

City of Prescott  
**Tourism Advisory Committee**



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October 16, 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 11:00 a.m.

**2. ROLL CALL**

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

**3. DISCUSSION & ACTION ITEMS**

A. Approval of the July 17, 2024 and September 11, 2024 Tourism Advisory Committee Meeting Minutes.

**MOTION BY MEMBER KLINE TO APPROVE THE JULY 17, 2024 AND SEPTEMBER 11, 2024 MEETING MINUTES; SECONDED BY MEMBER BRASSARD: PASSED (7-0)**

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

Tourism Manager, Cristina Binkley, introduced Kristy Lynne, representative of the Pure Imagination Music Festival. Ms. Binkley explained that during its meeting on Tuesday, September 24, 2024, City Council heard a presentation by Candace Devine-Sheridan, the creator and founder of the festival. The presentation included a request for \$75,000 from the city for the next three years, a waiver of city fees and kayaking contractor fees for the use of Watson Lake, as well as a provision for parking spaces outside of Watson Lake for running shuttles to and from the festival.

Ms. Binkley noted that the Pure Imagination Music Festival has been held in Prescott for over three years and that the organization has received a TAC grant for the past two years. The proposed financial impact to be discussed is \$75,000 plus in-kind requests.

Ms. Lynne shared with the Committee that, although producing the event is costly, the goal is to create an opportunity to unite a diverse community.

Member Kellerman asked if the requested 75,000 was for each year, or a total for the next three years.

Ms. Binkley responded it was \$75,000 per year.

Member Kline asked about the percentage of the request in relation to the event's overall budget.

Ms. Lynne responded that last year's event took approximately \$1.6 million to produce. Due to rising costs and the state of the economy, the festival failed to break even in 2024, its third year of operation, even though the event had its largest turnout, with about 6,500 attendees. She stated that the request for help was to keep the event going, with needed stages and infrastructure.

Councilwoman Fruhwirth asked about the profitability of past years' events.

Ms. Lynne responded that the first two years were only marginally profitable. While it's typical for businesses to experience initial losses, unforeseen costs and expansion have now led to unprofitability.

Chair Christensen expressed appreciation for the Council presentation and the event. She voiced concerns, however, about the large request from the Tourism bed tax budget, noting uncertainty about the budget's capacity to accommodate it. She commented that she is also concerned that approving the request could set a precedent for other event promoters with similar expectations. With regard to the emergency fund, she suggested a conservative approach in light of potential economic changes.

Ms. Lynne commented that she understood the concerns, noting that there were no expectations. She emphasized that the purpose of today's discussion was to explore whether this type of event could be supported by the City.

Member Gallagher asked how the request compares to other signature events.

Community Outreach Director, John Heiney, shared figures from signature events including the Rodeo, Independence Day, Christmas City, Summer Concert Series, and the Whiskey Off Road.

Ms. Binkley added that the economic impact is calculated by length of event versus other factors, and while some events are longer, some that are shorter may bring in more.

Member Kellerman asked if the event was expected to last more than one day, as a longer event may help.

Ms. Lynne responded that the event is scheduled for one day. However, she noted that a second day could be added if needed. The intention is to create a successful one-day event.

Member Coombs agreed with Chair Christensen's earlier comments, concerning additional funding. He noted that the Chamber of Commerce is facing a similar situation, however, they are pursuing funding through sponsorships.

Member Gallagher asked if grants funding had been applied for.

Ms. Lynne mentioned that grants have been applied for, but funding has not yet been secured. She also noted that a sponsorship is already in place.

Ms. Binkley reviewed the items within the request, breaking them down into segments.

#### Parking Provision

Staff received an evaluation for parking from the Recreational Services Department

\$2,400 in-kind from Bed Tax to Recreational Services, for providing 1500 spaces at Pioneer Park

Shuttle for off-site parking

Councilwoman Fruhwirth questioned the potential loss of revenue from sporting events due to the inability to use the park.

#### City Fees and Kayaking Services

Waiving fees could cost bed tax \$6,000 to \$10,000

\$6,000 is for city fees, separate from the \$4,000 kayaking contract

Chair Christensen commented that she could see the bed tax being utilized for kayaking, but asked why other expenses couldn't be covered by the General Fund.

Vice Chair Brassard also asked how it gets charged.

Ms. Binkley explained that \$6,000 goes toward the General Fund, for the park rental and trash service. To fully close the park for the event, the cost of the kayaking must be covered by the event organizer.

#### Financial Assistance

\$3800 Bed Tax grant awarded for Fiscal Year 2025

Vice Chair Brassard noted the earlier concerns regarding setting a precedent for other event promoters with similar expectations.

