for discussion only. No formal action will be taken.

4. UPDATES

- A. Presentation & Discussion Regarding Changes to Tourism Grants & Contracts.
- B. Committee Member Updates.
- C. 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 6/7/24 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: June 12 Tourism Advisory Committee Meeting
DATE: June 12, 2024
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Welcome New City Staff Members.

ITEM SUMMARY

Staff will introduce the new City Manager, Dallin Kimble and new Airport Director, Rick Crider to the Committee.

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: June 12 Tourism Advisory Committee Meeting
DATE: June 12, 2024
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Approval of the April 24, 2024 Tourism Advisory Committee Minutes.

ITEM SUMMARY

This item is for the approval of the April 24, 2024 Tourism Advisory Committee meeting minutes. Staff recommends approving the minutes as presented.

BACKGROUND

None.

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

MOVE to approve the minutes as presented

ATTACHMENTS

1. April 24, 2024 TAC Minutes

City of Prescott

Tourism Advisory Committee



April 24, 2024 | 10:30 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 10:30 a.m.

2. ROLL CALL

Margo Christensen - Chair
Steve Bracety - Member (Absent)
Matt Brassard - 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 March 6, 2024 Tourism Advisory Committee Meeting Minutes.

Motion by Member Leja to approve the minutes as presented; Seconded by Member Dawson: Passed (9 - 0)

B. Presentation & Discussion Regarding the Bed Tax Fund Balance Proposals.

Cristina Binkley presented on behalf of Joe Baynes, Interim Deputy Director/Recreation Services Director. Reporting that \$100,000 of Bed Tax Fund Balance will be used this fiscal year to complete a new trailhead at the entrance of Bean Peaks. Jim Dawson asked if the Bean Peaks organization (PMBA) had asked for the funds. John Heiney clarified that PMBA did not ask for the funds, but the city is being proactive about building access to the new recreation asset.

Margo Christensen mentioned that strategically spending the fund balance is a wise idea.

John Heiney talked about the second proposal of hiring a downtown maintenance contract. Staff will bring it back to TAC in June. Margot Christensen mentioned that downtown beautification would better suit the bed tax language. Jim Dawson mentioned that destination management should be further discussed, as providing funds for this service could be a slippery slope. Heather Herman clarified that the state does not need to approve an organization becoming a DMMO - a Destination Management & Marketing Organization. Committee members would like to see this idea on a future agenda.

- C. Presentation & Discussion Regarding an Increase to the Annual Tourism Grant Funds.

Cristina Binkley notified committee members that the current grant fund is \$75,000 and staff is proposing to increase the fund to \$100,000 to further benefit community events. Margo Christensen mentioned that this is a good problem to have.

**Motion by Member Leja to approve; Seconded by Member Kellerman:
Passed (9 - 0)**

- D. Presentation & Discussion Regarding Marketing Support for Prescott Western Heritage Center.

Cristina Binkley reported that the Prescott Western Heritage Center has done a fabulous job promoting history throughout the area and staff would like to provide \$5,000 to supplement their marketing efforts. Robert Coombs mentioned that the Prescott Western Heritage Center is a frequent recommendation of the Visitor's Center. Jim Dawson mentioned that he is supportive of the idea, but had questions about possible collaborative marketing discussion in the future. Edd Kellerman discussed that the center is not a museum and does not meet the requirements of a museum.

**Motion by Member Brassard to approve; Seconded by Member Klein:
Passed (9 - 0)**

4. UPDATES

- A. Committee Member Announcements

Committee members and Council Member Luis Furthworth provided updates to the group. There were no additional questions.

- B. Staff Announcements

John Heiney Community Outreach Director - See attached report.

Cristina Binkley Tourism Manager - Mentioned that the team is working on tying up some branding efforts regarding Visit Prescott. Cease & Desists letters have been sent. The Office of Tourism hired a Content Creator who will be starting May 1st. Committee members are welcome and invited to wear the provided uniforms for future meetings, events and promotions. There is no May TAC Meeting.

Mike Kelly, Sales & Marketing Manager, mentioned bringing the Arizona Constables to Prescott. This organization is looking at booking the next 10 years of conferences. He is also working with Arizona Wildfire Academy for overflow for the next few years. Mike spent some time clarifying which niche markets he was targeting.

Heather Herman Front Burner Media - See Attached Report.

Ryan Harlow Recreation Services - Splash pad will be opening Memorial Day weekend. Basketball Courts Grand Opening is June 1st. Jim Dawson asked if they would be open courts, Ryan said yes with some light programming. Linda Nichols asked if the parking lot will be improved? Ryan said it's something we can look at in the future.

The airport report will be emailed to the TAC committee due to time constraints.

5. ADJOURNMENT

Committee Members would like to see the following items:

June Agenda - Tourism Budget & Introductions to the New Airport Director & New City Manager

August Agenda - DMMO Designation

Look into Trademarking Whiskey Row, Historic Whiskey Row

Adjourned at 11:55pm.

MARGO CHRISTENSEN, Chair

ATTEST:

CRISTINA BINKLEY, Staff Liaison



TO: MAYOR AND CITY COUNCIL
AGENDA: June 12 Tourism Advisory Committee Meeting
DATE: June 12, 2024
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Discussion Regarding the August Meeting Date.

ITEM SUMMARY

Staff will be attending the Arizona Governor's Conference on Tourism (GCOT) during the scheduled August Tourism Advisory Committee Meeting. They are seeking direction from the Committee on whether the August meeting should be skipped or rescheduled.

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: June 12 Tourism Advisory Committee Meeting
DATE: June 12, 2024
DEPT: Tourism
ITEM #: 3.D
SUBJECT: Presentation & Discussion Regarding "Datafy"
from Front Burner Media.

ITEM SUMMARY

The Office of Tourism has purchased new software DATAFY to review; visitor spending, visitor volume with length of stay, compared year over year since 2018, top markets, and top spending markets. This presentation will also review how the data is collected, what the terms mean, etc.

BACKGROUND

None.

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Datafy Presentation

Experience Prescott

January 2023 - March 2024 Data

Prepared by



Global Filters In-State Out-of-State Distance: 50 mi - 3,039 mi Dates: 1/1/23 - 3/31/24 Clusters: All Included POIs: All Included

Advanced Filters

Visitor Overview



Visitor Days
6,661,319 Days

An estimate of the number of daily visitors to a given POI or cluster of POIs.



Total Trips
3,400,869 Trips

The number of distinct trips by a unique visitor to a destination or POI.



Avg Length of Stay
2 Days

Average number of days spent by the average visitor within the filters.



Unique Visitors
914,031 Visitors

An estimate of the unique/individual visitors to a given POI or cluster.

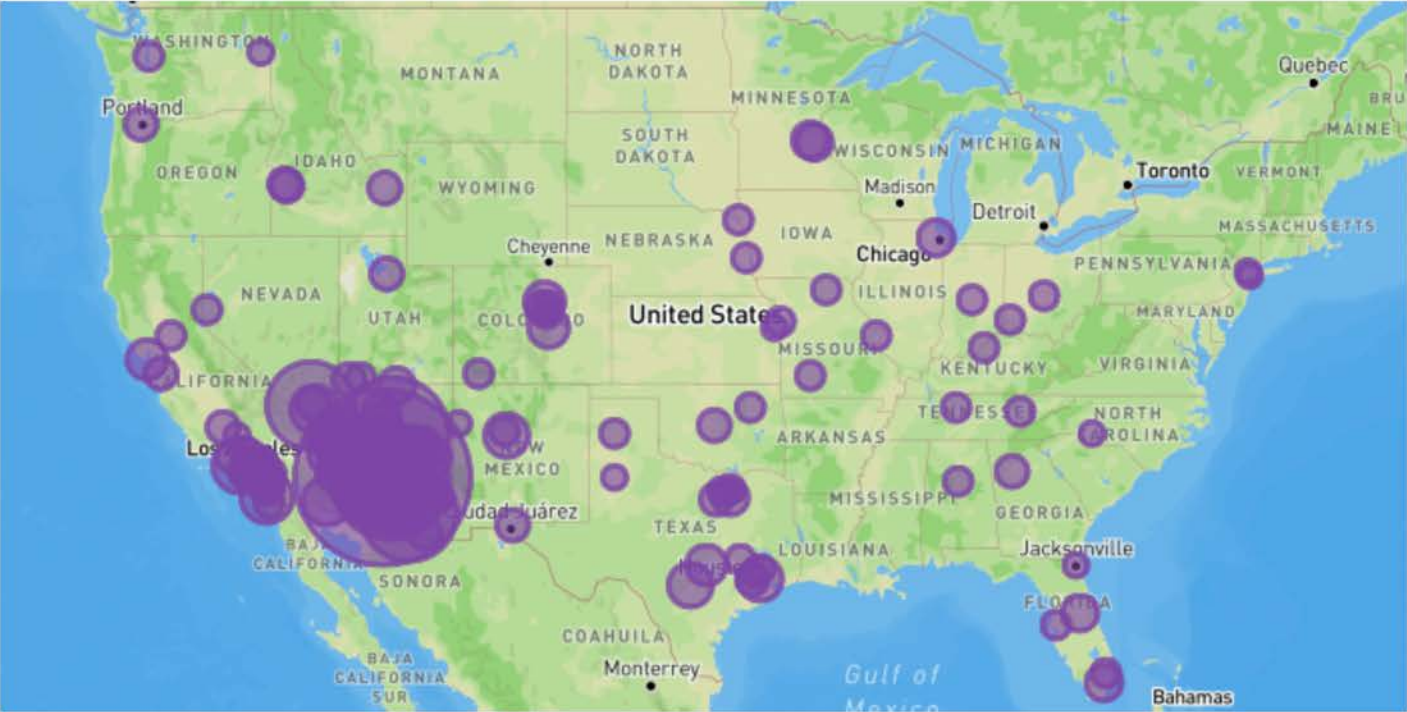
Experience Prescott - January 2023 -March 2024 Data

