

City of Prescott

Tourism Advisory Committee



October 16, 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 **October 16, 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 July 17, 2024 and September 11, 2024 Tourism Advisory Committee Meeting Minutes.

Recommended Action: MOVE to approve the minutes as presented

B. Presentation & Discussion Regarding Pure Imagination Requests for In-kind and Financial Support.

Recommended Action: MOVE to approve or deny staff recommendation related to the Pure Imagination Festival

C. Presentation & Discussion Regarding the Datafy Report.

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

D. Discussion Regarding Proposed 2025 TAC Meeting Dates.

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

E. Presentation & Discussion Regarding the January 2025 Annual TAC Event.

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 10/14/24 at 12:30 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: October 16 Tourism Advisory Committee
DATE: October 16, 2024
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Approval of the July 17, 2024 and September 11, 2024 Tourism Advisory Committee Meeting Minutes.

ITEM SUMMARY

This item is for approval of the July 17, 2024 and September 11, 2024 TAC 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. July 17, 2024 TAC Minutes
2. September 11, 2024 TAC Minutes



City of Prescott

Tourism Advisory Committee

July 17, 2024 | 11:00 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 11:10 a.m.

2. ROLL CALL

Margo Christensen, Chair
Matt Brassard, Vice Chair (Excused)
Steve Bracety, Member (Excused)
Robert Coombs, Member
Jim Dawson, Member (Excused)
Dennis Gallagher, Member
Edd Kellerman, Member (Excused)
Autumn Kline, Member
Ken Leja, Member
Linda Nichols, Member

3. DISCUSSION & ACTION ITEMS

A. Approval of the June 12, 2024 Meeting Minutes.

MOTION BY MEMBER LEJA TO APPROVE THE JUNE 12, 2024 MEETING MINUTES; SECONDED BY MEMBER NICHOLS: PASSED (6-0)

B. Presentation & Discussion Regarding the Role of the Tourism Advisory Committee (TAC) as it Relates to Transient Occupancy (Bed) Tax.

Ms. Binkley provided a presentation to the Committee, regarding the role of the Committee related to the Transient Occupancy (Bed) Tax. She outlined several key responsibilities of the TAC:

- Prepare and recommend a five year Strategic Plan to be used as a guide for future programs to City Council
- Make recommendations to city staff and the Council regarding the allocation of the city's transient occupancy tax
- Support the city's tourism staff on matters of local concern and the promotion of tourism
- Administer annual grant allocations of the city's transient occupancy (bed) tax and make recommendations to Council for a final grant allocation
- Consider any other tourism related matters assigned to it by Council

Ms. Binkley added that annual reports to Council are required. She reviewed the Tourism Department Standard Operating Procedure (SOP) for managing budgeted and unbudgeted items.

Ms. Binkley explained that the SOP exists to ensure all expenses, particularly involving transient and occupancy funds, are reviewed and discussed by the Committee prior to implementation. Based on discussion in regularly scheduled meetings, TAC may then provide recommendations regarding budget.

This item was for discussion only. No formal action took place.

C. Presentation & Discussion Regarding the Downtown Beautification Contract.

Ms. Binkley provided a presentation to the Committee, summarizing that the Downtown Beautification is a collaboration between the Office of Tourism and the Public Works Department. The goal is to enhance, improve, and preserve downtown Prescott through community projects focused on streetscapes, landscaping, maintenance, cleaning, and esthetics.

Ms. Binkley explained that the Public Works Department is looking to add an expanded scope of services to an existing contract to facilitate the requests from the Office of Tourism. The contract will replace the sole city staff member currently maintaining the downtown area. Services include porter, vacuum, sweeping, and pressure washing. The financial impact would be \$123,435.00 from the transient occupancy fund balance.

Chair Christensen asked about the parking garage, and inclusion in the contract, as well as how special events would be handled.

Member Gallagher asked about Whiskey Row Alley inclusion as well.

Member Leja commented that although it may be costly, the opportunity to make a good impression is well worth it provided it doesn't detract from other essential areas.

Member Kline agreed, noting the many visitors the city receives.

Member Coombs commented that the potential for more revenue could help offset the added cost.

Member Nichols commented that a team may be more effective in managing tasks rather than relying on one person.

Chair Christensen concurred with the members on the benefits of the one-year contract.

MOTION BY MEMBER COOMBS TO RECOMMEND COUNCIL APPROVAL OF A DOWNTOWN BEAUTIFICATION CONTRACT; SECONDED BY MEMBER GALAGHER: PASSED (6-0)

4. UPDATES

A. Staff Announcements & Updates.

Staff from the Tourism, Recreation Services, and Airport Departments provided the following updates to the Committee:

- Council approved multiple city contracts during the July 9, 2024 meeting for TAC grant awards of annual support of non-profits hosting events in Prescott.

This item was for discussion only. No formal action took place.

B. Committee Member Updates.

Council Member Fruhwirth and Committee members and provided updates.
There were no additional questions that followed.

This item was for discussion only. No formal action took place.