Chair Christensen suggested aligning financial assistance with that of other non-signature events, which are typically \$4,800.

Ms. Binkley added that 23 applicants were awarded funds from the TAC Grant Program for Fiscal Year 2025, totaling \$100,000. All are one-year commitments, with grant allocations between \$1100 to \$4,400.

Mr. Heiney suggested that one option might be to begin with the amount that has already been awarded.

Councilwoman Fruhwirth commented that with the \$3,800 already awarded for the Pure Imagination Festival, and additions of \$4,000 and \$2,400, that is already \$10,200 from reserve funding.

Mr. Heiney clarified that the \$3,800 allocated was already budgeted.

Ms. Binkley added that certain budget items might have capacity to be adjusted. For instance, eliminating an advertising campaign could free up funds, helping to avoid tapping into the reserve budget.

Chair Christensen responded that removing funds from advertising and marketing might not be the best option, emphasizing the importance of not adjusting staff expenses either.

Member Kline asked if TAC grants may be adjusted up to the \$5,000 maximum.

Mr. Heiney and Ms. Binkley confirmed yes. Mr. Heiney explained, however, that the grant would need to be forfeited, and a contract could be entered into, as contracts cannot be layered on top of TAC grants.

Chair Christensen summarized that it appeared that the recommendation was to write a contract for \$5,000, in lieu of the TAC grant funding.

**MOTION BY VICE CHAIR BRASSARD TO RECOMMEND COUNCIL CONSIDERATION OF A \$2,400 PARKING CONTRACT, FOR 1,500 PARKING SPACES; SECONDED BY MEMBER KELLERMAN: PASSED (7-0)**

**MOTION BY MEMBER LEJA TO RECOMMEND COUNCIL CONSIDERATION OF A \$4,000 KAYAKING CONTRACT FOR THE EVENT, NOT TO EXCEED ONE YEAR; SECONDED BY MEMBER KELLERMAN: PASSED (7-0)**

**MOTION BY MEMBER LEJA TO RECOMMEND COUNCIL CONSIDERATION OF A \$5,000 EVENT CONTRACT, CONTINGENT UPON TAC GRANT FORFEITURE; SECONDED BY MEMBER GALLAGER: PASSED (7-0)**

C. Presentation & Discussion Regarding the Datafy Report.

Ms. Binkley provided a Datafy presentation on behalf of Heather Herman with Front Burner Media.

She explained that Ms. Herman was unable to be present for the meeting, and read aloud the following message:

*"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!"*

She shared the following links and statistics for each:

"Good News in History September 29" featured Matt's Saloon and reached 1.1 million readers:

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

"These Seven Towns in Arizona Have Bustling Main Streets" featured Prescott, AZ, and reached 6.6 million:

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

"Seven Best Arizona Towns With Mild Weather In September" featured Prescott, AZ and reached 1.1 million.

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

"Ten 'second cities' you should consider visiting this fall" featured Prescott, AZ, and reached 1.9 million just in the Orlando Sentinel.

It was syndicated in ten other publications, 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/>

Ms. Binkley reviewed the Datafy Attribution Website Report. She explained that the report contains valuable information, sourced from [www.experienceprescott.com](http://www.experienceprescott.com), including measurements of viewers served with advertising campaigns who then visited the Prescott area. The attribution is the estimate of visitation to a destination linked to the advertising campaign. This, and much more provided by Datafy, will be discussed in each month's meetings going forward.

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

D. Discussion Regarding Proposed 2025 TAC Meeting Dates.

Ms. Binkley explained to members that TAC is required to hold a minimum of six meetings per calendar year. She read aloud the proposed 2025 meeting dates and locations:

Wednesday, January 15th | 11AM TAC Meeting Council Chambers  
Friday, January 17th | Annual Tourism Meeting TBD  
Wednesday, February 12th | 11 AM TAC Meeting Council Chambers  
Wednesday, March 12th | 11AM TAC Meeting Council Chambers  
Wednesday, April 30th - 11AM to 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

There were no objections from members regarding the 2025 TAC meeting dates.

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

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

Ms. Binkley shared that staff proposes to shift from quarterly Tourism Team-Up meetings to a single, larger annual event. Planning for next year's event, she shared that the Director of the Arizona Office of Tourism (AOT) is expected to be in attendance.

Staff are coordinating attendance with representatives from STR, the social media team, and the Simpleview Marketing Solutions Team. The meeting portion will feature the release of the 2025 Marketing Calendar, the 2025 Meetings & Sports Calendar and an awards ceremony. Currently, the event is scheduled to take place at the Launch Pad Teen Center. However, staff are open to suggestions for a larger space.