Global Filters In-State Out-of-State Distance: 50 mi - 3,039 mi Dates: 1/1/23 - 3/31/24 Clusters: All Included POIs: All Included

Advanced Filters

Visitor Density Map

Density Map

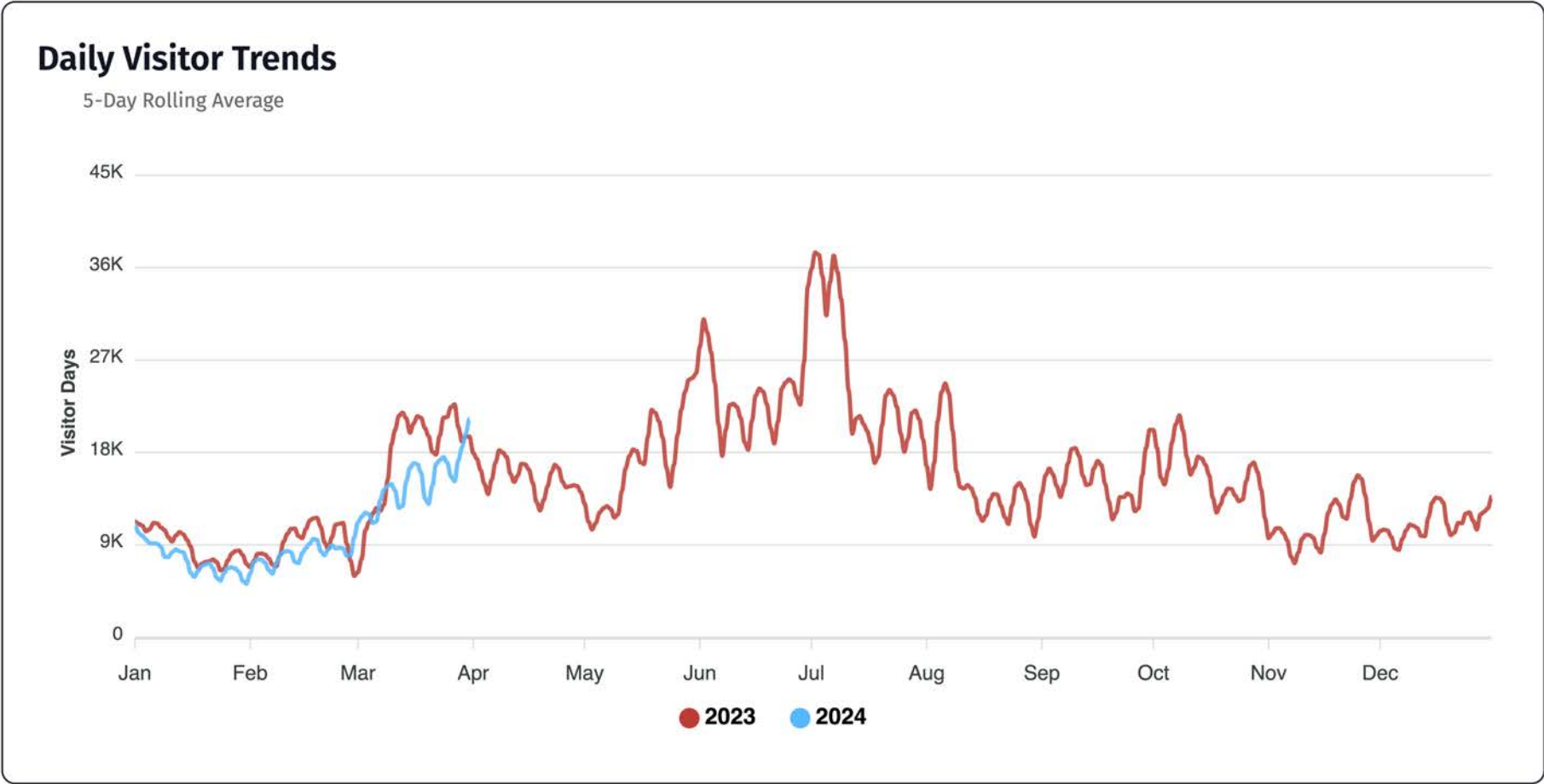


Experience Prescott - January 2023 -March 2024 Data

Global Filters In-State Out-of-State Distance: 50 mi - 3,039 mi Dates: 1/1/23 - 3/31/24 Clusters: All Included POIs: All Included

Advanced Filters

Trend Analysis



Experience Prescott - January 2023 -March 2024 Data

Global Filters In-State Out-of-State Distance: 50 mi - 3,039 mi Dates: 1/1/23 - 3/31/24 Clusters: All Included POIs: All Included

Advanced Filters

Trips

City Visitation

City	Visitor Days
Phoenix, AZ	391,009
Mesa, AZ	135,826
Flagstaff, AZ	110,626
Glendale, AZ	107,196
Tucson, AZ	105,839
Scottsdale, AZ	88,402
Peoria, AZ	88,275
Chandler, AZ	80,324
Gilbert, AZ	79,807

State Visitation

State	Visitor Days
Arizona	3,848,598
California	697,061
Texas	279,173
Florida	162,337
Nevada	118,344
Illinois	99,735
Colorado	98,480
Ohio	85,970
Michigan	77,963

DMA Visitation

DMA	Visitor Days
Phoenix -Prescott	3,559,364
Los Angeles	335,167
Tucson -Sierra Vista	134,531
Las Vegas	104,946
Dallas-Ft. Worth	88,260
New York	77,577
Chicago	75,648
San Diego	73,033
Denver	71,939