5. ADJOURNMENT

There being no further business to discuss, Chair Christensen adjourned the meeting at 12:04 p.m.

MARGO CHRISTENSEN, Chair

ATTEST:

RECORDING SECRETARY

Date



City of Prescott

Tourism Advisory Committee

September 11, 2024 | 11:00 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 11:04 a.m.

2. ROLL CALL

Margo Christensen, Chair
Matt Brassard, Vice Chair
Robert Coombs, Member
Jim Dawson, Member
Dennis Gallagher, Member
Edd Kellerman, Member
Autumn Kline, Member
Ken Leja, Member (Excused)
Linda Nichols, Member
(Vacant Seat)

3. DISCUSSION & ACTION ITEMS

- A. Presentation & Discussion Regarding Destination Management Related to Bean Peaks Mountain Biking Trail & Prescott Fire.

Item 3.A was discussed following Item 3.B

Tourism Manager, Cristina Binkley, provided a presentation to the Committee regarding the Bean Peaks Mountain Biking trail and safety measures. To ensure rider safety and mitigate potential public relations issues, Tourism and Fire Department staff elected to allocate approximately \$25,000 from the Bed Tax Contingency Funds to support the need for trail rescue equipment. The equipment will enable first responders to reach patients quickly and efficiently, while prioritizing safety.

Ms. Binkley explained that the equipment includes e-bikes that can be utilized on all trail systems. The e-bikes have been in the field for one month and have already assisted in one trail rescue.

Issuing a press release was recommended by Ms. Binkley, to demonstrate that the City is aware of the new trail attraction and prepared with safety measures. She suggested including a photo with Committee members to accompany the release, which could be taken during the next Committee meeting

Chair Christensen agreed, encouraging anyone available to participate in the photo.

Member Dawson commented that the press release should identify the number of visitors to the trail, as this would further justify the importance of the trail rescue equipment.

Fire Chief Holger Durre commented on the experience with the e-bikes, noting that they are very effective compared to a standard bike. A standard bike may not be the correct platform for rescue in the Bean Peaks area. He added that the new equipment is a huge step forward in advanced rescue.

Member Dawson asked what the current response time range is.

Chief Durre responded that Fire Station No. 71 is approximately ten minutes from the furthest extent of trail.

Chair Christensen asked about cell service in the area.

Chief Durre responded that cell service is adequate. He explained that if a patient calls emergency services, their location can still be pinpointed, even if the call quality is compromised. In addition, the e-bike's dynamic and agile design allows for faster ability to locate the patient.

Ms. Binkley concluded her presentation by emphasizing that the equipment should be viewed not as a marketing expense, but as a crucial safety investment that considers both tourism and overall safety.

This item was for discussion only. No formal action was taken.

- B. Presentation & Discussion Regarding "Everyone's Hometown" Marketing Pitch & Proposal.

Item 3.B was discussed prior to Item 3.A

Ms. Binkley introduced two representatives with Prescott Local, who provided a presentation to the Committee on the "Everyone's Hometown" marketing campaign. Modeled after a similar marketing campaign program used by the City of Flagstaff, the program for the City of Prescott would highlight the people, businesses, and environment that make Prescott "Everybody's Hometown".

They explained that Prescott Local is not a business or non-profit organization, but rather a "My actions matter" campaign that encourages and celebrates citizens coming together through seven values aligned with the City's General Plan. Values include those 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.

It was noted that the current stage of the program represents the first phase, which focuses on digital outreach. By embracing and promoting the seven values, the city can attract a diverse workforce, strengthen community bonds, and contribute to the overall quality of life in Prescott.

Ms. Binkley stated that staff are aiming to bridge the gap between the community and the Tourism office with local marketing. She suggested members focus on discussion of the item during the meeting, with voting to be postponed.

Chair Christensen agreed, confirming that voting on the item would take place at the next Committee meeting.

Member Coombs asked if the program would be in addition to "Shop Prescott, Start Here" campaign already in place, supported by the Chamber of Commerce and Prescott Downtown Partnership.

Representatives confirmed yes.

Member Gallagher asked about potential overlap with Bright Marketing Collective.

Ms. Binkley responded that Bright Marketing Collective was hired to assist with Tourism offices tasks, pertaining to social media exclusively. The program being discussed would layer on top of those efforts.

Chair Christensen commented that there should be some clarification on the connection for visitors extending past the 90 mile range, as well as length of stay.

Member Dawson commented that there is a program in Kansas City similar to what is being discussed, funded through civic organizations. He suggested that the program may fall more under the purview of the Chamber of Commerce rather than the Tourism Department. He added that it is a great idea but may not be consistent with the tax mission.

Ms. Binkley stated that not all Destination Marketing Organizations (DMOs) are funded the same way.

Member Dawson noted that while he doesn't disagree, it's essential to determine whose banner the program will operate under and identify the funding source. By design, the focus would be outward rather than inward.

With regard to the program theme, Ms. Binkley explained that staff were informed that although the city owns the "Everyone's Hometown" theme, the city will start disassociating with it.

