

City of Prescott

Tourism Advisory Committee



September 11, 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 **September 11, 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. Presentation & Discussion Regarding Destination Management Related to Bean Peaks Mountain Biking Trail & Prescott Fire.
Recommended Action: This item is for discussion only. No formal action will be taken.
- B. Presentation & Discussion Regarding "Everyone's Hometown" Marketing Pitch & Proposal.
Recommended Action: MOVE to approve or deny the use of Tourism Marketing Dollars for an 'Everyone's Hometown' marketing campaign
- C. Presentation & Discussion Regarding a Follow-up of the July 4th Events and Contract.
Recommended Action: No formal action will be taken. This item is for discussion only.
- D. Presentation & Discussion Regarding Bike Race RFP.
Recommended Action: This item is for discussion only. No formal action will be taken.

4. UPDATES

- A. Staff Announcements & Updates.
- B. Committee Member 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 9/9/24 at 1:00 p.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Siep

Sarah M. Siep, City Clerk



TO: MAYOR AND CITY COUNCIL
AGENDA: September 11 TAC Meeting
DATE: September 11, 2024
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Presentation & Discussion Regarding Destination Management Related to Bean Peaks Mountain Biking Trail & Prescott Fire.

ITEM SUMMARY

Over the summer, the Office of Tourism made a staff decision in support of the Prescott Fire Department and the newly built Bean Peaks Mountain Biking attraction in obtaining e-bikes to improve response times and help mitigate trail rescue efforts in hard-to-reach areas.

BACKGROUND

An emergent need appeared upon the opening of Bean Peaks. To ensure rider safety, and mitigate potential PR nightmares, staff elected to use contingency funds to support the need for trail rescue equipment. This choice allows first responders to reach patients quickly and more safely. This equipment previously did not exist and can be utilized on all trail systems. These e-bikes have been in the field for one month at the time of this agenda, and they have already assisted in one trail rescue. There were several other calls the equipment could have been utilized for but all crews have not yet been trained on the equipment.

FINANCIAL IMPACT

Approximately \$25,000 of Bed Tax Contingency Funds were used to provide rescue bikes for First Responders to keep residents and visitors alike when enjoying the Prescott Outdoors.

RECOMMENDED ACTION

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

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: September 11 TAC Meeting
DATE: September 11, 2024
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding
"Everyone's Hometown" Marketing Pitch &
Proposal.

ITEM SUMMARY

Prescott Local is a celebration of our diverse community, highlighting the people, businesses, and environment that make Prescott "Everybody's Hometown." By embracing and promoting these values, we can attract a diverse workforce, strengthen our community bonds, and contribute to the overall quality of life in Prescott.

BACKGROUND

Prescott Local - "My actions matter" is a campaign that encourages and celebrates the residents of Prescott who actively choose to shop locally, support education, explore the outdoors, respect traditions and history, support arts and culture, get involved, and be good neighbors. By participating, you help connect what you love about Prescott with your everyday actions.

FINANCIAL IMPACT

The financial impact is \$25,000 to this year's advertising budget.

RECOMMENDED ACTION

MOVE to approve or deny the use of Tourism Marketing Dollars for an 'Everyone's Hometown' marketing campaign

ATTACHMENTS

1. One Pager Everybody's Hometown



PRESCOTT LOCAL

Everybody's Hometown



Mission:

Create a network of businesses and local community members in Prescott that support the notion of Everybody's Hometown.

Why:

- Businesses want to attract and retain talent that can thrive in Prescott
- By highlighting and championing our values, we can attract a younger and more diverse workforce that will want to stay in Prescott.
- Through Tax Revenue the city generates over 25% of their budget. When local businesses thrive, so does our city and community.

Prescott Local Values

 **SHOP PRESCOTT**

 **SUPPORT EDUCATION**

 **GET OUTDOORS**

 **RESPECT TRADITIONS AND HISTORY**

 **SUPPORT ARTS & CULTURE**

 **GET INVOLVED**

 **BE A GOOD NEIGHBOR**

How:

- Through a digital and community outreach campaign, we will build a network of business and local community members who champion the Prescott Local Values.
- Through a business window decal campaign, through online marketing, and through community events, we will increase the visibility of Prescott Local Values.



TO: MAYOR AND CITY COUNCIL
AGENDA: September 11 TAC Meeting
DATE: September 11, 2024
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Presentation & Discussion Regarding a Follow-up of the July 4th Events and Contract.

ITEM SUMMARY

Staff will provide an update to the Committee regarding the renewal of the July 4th contract.

BACKGROUND

The city contracted with a new event company in 2024 for the July 4th firework special event. Staff will give an update and discuss future events and opportunities moving forward.

FINANCIAL IMPACT

None at this time.

RECOMMENDED ACTION

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

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: September 11 TAC Meeting
DATE: September 11, 2024
DEPT: Tourism
ITEM #: 3.D
SUBJECT: Presentation & Discussion Regarding Bike Race RFP.

ITEM SUMMARY

The Whiskey Off-Road Contract is up for renewal following the 2025 event. Staff received direction to start the RFP process to possibly recruit and attract other mountain biking events to the area. The owner of Whiskey Off-Road has been encouraged to apply for a renewal of that contract as well. A Committee will select one or multiple events at the end of October. Staff will begin discussing contract terms with the event promoters. This item is set to go to City Council on November 19, 2024.

BACKGROUND

Staff will update the committee about the Bike Event RFP that is currently underway.

FINANCIAL IMPACT

There could be a financial impact but that will depend on the winning proposal(s) selected by the committee. Staff will update TAC when they have further information.

RECOMMENDED ACTION

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

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: September 11 TAC Meeting
DATE: September 11, 2024
DEPT: City Manager
ITEM #: 4.A
SUBJECT: Staff Announcements & Updates.

ITEM SUMMARY

John Heiney - Community Outreach Manager
Cristina Binkley - Tourism Manager
Mike Kelly - Sales & Marketing Manager
Ryan Harlow - Recreation Services Program Manager
Christina Papa - Airport Services Manager

BACKGROUND

None.

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

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

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: September 11 TAC Meeting
DATE: September 11, 2024
DEPT: Tourism
ITEM #: 4.B
SUBJECT: Committee Member Updates.

ITEM SUMMARY

Committee members will provide updates.

BACKGROUND

None.

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

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

ATTACHMENTS

None