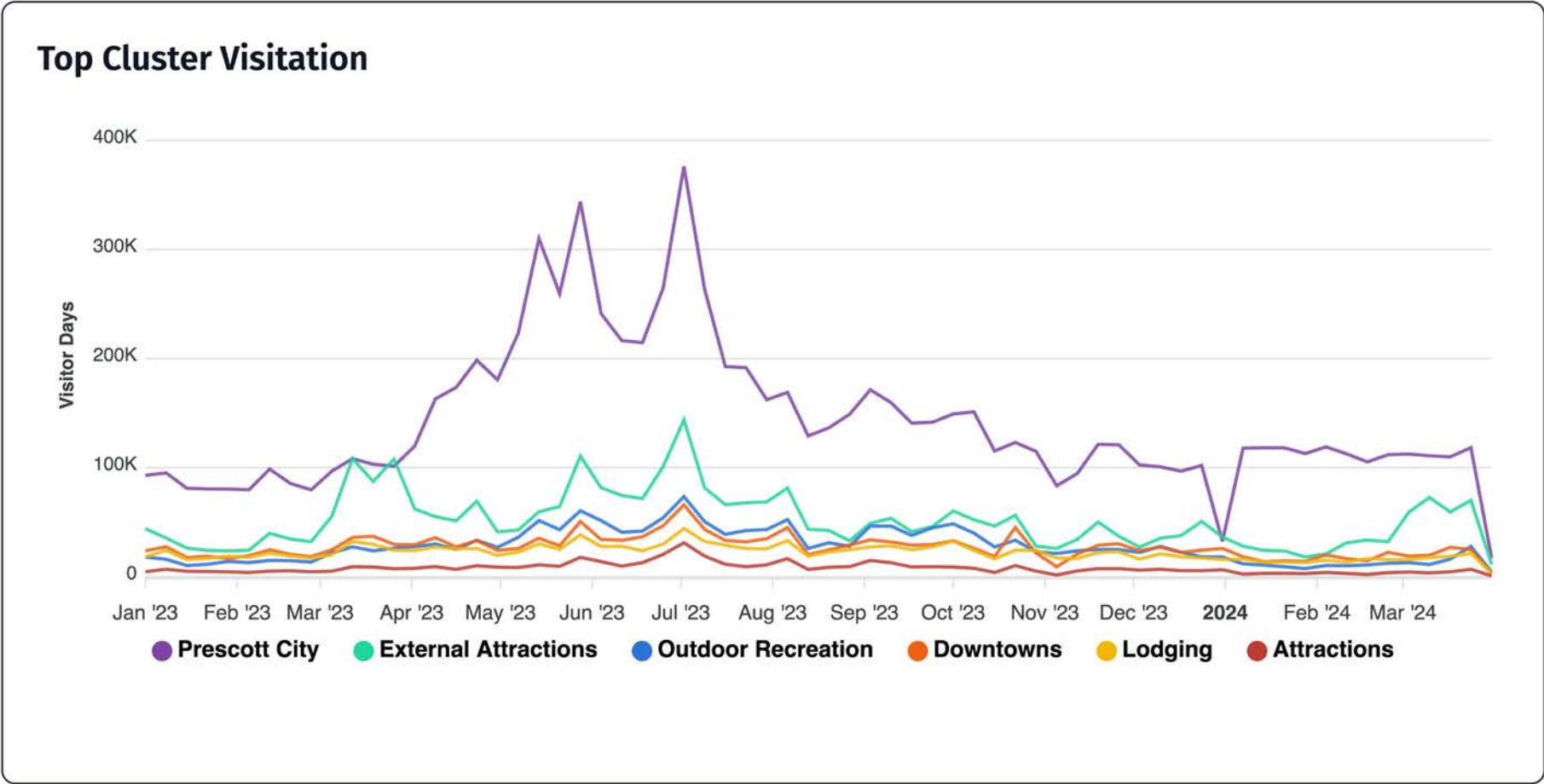
DMA- designated marketing area.

Experience Prescott - January 2023 -March 2024 Data

Global Filters In-State Out-of-State Distance: 50 mi - 3,039 mi Dates: 1/1/23 - 3/31/24 Clusters: All Included POIs: All Included

Advanced Filters

Visitor Activity



Experience Prescott - January 2023 -March 2024 Data

Global Filters In-State Out-of-State Distance: 50 mi - 3,039 mi Dates: 1/1/23 - 3/31/24 Clusters: All Included POIs: All Included

Advanced Filters

Visitor Days Spent

1-Day Trip Visitor Days 3,092,995 Days	2-Day Trip Visitor Days 1,158,781 Days	3-Day Trip Visitor Days 609,450 Days	4-Day Trip Visitor Days 214,240 Days	5+ Day Trip Visitor Days 1,532,698 Days
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Share of Trips per Trip Length

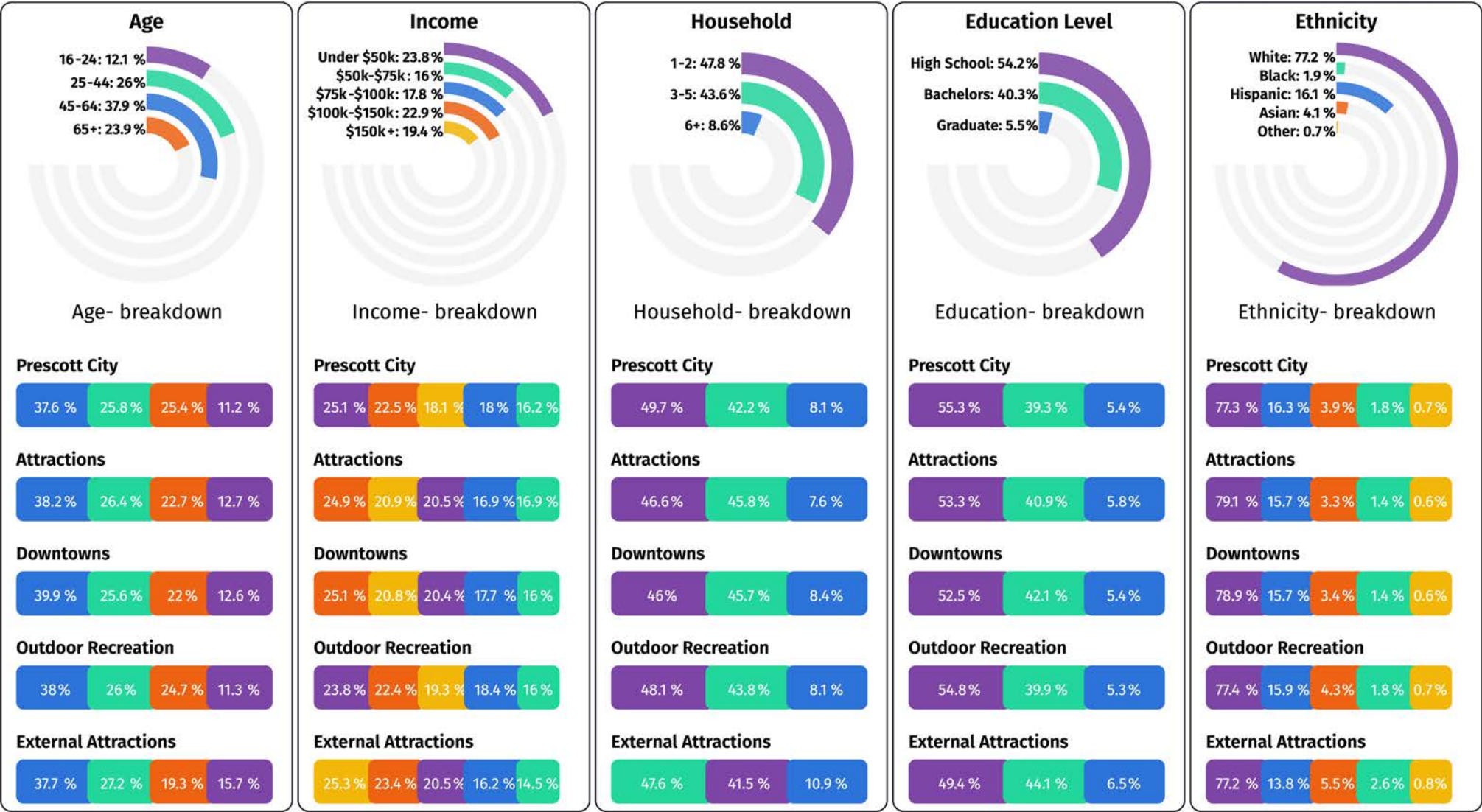


External attractions: Grand Canyon and Devil's Bridge.

Global Filters In-State Out-of-State Distance: 50 mi - 3,039 mi Dates: 1/1/23 - 3/31/24 Clusters: All Included POIs: All Included

Advanced Filters

Demographics



Average Length of Stay - Calculated by taking the average number of days spent by the average visitor within the filters that you're looking at. (Maybe a specific date range or cluster of POIs.) This differs from Trip Length, which looks at the length of the trip, regardless of if any clusters or POIs have been selected. Let's look at a visitor who is in-destination Thursday – Sunday. This visitor is assigned a Trip Length Category of four days. Now let's say that you've applied filters to only look at the weekend days. This visitor would be categorized as a “four-day visitor” with an average length of stay of two days.

Census Demographics - We calculate the home zip code of the device and then link that user's demographics, social, housing, and economic characteristics by using data from the U.S. Census and American Community Survey.

Cluster - A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

Distance Filter - This dynamic filter allows you to specify the distance between the users' home location and your POI. It'll allow you to make real time adjustments to segments like unique visitors, visitors days and trips. (Note: It's calculated on flight distance - not driving distance.)

Home Zip Code - The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

Household Level Demographics - Reports on income, education levels and age brackets of everyone living in a household. For example, if one person from the household visits a POI, the entire household profile would be reported. In other words, the demographics of a visitor are based off the demographics of their household, as opposed to the individual person in the POI.

POI (Point of Interest) - A physical boundary drawn on a map that is used to capture mobile device activity within that boundary. These are customizable and set by the user.