Ms. Binkley announced that the program presentation materials would be shared with the members, with a vote scheduled for the October Committee meeting.

This item was for discussion only. No formal action took place.

C. Presentation & Discussion Regarding a Follow-up of the July 4th Events and Contract.

Ms. Binkley opened discussion on the July 4th event contract, stating that the financing report was still pending. She explained that staff would prefer to extend the contract with JARD Events; however, the Council review date may need to be delayed if the financing details are not finalized.

Ms. Binkley stated that the goal is to stay within the current budget. There are two contracts: one for \$35,000 for fireworks and another for \$125,000 for the event managed by JARD Events, totaling \$160,000 from bed tax funding.

Chair Christensen asked about placer.ai data availability.

Ms. Binkley responded that it was just received and reviewed the details with the Committee members.

Member Brassard asked if totals were determined yet for how much expense the city recouped.

Ms. Binkley explained that the 4th of July events often act as loss leaders for most municipalities. She emphasized the importance of hiring an event promoter to relieve city staff of these responsibilities. While an economic impact analysis will be conducted, the figures are not available yet.

Chair Christensen asked about an opportunity to review the proposal to negotiate some areas of expense.

Member Dawson asked if a Request for Proposals was conducted.

Ms. Binkley responded yes, and that JARD Events was selected. She explained the \$125,000 is a reduction from the original proposal.

Member Kline asked if public input could be considered.

Ms. Binkley responded that members of the public can request to speak at the Council meeting. She acknowledged that both financial and community perspectives are valid, though opinions vary on spending levels. Some may oppose the costs, while others would resist eliminating the event altogether. She mentioned that some municipalities opt for fireworks only, which could be a potential recommendation, but cautioned that there might be community backlash if additional activities are cut. Another option could include sourcing the community, however, is it generally very difficult to get input.

Chair Christensen expressed concern about the remaining contingency budget.

Ms. Binkley requested member input on information to be shared with the City Manager regarding the budget.

Member Dawson voiced his disagreement with using bed tax funding for the events.

Member Brassard suggested that it should be the event promoter's responsibility to secure sponsorships.

Chair Christensen inquired why the general fund could not provide support.

Member Kline noted that it is challenging to understand the overall situation without seeing the financial figures.

Ms. Binkley notified the members that additional information would be available and discussed during the October Committee meeting.

This item was for discussion only. No formal action was taken.

D. Presentation & Discussion Regarding Bike Race RFP.

Ms. Binkley provided a presentation to the Committee on the Whiskey Off-Road contract, up for renewal following the 2025 annual event. She shared that staff received direction to start the Request for Proposals (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.

Ms. Binkley informed the Committee that there could be financial impact, however, that will depend on the winning proposal(s) selected. Staff will update the Committee once further information is available.

This item was for discussion only. No formal action was taken.

4. UPDATES

A. Staff Announcements & Updates.

Staff from the Tourism, Recreation Services, and Airport Departments provided the following updates to the Committee:

- The Committee has a member vacancy to be filled in January. Five members have terms ending in March 2025, and will have opportunity to reapply in December 2024.
- The grant discussion has been moved to the January 2025 meeting.
- The Pure Imagination Festival, bringing many out of town visitors, will be presented to Council to review budget restrictions and requests from the organization.

- Committee guidelines include presenting annually to City Council. The Chair has provided past presentations, with a couple exceptions with staff presenting.
- Smith Travel Research (STR) statistics were provided. A couple new leads are in the works, with a possible CEO Leadership retreat in April 2025 in Prescott. Local partnerships would be highlighted during the event.
- Recreation Services staff are concluding a busy season of softball tournaments, with the draft tournament schedule for 2025 currently under review.
- Airport activity for August included 2,110 boardings, showing an overall increase.
- Sky West was awarded a bid for inbound and outbound flights to Denver and Los Angeles. Additionally, staff are developing the RFP for a new rental vehicle contract, aiming to boost revenue from rental activities.
- August 28, 2025, marks the airport's upcoming centennial. Plans are underway for a potential air show or festival to celebrate the milestone, providing a great opportunity to showcase the airport.

Member Dawson commented that including the annual report with the presentation to Council would be advantageous.

Chair Christensen requested that an additional person or two be available for the presentation to Council.

Ms. Binkley agreed, noting that it would be beneficial to present as a combined team of Committee members and staff. The earliest anticipated date for a presentation would be in January 2025.

Member Gallagher asked if the Arizona Floodplain Management Association (AFMA) conference was on the radar.

Tourism Group Sales Manager, Mike Kelly, responded that he will be in touch with Member Gallagher.

Ms. Binkley noted the significance of the DMO's relationship with the airport. To enhance collaboration, they have scheduled quarterly meetings to check in and coordinate marketing efforts, with the first meeting set for October.