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

#### 4. UPDATES

A. Staff Announcements & Updates.

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

- Finalizations are taking place for the City's Economic Development Strategic Plan process. A final draft will be presented to Council at their study session on November 19, 2024, at 1:00 pm. He added that the tourism destination portion is still being developed, and an important part of the plan.
- The final open house to discuss Prop 478 is October 17, 2024, at 6:00 pm at the Prescott Police Department.
- The City of Prescott is seeking public comment on the draft 2025 General Plan document. The required public comment period lasts 60 days, beginning September 23, 2024, and ending November 21, 2024.

The next and final open house will take place on Thursday, October 24, 2024, from 3:00–6:00 pm at the Prescott Public Library Founder's Room. A Virtual Meeting Room has been created for the public to review the entire draft plan, and to provide comments.

- The National Air Transportation Association (NATA) has honored Prescott Airport Director Rick Crider with the NATA Airport Executive Partnership Award. According to a press release from the organization, the award recognizes an airport manager for his or her outstanding efforts to foster relationships between aviation businesses and airport operators. Recipients must illustrate leadership in the partnership between airport operators and airport tenants, and develop a positive relationship between the airport and its businesses. The honor will be presented as part of the NATA Industry Excellence Awards Presentation and Luncheon, to be held in conjunction with the association's Aviation Business Conference in Nashville, TN, on November 13, 2024.
- Ms. Binkley recently attended the Third Annual Arizona Lodging & Tourism Association Gala, an event that honors the contributions of individuals and organizations in Arizona's hospitality, sports, lodging, and tourism industries. More updates will follow in future meetings.
- Supporting the recent NACOG fall forum, Tourism staff are already planning a new concept for pulling traffic from I17 on to a scenic route.
- Tourism staff will soon be meeting with the Simple View team, to learn more about the program they offer. The program includes products for content and customer relationship management, including website monetization, booking and referral engines, email and marketing automation, and user-generated content. Staff are making efforts to visit other Destination Marketing Organization (DMO) partners, as they are already seeing an increase in new leads.
- A recent collaboration with Tourism and Air Village, involving tracking from pixel management, proved to be very beneficial.
- To date, over 180 rooms have been booked for the Arizona Tech Council Tech Tour, scheduled for August 2025. Key stops include Embry-Riddle and Yavapai College CTEC.
- Next year's MPI Educon event could bring 100 or more visitors. The conference, hosted by the Meeting Professionals International (MPI) Arizona Sunbelt Chapter, focuses on the meeting and event planning industry.
- The Recreation Services Department has been busy supporting large events. Staff plan to attend the Sports ETA Summit, on behalf of Tourism. The event is a two-day event that will cover the "4S's of sports events and tourism": strategies, services, sales, and sponsorships.
- Airport activity included 18,339 boardings for 2024 year to date.
- Construction projects are taking place at the Airport, including crack sealing on taxiway Delta D5 to D7, and south ramp pavement repairs. Upcoming projects include doorway pavement repairs to the south ramp hangar, pavement repairs to Delta 7, and a wash rack. Projects under design include runway lighting and signage improvements.
- The Terminal Lease with SkyWest is being worked on by Airport staff.

- Revenue generation for the Airport included a total of 639 cars rented in March 2024. The average duration of those car rentals was 26 days for Avis and 23 days for Budget. The average cars rented per day (average daily rental) was 10 for Avis and 7 for Budget. Avis had three one-way rentals and Budget had two one-way rentals.

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

B. Committee Member Updates.

- Vice Chair Brassard shared that Matt's Saloon is hosting the CYMPO Rural Transportation Summit upstairs. He offered the space as an option for the holiday TAC party.
- Councilwoman Fruhwirth shared that she was accepted as one of ten women to join the Excellence in Public Service training, featuring a trip to Washington, DC in May 2025.

Ms. Binkley reminded members and staff that today's meeting was the last official TAC meeting for the 2024 calendar year. Details will be shared soon for a TAC Holiday Party, scheduled to take place in November.

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

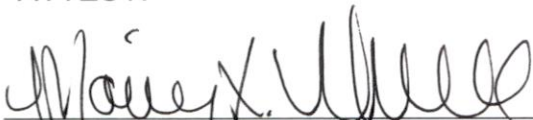
**5. ADJOURNMENT**

There being no further business to discuss, Chair Christensen adjourned the meeting at 12:16 p.m.



MARGO CHRISTENSEN, Chair

ATTEST:



MARIKAY WHISENAND, Staff Liaison