Repeat vs One Time - A measurement that can span multiple years to monitor if a device is observed in a destination one or more times. Once a unique device is observed in the destination a second time, that visitor shifts from a one-time visitor to a repeat visitor.

Trip Length - Measures how long, in days, the visitor spent in the destination.

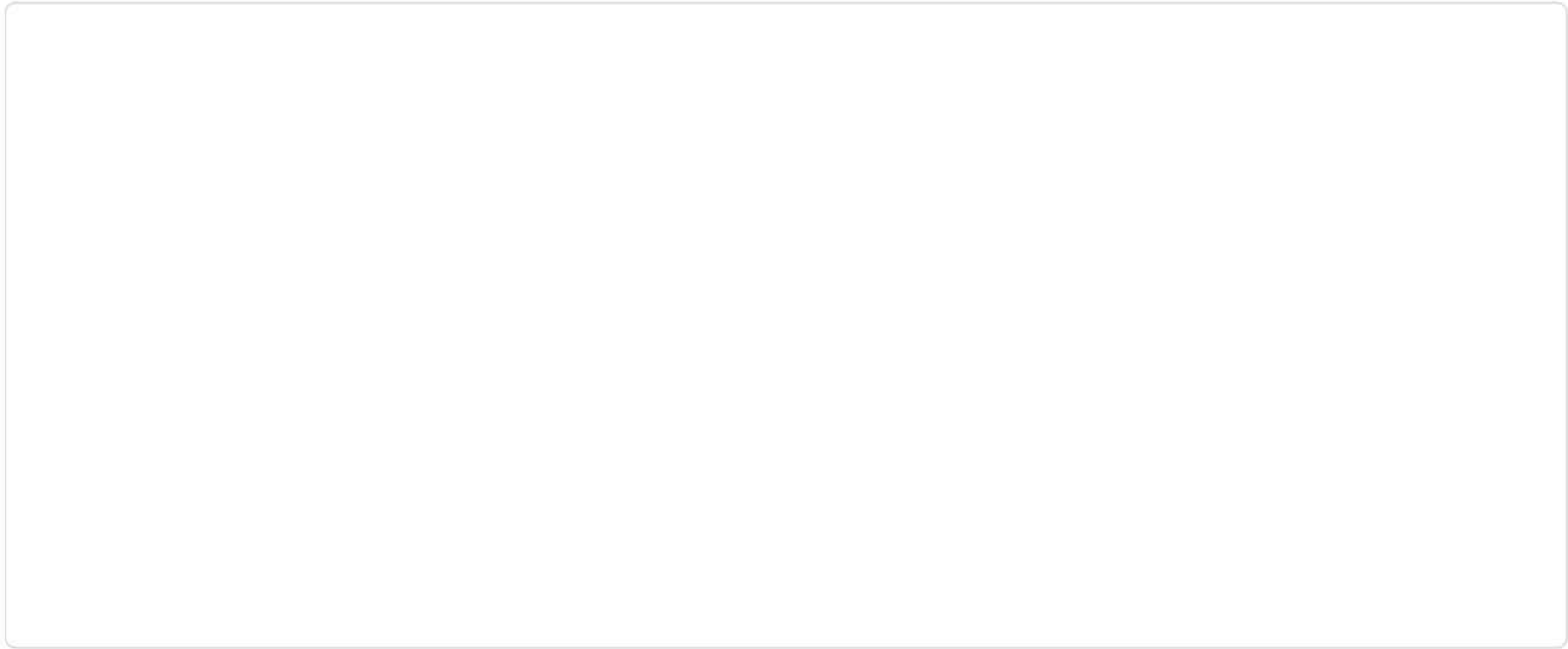
Trips - The number of distinct trips by a unique visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

Unique Device - A unique mobile device used to gather an estimate of the unique/individual visitors to a given POI or cluster.

Unique Visitor - An estimate of the unique/individual visitors to a given POI or cluster. This is different from Visitor Days. For example, if an individual visits the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor.

Visitor Days - An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.

Thank You



DATAFY



TO: MAYOR AND CITY COUNCIL
AGENDA: June 12 Tourism Advisory Committee Meeting
DATE: June 12, 2024
DEPT: Tourism
ITEM #: 3.E
SUBJECT: Presentation & Discussion Regarding the 2025 Fiscal Year Budget for the Office of Tourism.

ITEM SUMMARY

Staff will provide an informative presentation regarding the upcoming budget for the new fiscal year.

BACKGROUND

None.

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

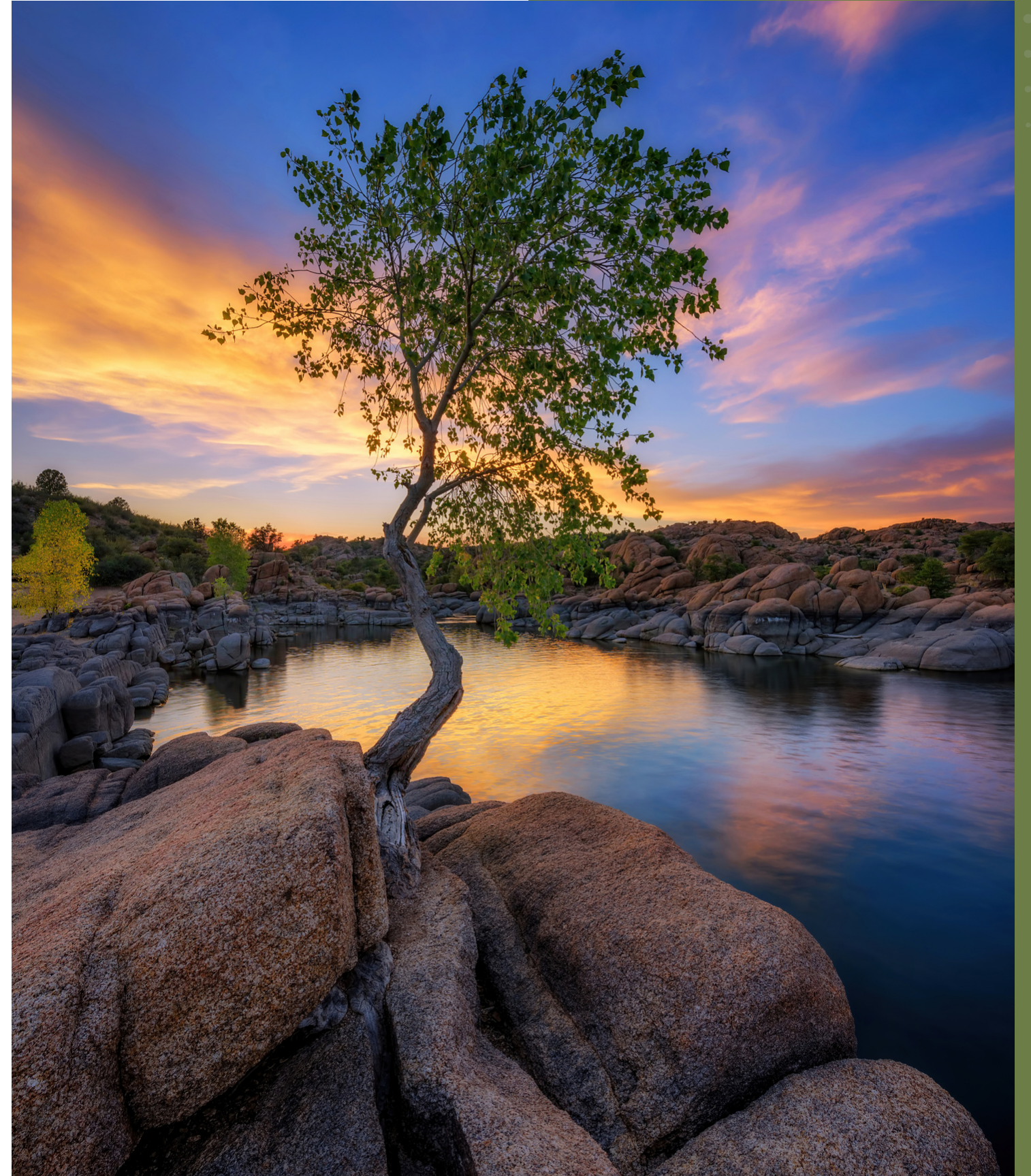
This item is for discussion only. No formal action will be taken.

ATTACHMENTS

1. 2025 Budget Presentation to TAC

Annual Budget 2025

Numbers & Future Plans



Things to Note-



Together we are tasked with managing tourism for the destination for many years to come.