B. Committee Member Updates.

Councilmember Fruhwirth and Committee members provided the following updates:

- The upcoming Prescott Preservation Commission meeting was discussed, primarily the old City Hall building.
- An open house is scheduled for Thursday to facilitate community discussion on Proposition 478.
- Members expressed their gratitude for attending the Governor's Conference, highlighting that they gained valuable insights from the experience.
- The Chamber of Commerce Visitor Center is receiving approximately 70-75 visitors a day. Chamber staff are preparing for the busy fall and Christmas City events.

- A book signing event featuring one of Roy Rogers' granddaughters is planned.
- The Elk's Theatre is anticipated to sell-out for another documentation piece approximately two-thirds complete.

5. ADJOURNMENT

There being no further business to discuss, Chair Christensen adjourned the meeting at 12:28 p.m.

MARGO CHRISTENSEN, Chair

ATTEST:

MARIKAY WHISENAND, Senior City Clerk Specialist

Date



TO: MAYOR AND CITY COUNCIL
AGENDA: October 16 Tourism Advisory Committee
DATE: October 16, 2024
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding Pure Imagination Requests for In-kind and Financial Support.

ITEM SUMMARY

The owner of Pure Imagination presented to City Council last month and made three requests. Staff will review the items with TAC for a recommendation for each item.

BACKGROUND

The Pure Imagination Festival has been a music festival in Prescott for over three years. The organization has been a recipient of a tourism grant for the past two years.

<https://app.air.inc/a/cmREZgV3U>

FINANCIAL IMPACT

The proposed financial impact is \$75,000 plus in-kind requests.

RECOMMENDED ACTION

MOVE to approve or deny staff recommendation related to the Pure Imagination Festival

ATTACHMENTS

1. Cover Letter PI FEST 2025
2. ECONOMIC IMPACT



MAY 17 • WATSON LAKE • PRESCOTT, ARIZONA

Dear Friends and Colleagues,

My name is Candace Devine, and I am the founder and creator of the Pure Imagination Festival. I am excited to share with you a brief history of this truly unique and special music festival held in Prescott, Arizona. The Pure Imagination Festival not only enriches our local community but also resonates across the entire Southwest region.

The festival was born from a genuine desire to bring people together through their shared love of live music. At the end of 2021, I observed that many were focusing on their differences rather than their common ground. Political issues, vaccines, masks, distancing, and social conflicts gave rise to strong opinions that challenged the notion of agreeing to disagree. Relationships were being severed, loved ones were being canceled, and the complexity of our human experience was being reduced to categories of interest that defined if someone was right or wrong without room for debate or discussion.

Pure Imagination Festival was envisioned to bridge that growing divide among individuals of different ages, ethnicities, backgrounds, and beliefs. By harnessing the transformative power of live music and art, we created an environment that fosters a diverse audience, inspires creativity amidst a stunning landscape, and nurtures meaningful human connections. This festival serves as a reminder that while our differences abound, they should be celebrated and embraced to create an exciting world. In a time marked by societal changes, political polarization, and rapid technological advancements, the need for in-person connections has never been more crucial. This makes Pure Imagination more relevant than ever, offering a unique opportunity to unite people again.

In order to make this dream a reality, I acquired a small personal loan that allowed me to create the vision. I didn't really have enough money to do it, but with the support and love of our community through sponsorships and volunteering efforts, Pure Imagination was officially launched in its inaugural year of 2022.

As we gear up for the fourth year of Pure Imagination Festival (PI FEST 2025), we take great pride in being an independently owned, female-led, and eco-friendly event. Our festival is family-friendly, non-political, and dedicated to sustainability. We work diligently to keep ticket prices as low as possible, ensuring that we are a music festival that remains accessible to as many people as possible.

As a professional musician, Grammy nominated songwriter, and the leader of PI FEST, I firmly believe in the transformative power of music to unite, heal, and inspire. My team and I are dedicated to curating an exceptional soundscape, providing interactive and expressive art experiences, fostering a family-like atmosphere, and honoring the breathtaking Indigenous landscape. We celebrate and showcase the music of national touring acts, emerging talents, and the vibrant spirit of our Prescott community.

I sincerely hope you will join us on this year's adventure, filled with wonder and magic.

*Warm regards,
Candace Devine*

Why Sponsor/Support THIS Festival?

*The Pure Imagination Festival has become a cherished event known for its lasting impact on attendees. It's often described more as a feeling rather than just an event, supporting local commerce with significant economic benefits. **"The Pure Imagination Festival is quickly becoming an essential part of the American Southwest's thriving music and arts scene."** - Desert News*

***"I've learned people will forget what you said, people will forget what you did, but people will never forget how you made them feel."** - Maya Angelou*



PURE
IMAGINATION
MUSIC FESTIVAL

MAY 17 • WATSON LAKE • PRESCOTT, ARIZONA

ENHANCING QUALITY OF LIFE



1 Bringing people together through music and fostering an environment of kindness within our community .

2 Cultural enrichment of sight, sound, and natural landscape.



3 Bridging gaps in generational interests.



4 Creating long lasting memories of a shared experience.



ECONOMIC IMPACT

3 years of Pure Imagination Festival

A cumulative 3.5 days has brought in an economic impact estimated at:

\$2,255,498.00

1 day - 2022: \$705,320.00

1 day - 2023: \$737,116.00

1.5 days - 2024: \$813,062.00

JOB CREATION/PARTNERSHIPS

	Pure Imagination Festival	
PUSD Busses / Drivers	Local Performance Artists	Set Up/Clean Up Crews
Parking Crews	Bartenders	Camping Management
Off Duty Prescott Police Officers	Local Artisan Vendors	Stage/Sound/Lighting Crews
AZ Rangers / Private Security	Food Trucks	Indigenous Members of our Community
Local Musicians	Wellness Facilitators	Golfcarts / Porta Johns
Ticketing / Sales Personal	Local Kayaking Outfitter	Catering
Trash PickUp / Maintenance	Ad Buys / Radio / Billboards / Banners	Infrastructure Rentals
Fencing	Medical / Ambulance	Local Graphic Design / Printing

TOURISM IMPACT



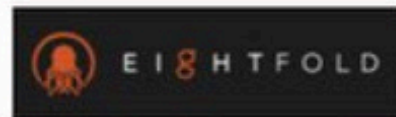
Although Prescott is our primary demographic, attendees travel from far and wide to experience the Pure Imagination Festival.



**Sedona
Flagstaff
Phoenix
Tuscon
Chandler
Nevada
California
New Mexico
Colorado
New York
Oregon
Hawaii
Alaska**

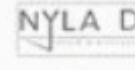
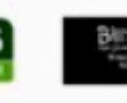
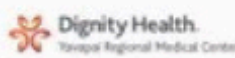
COMMUNITY ASSET

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PURE IMAGINATION NEEDS

Item A:

\$75,000.00 for 3 consecutive years

To offset the cost of stages and production through 2027

Item B:

Wave all city fees (park rental/trash) and kayaking contractor fees for service.

Item C:

City to Provide 1500-3000 parking spaces outside of Watson Lake to run shuttles to and from the festival.

PAST LINE-UPS

WATSON LAKE PRESCOTT ARIZONA

PURE IMAGINATION
MUSIC FESTIVAL

KICKOFF CONCERT • FRIDAY, MAY 17TH
MICHAEL FRANTI & SPEARHEAD
 OZOMATLI • PONDEROSA GROVE • SLIM GAMBILL

SATURDAY, MAY 18TH
THE FLAMING LIPS • SYLVAN ESSO
TANYA TUCKER • THE PHARCYDE
 DURAND JONES • DANIELLE PONDER • THE NATIONAL PARKS
 SARAH SHOOK & THE DISARMERS • THE IRIE • BRIAN CHARTRAND
 GALACTAGOGUES • BG NFTY

TICKETS ON SALE NOW!

a festival of music, wonder, and breathtaking beauty

2023

PURE IMAGINATION

MAY 20TH
 WATSON LAKE

ZIGGY MARLEY
 LUCINDA WILLIAMS AND HER BAND • LOS LOBOS
 CAPITAL CITIES • ALLISON RUSSELL • NAPPY ROOTS
 DIRTWIRE • PONDEROSA GROVE • JARED JAMES NICHOLS
 THE BRUMMIES • RACHAEL PLAYS GUITAR • JOHAN GLIDDEN
 DJ SETS BY COLE RAMSTAD

PUREIMAGINATIONFESTIVAL.COM

2022

PURE IMAGINATION
 WATSON LAKE • PRESCOTT, AZ

PRESENTED BY FURTHER WEST

SATURDAY
 MAY 21

DAWES • TALIB KWELI
 FANTASTIC NEGRITO • RISING APPALACHIA • NIKKI LANE
 KATIE PRUITT • PHANTOM PLANET • PONDEROSA GROVE
 SARAH AND THE SUNDAYS • CHATEAU CHATEAU • WALT RICHARDSON
 STEPHY LEIGH & THE LULLABY LEAGUE • THE CROSS-EYED POSSUM

PUREIMAGINATIONFESTIVAL.COM



MAY 17 • WATSON LAKE • PRESCOTT, ARIZONA



TO: MAYOR AND CITY COUNCIL
AGENDA: October 16 Tourism Advisory Committee
DATE: October 16, 2024
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Presentation & Discussion Regarding the Datafy Report.

ITEM SUMMARY

Heather Herman with Front Burner Media will be present for a presentation and discussion regarding the datary report.

BACKGROUND

From Heather Herman Front Burner Media:

"I'm very excited to share the attached Datafy report showing the results of our AOT digital campaigns we have up and running with the attribution tracking through Datafy. Our ads are being monitored through a custom pixel and they can show all trips booked based on credit card data and cell phone monitoring. Right now, this online advertising is only one of our programs through the co-op, and it's only one month into its run. We have multiple campaigns we'll be tracking, and this is just the beginning!"