John Heiney
Community
Outreach Director



Mike Kelly
Sales & Marketing
Manager



Cristina Binkley
Tourism Manager

NOTE: This budget will be finalized following Council approval. Once approved, no changes can be until the next fiscal year without a budget amendment.



Table of Contents

→ Bed Tax Collections

03

→ Community Support

09

→ Taxable Activity

04

→ How tourism dollars
impact the community

10

→ Financial Highlights

06

→ How to increase bed tax

11

→ Budget Breakdown

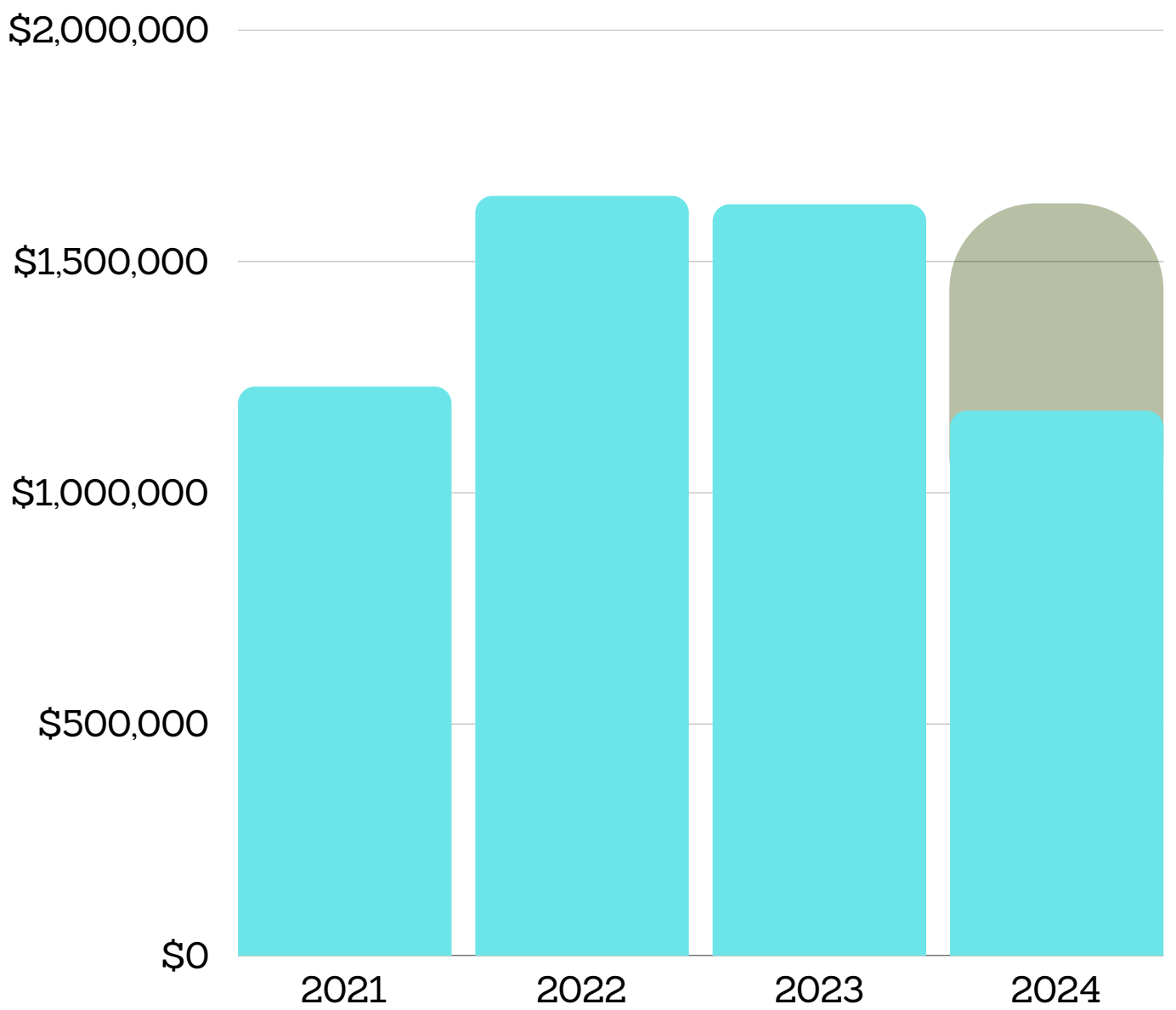
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→ Department Operating Costs