This piece features Matt's Saloon and reached 1.1 million readers:

<https://www.goodnewsnetwork.org/events060929/>

This one reached 6.6 million:

<https://www.worldatlas.com/cities/these-7-towns-in-arizona-have-bustling-main-streets.html>

This one reached 1.1 million.

<https://www.thetravel.com/best-arizona-towns-with-mild-weather-in-september/>

This one reached 1.9 million just in the Orlando Sentinel, and was syndicated in 10 other publications so far with a total reach of nearly 3.3 million:

<https://www.orlandosentinel.com/2024/09/10/10-second-cities-you-should-consider-visiting-this-fall/>

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Attribution Website Report-1

AUG 14TH 2024 - OCT 1ST 2024



Attribution Website Report

www.experienceprescott.com

Powered by **DATAFY**



Attribution Website Report

Performance Overview

Visitation Window: 08.14.24 - 09.14.24 Report Period: 08.14.24 - 10.01.24

Includes Markets: 50 - 3050 mile radius

ATTRIBUTABLE TRIPS

482

UNIQUE REACH

20,402

EST. CAMPAIGN IMPACT

\$90,752

TOTAL WEBSITE SESSIONS

23,057

WEBSITE PAGEVIEWS

48,662

AVG. TIME ON SITE

3 min 45 sec

AVG. ENGAGEMENT RATE

52.4%

Attribution Website Report

Top Origin Markets - DMA

Visitation Window: 08.14.24 - 09.14.24

Report Period: 08.14.24 - 10.01.24

Includes Markets: 50 - 3050 mile radius

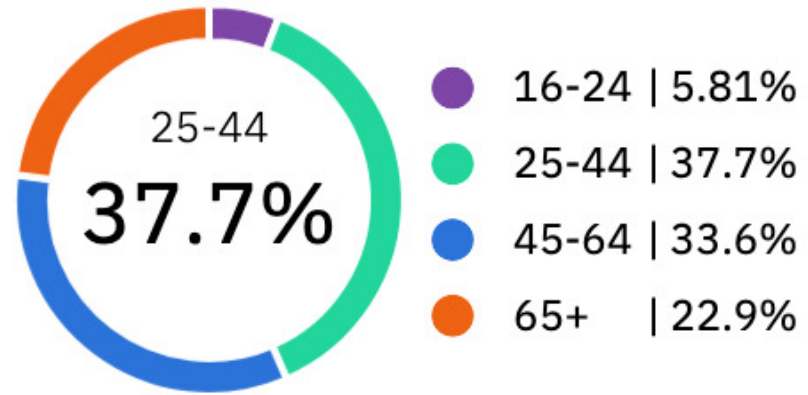
DMA



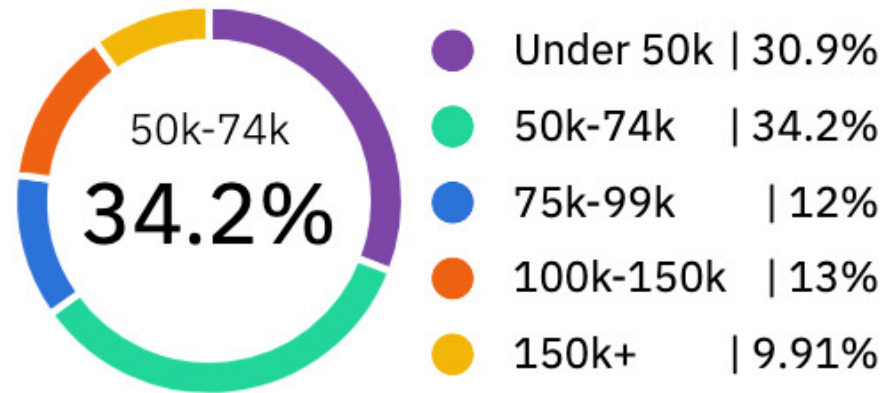
DMA	Avg. Length of Stay Lodging	Compare to Overall Lodging	Total Trips
Phoenix -Prescott	2.1 Days	↗ 0.2 Days	366
Los Angeles	1.6 Days	↘ 0.7 Days	32
Tucson -Sierra Vista	2.5 Days	↘ 0.2 Days	15
Las Vegas	2 Days	↘ 0.1 Days	14
Albuquerque-Santa Fe	1 Days	↘ 2 Days	5

Destination

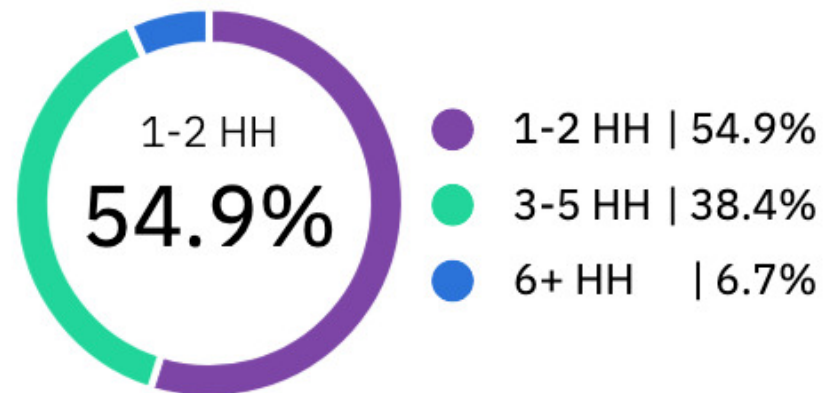
AGE



INCOME

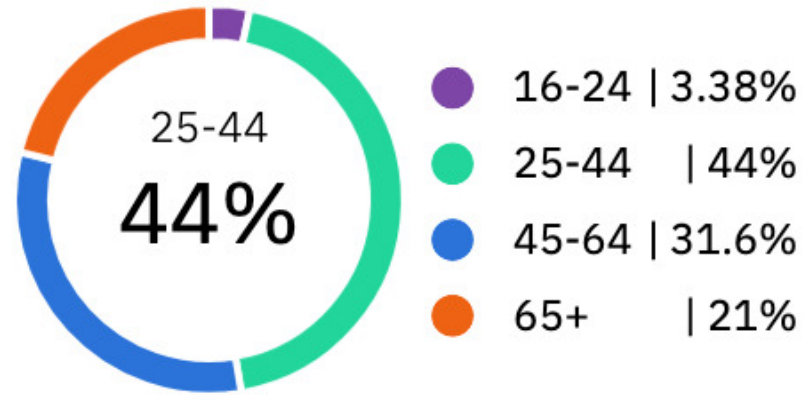


HOUSEHOLD

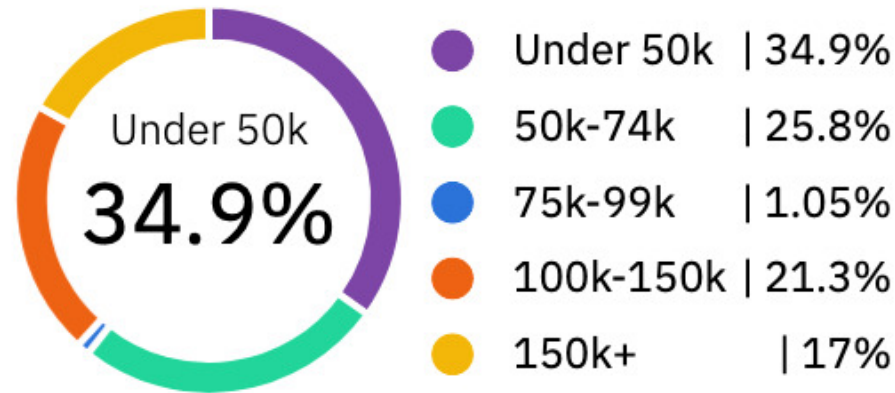


Lodging

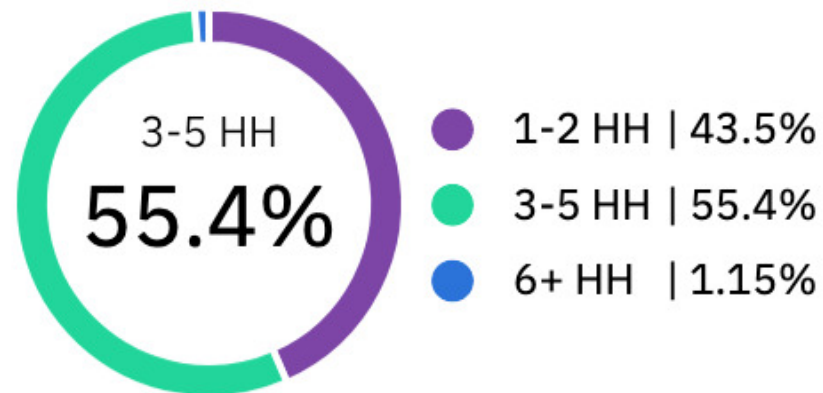
AGE



INCOME



HOUSEHOLD





Attribution Website Report

Attributable Visitor Activity - Clusters

Visitation Window: 08.14.24 - 09.14.24

Report Period: 08.14.24 - 10.01.24

Includes Markets: 50 - 3050 mile radius

Top Clusters

Attributable visitors seen in Destination were also seen in the following areas while in market:

Area	Percent of Total Destination Trips
Prescott City	100%
Outdoor Recreation	16.3%
Lodging	10%
Downtowns	9.58%
Attractions	1.67%

Top POIs

Attributable visitors seen in Destination were also seen in the following areas while in market:

Area	Percent of Total Destination Trips
Prescott City	100%
Watson Lake	12.5%
Downtown Whiskey Row Courthouse	9.58%
Jefferson Park	3.75%
Hotel St Michael	2.71%
RV Site	2.08%
Hampton Inn Prescott	1.25%
Hassayampa Inn	1.04%
Hotel Vendome	0.83%
SpringHill Suites Prescott	0.83%



Attribution/Attributable Trips: A measurement of people who were served the advertising campaign who then visited the Destination and/or other high value POI in the destination. Attribution is an estimate of visitation to destination linked to your advertising campaign.