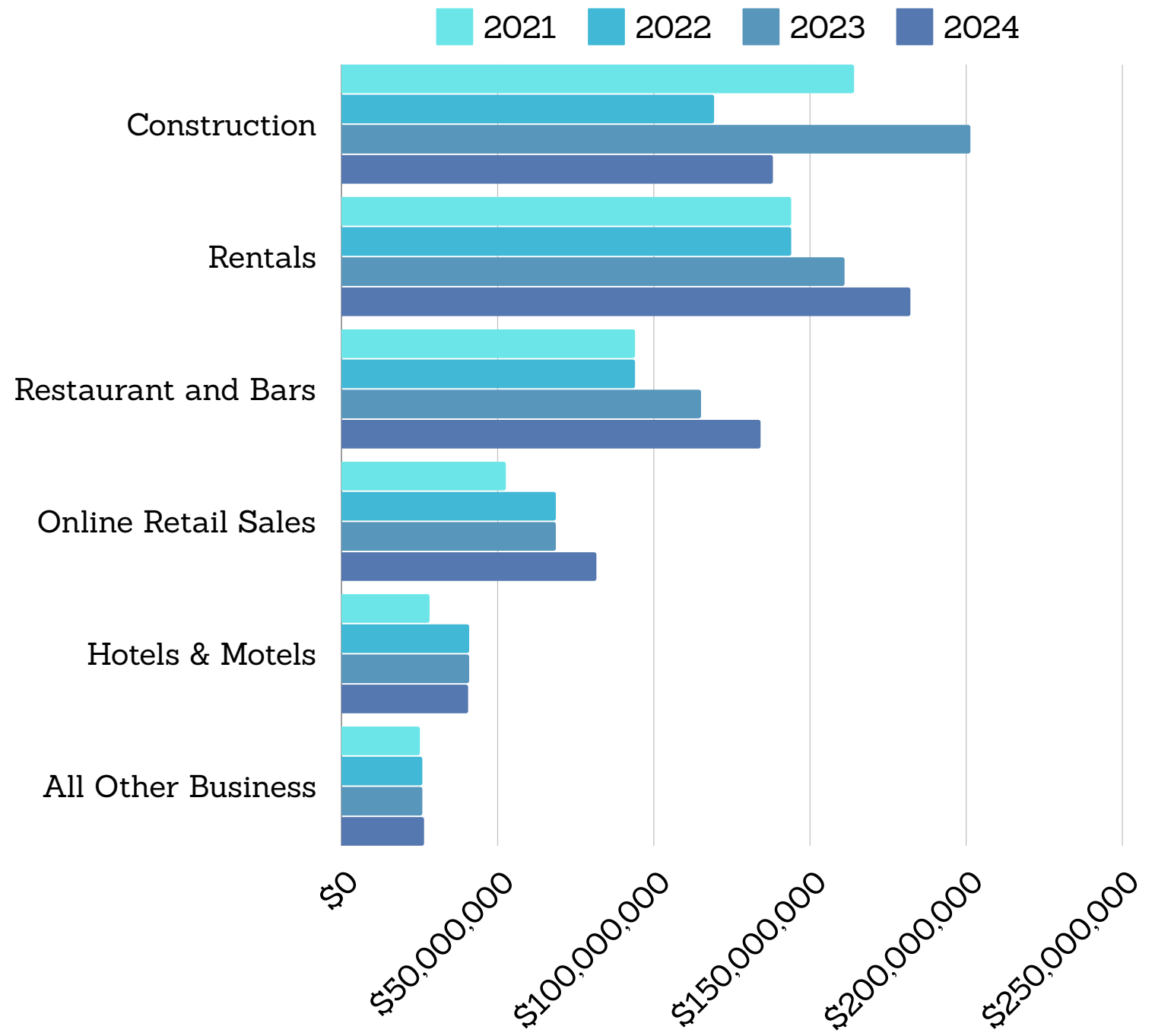
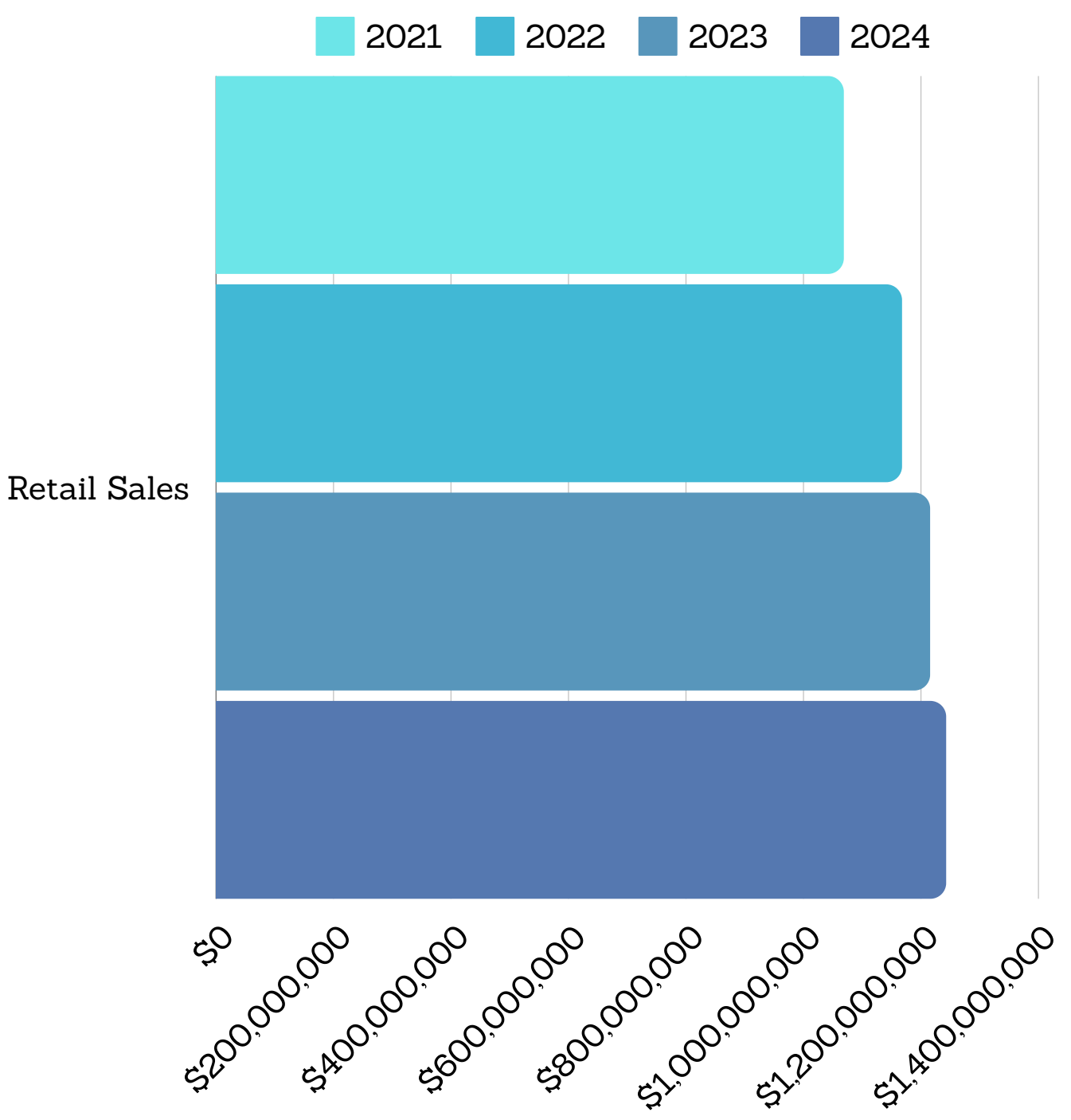
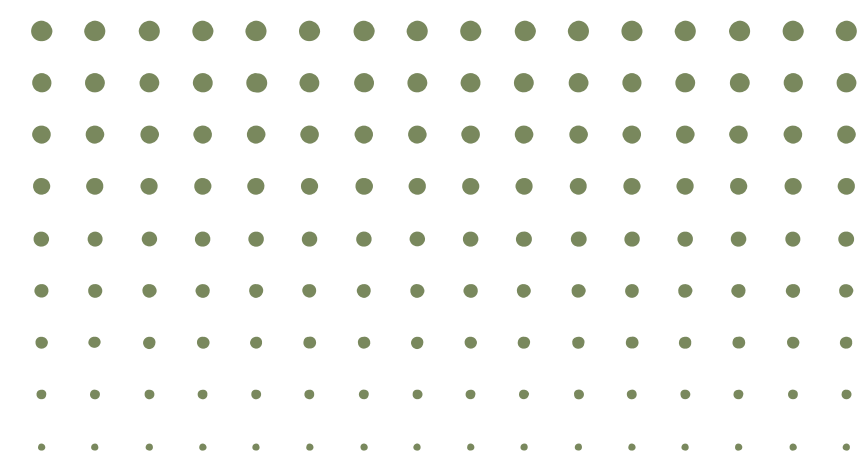
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Bed Tax Collections in Review



Taxable Activity in Review



Financial Highlights



FY25 Total Budget \$1,292,378

Record high profits and conservative spending for the past couple of years have allowed us to increase our overall budget.

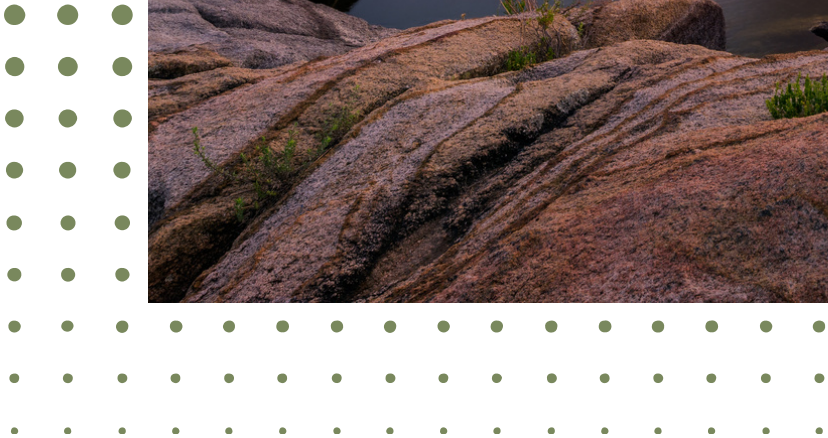


Looking Back

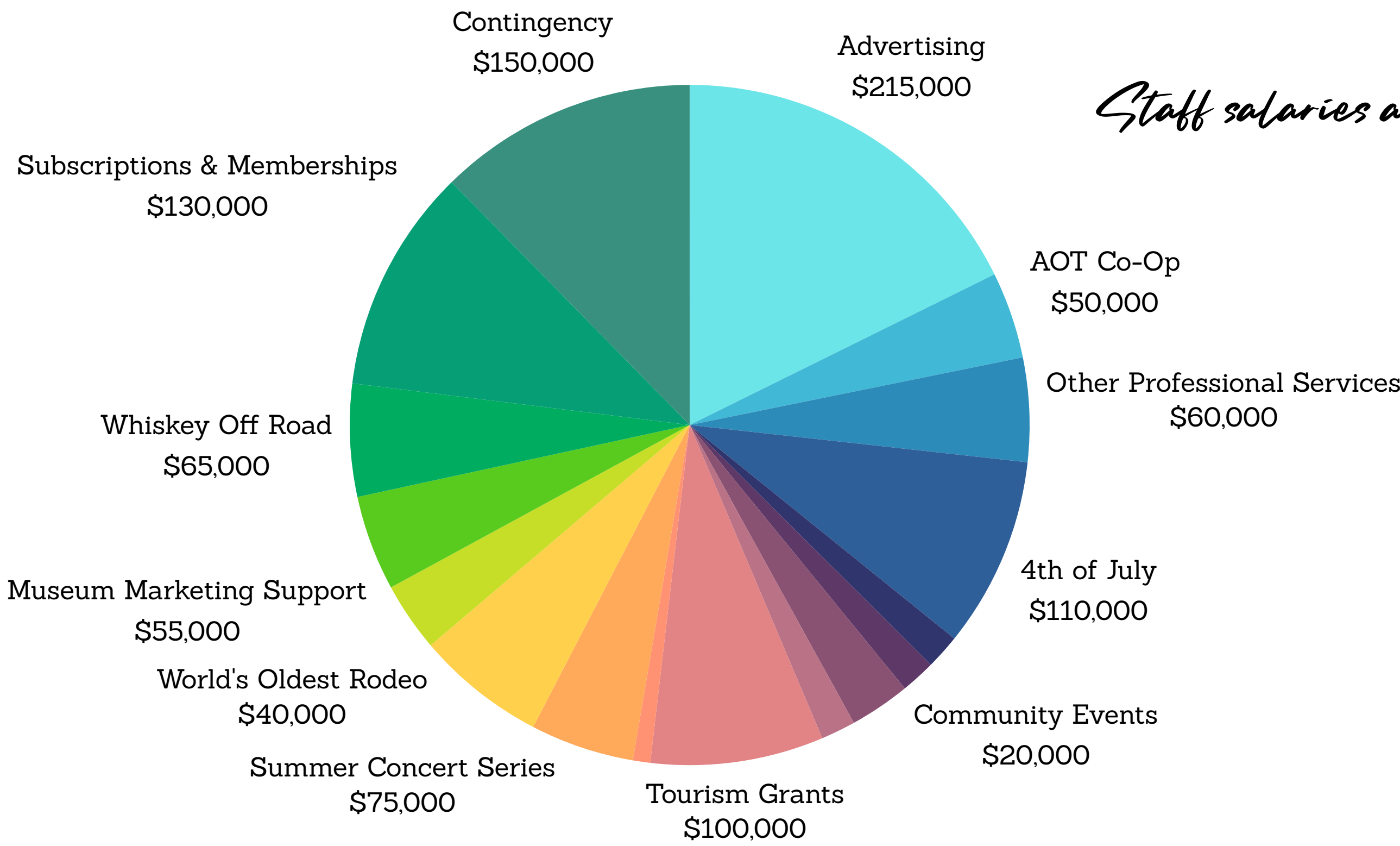
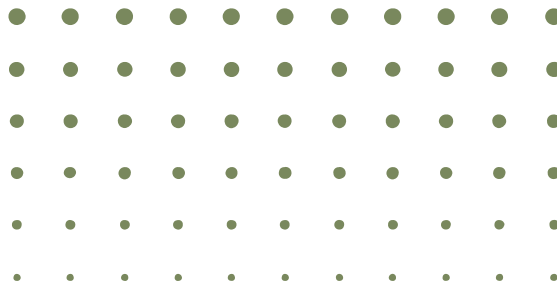
2023 Actual - \$984,284

2024 Actual - \$989,589

An increase of
\$302,789



Budget Breakdown

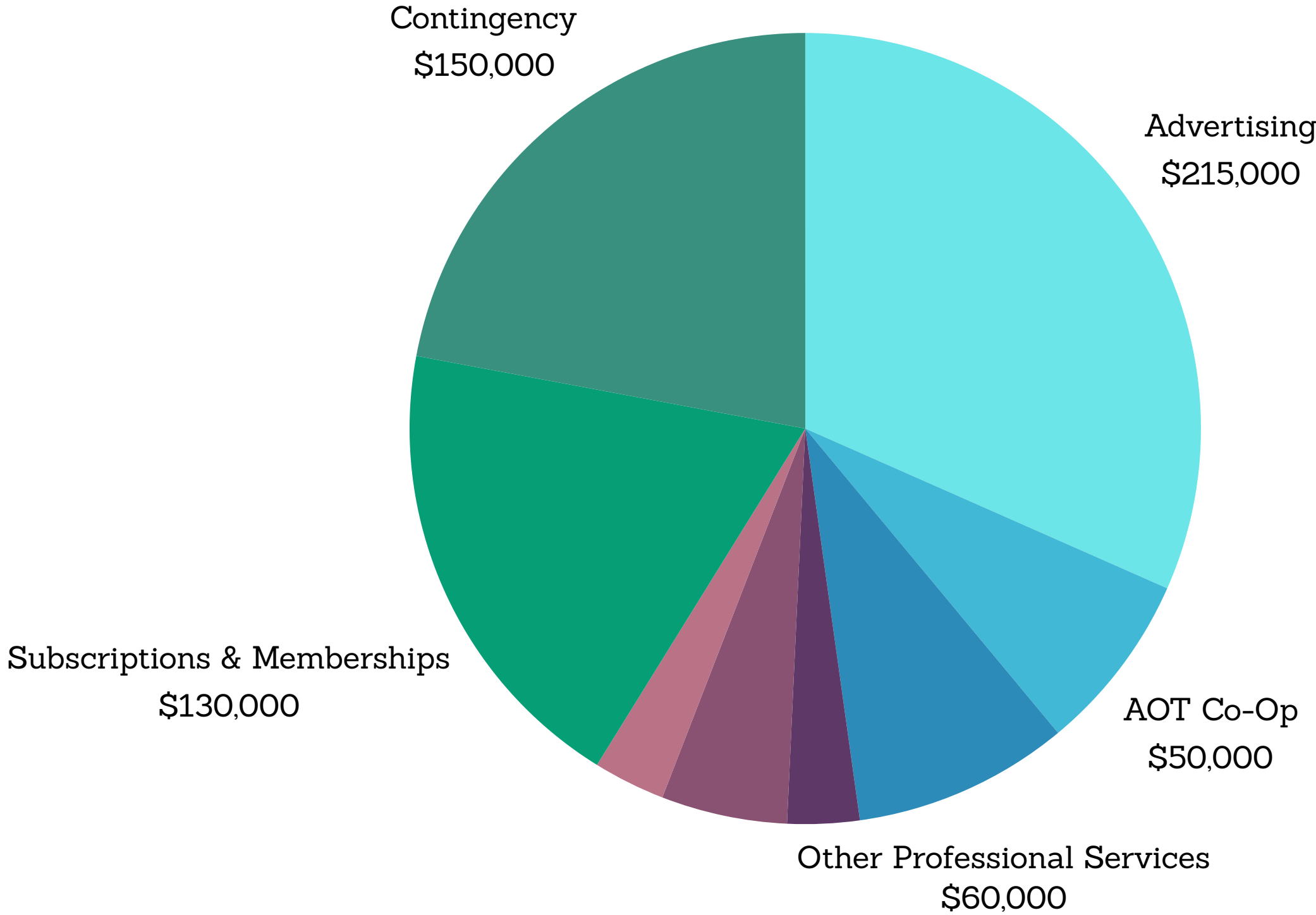
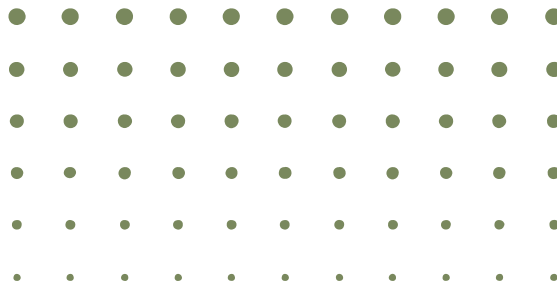