Attribution Rate: Similar to a conversion rate, the Attribution rate measures the percentage of your audience who made a trip into your tracked POIs.

Attribution Window: The typical attribution window for an initial wrap report covers the time period of one week after the campaign started through the end of the campaign. We'll also provide follow up attribution window reporting at predetermined intervals after a campaign ends that will reflect additional impacted/attributable visitation.

Trips/Visits: The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled - so 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.

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs. Each day of a visitor's trip will be counted under this calculation.

Campaign Impact: A calculation of the financial impact of your campaign. It's calculated by layering in reliable sources of spend data + your attribution reporting. For example, total trips x average spend per visitor = campaign impact.

ROAS: Return on Ad Spend is a metric that measures the efficiency of your digital advertising campaign, and is calculated like this: (Total campaign impact) / (ad spend).

Incremental Lift: A calculation to show how much more likely an ad-aware visitor was to visit after having seen the advertising campaign. Incremental lift measures the visitation rate of an associated control group, compared to the visitation rate of the targeted group, and estimates the difference in the rates as the lift.



Website Sessions: Measures the total unique visits / loads to your website. The same visitor can be counted multiple times if they made unique visits to your website over the reporting period.

Website Pageviews: Measures the total pages viewed across your website across all sessions. For example - if a visitor to your website loaded four different pages, it would be reported as four page views. (But only one session.)

Avg. Time on Site: Measures the average amount of time per session that a visitor spends on your website, from the first page load to the last page close.

Avg. Engagement Rate: Measures the percentage of sessions that were “engaged” - i.e. the users spent more than ten seconds on the site and/or viewed at least three pages as engaged users.

Acquisition/Channel: Acquisition and Channel can be used interchangeably, and both refer to groupings of referring website types or traffic type that have sent people to your website. For example, paid advertising, organic search, paid search, social, and direct may be included in this reporting.

UTM/Source: A UTM code is a snippet of code generated by the website owner and/or referral or paid media partners to show on-site performance for these channels. Datafy references the “source” component of these UTM codes for attribution measurement by source. UTM codes are not automatic and must be included by the referral partner to be used in reporting.



TO: MAYOR AND CITY COUNCIL
AGENDA: October 16 Tourism Advisory Committee
DATE: October 16, 2024
DEPT: Tourism
ITEM #: 3.D
SUBJECT: Discussion Regarding Proposed 2025 TAC Meeting Dates.

ITEM SUMMARY

TAC is required to do a minimum of six meetings per year. Included for review are the proposed 2025 meeting dates.

BACKGROUND

TAC 2025 Meeting Dates:

- Wednesday, January 15th | 11AM TAC Meeting Council Chambers
- Friday, January 17th Annual Tourism Meeting TBD
- Wednesday, January 12th | 11 AM TAC Meeting Council Chambers
- Wednesday, March 12th | 11AM TAC Meeting Council Chambers
- Wednesday, April 30th - 11AM - 3PM TAC Meeting & Grant Scoring
- Wednesday, May 14th - | 11AM TAC Meeting Council Chambers
- No June or July Meetings
- Wednesday, August 13th | 11AM TAC Meeting Council Chambers
- Wednesday, September 10th | 11AM TAC Meeting Council Chambers
- Wednesday, October 8th | 11AM TAC Meeting Council Chambers
- Wednesday, November 12th | 11AM TAC Meeting Council Chambers

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: October 16 Tourism Advisory Committee
DATE: October 16, 2024
DEPT: Tourism
ITEM #: 3.E
SUBJECT: Presentation & Discussion Regarding the January 2025 Annual TAC Event.

ITEM SUMMARY

Staff proposes to shift from quarterly Tourism Team-Up meetings to a single, larger annual event. The Director of AOT will be in attendance. Staff are coordinating attendance with representatives from STR, the social media team, and the Simpleview Team. This meeting will also feature the release of the 2025 Marketing Calendar and 2025 Meetings & Sports Calendar.

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: October 16 Tourism Advisory Committee
DATE: October 16, 2024
DEPT: City Manager
ITEM #: 4.A
SUBJECT: Staff Announcements & Updates.

ITEM SUMMARY

Updates and announcements from staff.

BACKGROUND

John Heiney - Community Outreach Manager
Cristina Binkley - Tourism Manager
Mike Kelly - Sales & Marketing Manager - Group Sales, Active Leads, Bed Tax & STR
Arley Tucker - Destination Engagement Specialist - Website, Analytics & Social Media Updates
Ryan Harlow - Recreation Services Program Manager
Christina Papa - Airport Services Manager

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: October 16 Tourism Advisory Committee
DATE: October 16, 2024
DEPT: Tourism
ITEM #: 4.B
SUBJECT: Committee Member Updates.

ITEM SUMMARY

Updates and announcements from committee members.

BACKGROUND

None.

FINANCIAL IMPACT

None.

RECOMMENDED ACTION

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

ATTACHMENTS

None