Staff salaries and benefits are not included

Total
\$1,215,000

Internal
Operating Costs
\$77,378

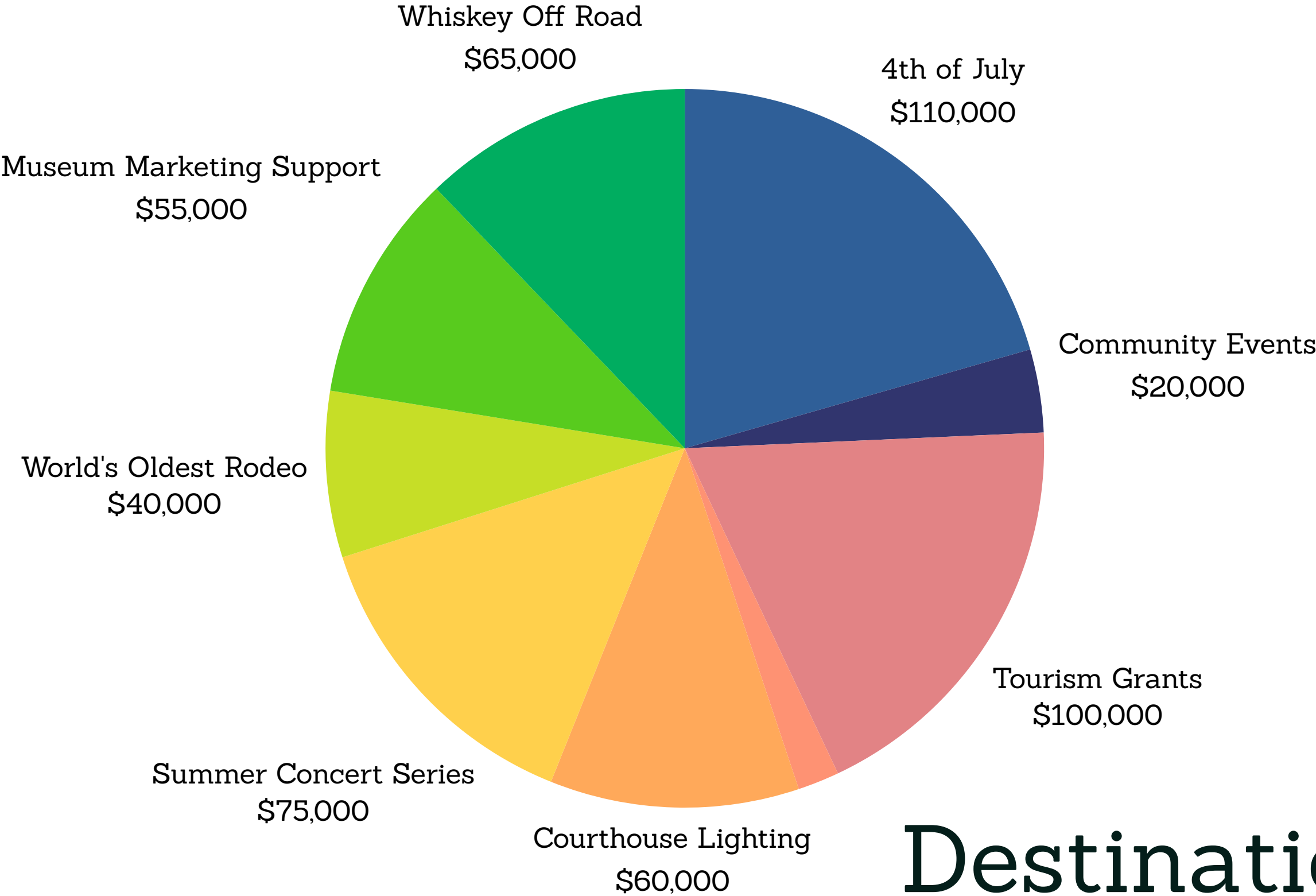
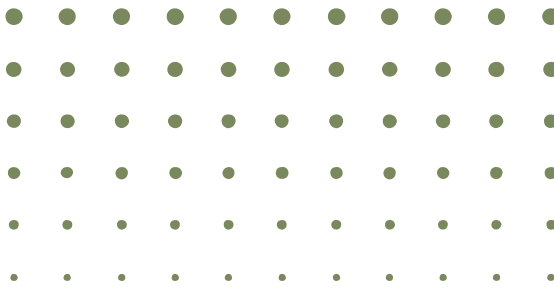
Department Operating Costs



Total
\$530,000

Contingency
\$150,000

Community Support



Total
\$535,000

Destination Management



HOW TOURISM DOLLARS BENEFIT *the community*

Visitors spend an estimated \$252 million on lodging, food and beverage, retail, entertainment, and local transportation.

Estimated State & Local
Tax Revenues

\$25M

Including \$6 million in city sales and bed taxes and an additional \$18 million in county and state sales taxes.

Total Annual
Economic Impact

\$368M

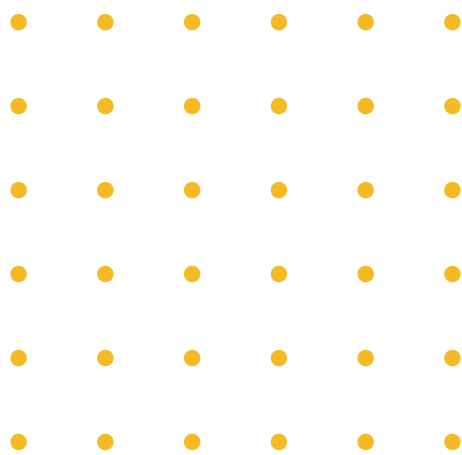
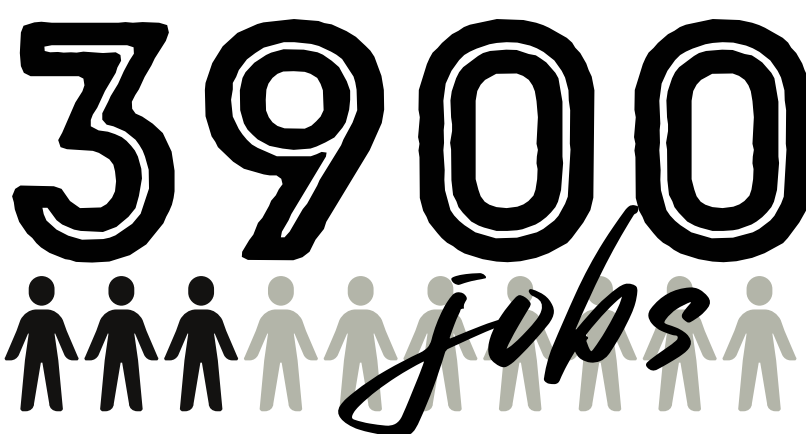
\$124 million in labor income or payroll at hotels, restaurants, retailers, and other service businesses in Prescott, as well as local businesses that are suppliers to the hospitality industry.



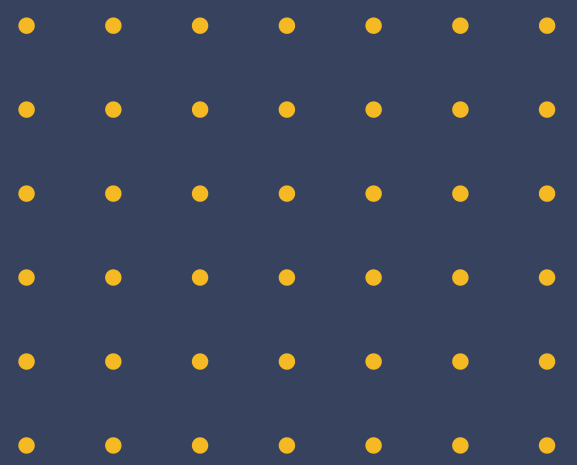
BUT WHAT DOES THAT MEAN?

When visitors generate an estimated \$4 million in annual city sales tax revenues that is enough to support:

- Annual salaries of 22 police officers or 23 firefighters
- Half the cost of a new fire station
- Annual maintenance of 856 acres of parks and open space
- Annual maintenance of 222 miles of streets
- One and a half years of citywide library operations
- The purchase of 25 acres for the development of Granite Dells Gateway Park



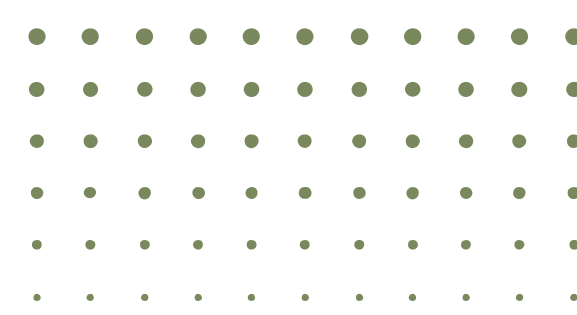
Experience Prescott
OFFICE OF TOURISM



These comparisons are designed to show the impact of what could be lost if tourism ceases to exist.

How to Increase Bed Tax

food for thought...



More Properties & Short Term Rentals

- Hotel & Motel Projects - we are at the mercy of developers, the economy and project timelines.
- There are only so many buildable areas in Prescott.
- This has a ripple effect on the housing market for both residents and the workforce.
- Cristina's personal experience

More Visitors

- More Visitors = More Bed Tax & More Taxable Activity
- Increased Traffic on Roads & Trails
- Increased Attendance at Events
- More disbursement opportunities would be required, which requires capital & coordination with other departments

Increased Bed Tax

- Changing the rate potentially doubles the revenue without changing any other factors.
- Our Bed Tax rate is lower compared to most cities and towns in Arizona.

Experience Prescott
True West. Real Adventure.

Contact Us



Website
www.experienceprescott.com



E-mail
hello@experienceprescott.com



Phone
928-777-1460



Social Media
[@experienceprescott](#)



HQ address
201 N. Montezuma St
Prescott, Az 86301





TO: MAYOR AND CITY COUNCIL
AGENDA: June 12 Tourism Advisory Committee Meeting
DATE: June 12, 2024
DEPT: Tourism
ITEM #: 4.A
SUBJECT: Presentation & Discussion Regarding Changes to Tourism Grants & Contracts.

ITEM SUMMARY

Cristina Binkley, Tourism Manager, will inform TAC about staff efficiency updates regarding all contracts, grants and annual sponsorships.

BACKGROUND

None.

FINANCIAL IMPACT

There is no additional financial impact.

RECOMMENDED ACTION

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

ATTACHMENTS

None