

City of Prescott

Tourism Advisory Committee



February 12, 2025 | 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 **February 12, 2025**. 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 January 15, 2025 Tourism Advisory Committee Meeting Minutes.
Recommended Action: MOVE to approve the minutes as presented
 - B. Presentation & Discussion Regarding Prescott Downtown Partnership Summer Concert Series.
Recommended Action: MOVE to approve or deny the request for an additional \$15,000 in funding for the 2025 concert season
 - C. Presentation & Discussion Regarding Tourism Grant Application Review.
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 2/10/25 at 2:00 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: February 12 Tourism Advisory Committee
DATE: February 12, 2025
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Approval of the January 15, 2025 Tourism Advisory Committee Meeting Minutes.

ITEM SUMMARY

This item is for approval of the January 15, 2025 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. January 15, 2025 TAC Minutes

City of Prescott

Tourism Advisory Committee



January 15, 2025 | 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
Dennis Gallagher - Member
Edd Kellerman - Member
Autumn Kline - Member
Ken Leja - Member (Absent)
Nick Medina - Member (Excused)
Linda Nichols - Member

3. DISCUSSION & ACTION ITEMS

A. Approval of the October 16, 2024 Tourism Advisory Committee Meeting Minutes.

MOTION BY MEMBER NICHOLS TO APPROVE THE OCTOBER 16, 2024 MEETING MINUTES; SECONDED BY MEMBER KELLERMAN: PASSED (8-0)

B. Presentation & Discussion Regarding Financial Requests Updates.

Tourism Manager, Cristina Binkley, discussed the approved Fourth of July contract with an allocated amount of \$125,000. The contract spans two fiscal years, with approximately \$60,000 allocated for each year. Additionally, the Council approved \$7,600 to support the Pure Imagination Festival. Both requests have been approved and will be reflected in this year's budget.

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

C. Presentation & Discussion Regarding the 2025 Marketing Video.

Ms. Binkley presented the new 2025 marketing video and explained that the concept originated from a NACOG meeting in September. A two-week content creation process took place in October, and despite a tight window due to weather conditions, the project came together successfully.

The goal of the video is to encourage visitors to take a scenic detour, guiding them off the main highway and into the heart of Prescott. The video aims to inspire wanderlust, educate the public about alternative routes, and motivate action that will benefit the destination.

Ms. Binkley explained that the campaign will line I-17, with ADOT looking forward to being involved. There will also be collaboration with social media influencer TripScout. The towns of Wickenburg and Yarnell plan to feature the video on their websites. The estimated advertising budget for the campaign is \$50,000. With another year of construction on I-17, the campaign will target the first six months of this year.

Member Dawson asked whether the other two towns were contributing to the funding or if the City of Prescott would cover 100% of the costs.

Ms. Binkley confirmed that 100% of the funding would be covered by the City of Prescott.

Chair Christensen commented that even after I-17 construction is completed, there will still be benefits, particularly if tour routes change. This will be especially advantageous for travelers coming from Los Angeles and San Diego.

Member Nichols added that an alternate route via White Spar would also provide another benefit.

Member Kellerman asked if the routes are designated scenic routes by the state.

Ms. Binkley responded that they are not.

Member Dawson suggested adding an extension outside of the video, such as additional maps or link for more information.

Member Kline asked how much additional time is added when taking the alternate route.

Ms. Binkley responded that it's approximately 20 minutes more if I-17 has normal traffic flow.

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

D. Presentation & Discussion Regarding an Update on Tourism Grants.

Ms. Binkley announced that a new Tourism Grant cycle is about to begin. The grants are designed to support non-profit organizations hosting events in Prescott, with the aim of encouraging overnight visitation through event marketing outside the Prescott area. The grants are funded by the city's Transient Occupancy Tax. Events may be eligible for up to \$5,000, depending on their rating and the number of successful applicants. These grants are available only to registered non-profit organizations.

Ms. Binkley explained that this cycle will feature an online fillable form instead of a PDF, accompanied by an instructional video. She added that the application process will include a single pass-through for review before launching by March. The meeting portion of the process will remain optional, rather than mandatory.

Community Outreach Director, John Heiney, added that mandatory meetings are rarely required for applicants in the grant-making process.

Chair Christensen suggested using “highly recommend” for the meeting, noting that it could help address the issue of incomplete applications in the past.

Ms. Binkley announced that with the disbanding of the Prescott Area Arts and Humanities Council, staff will be removing their organization name from the website and grant application.

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

E. Presentation & Discussion Regarding Tourism Advisory Committee General Business.

Annual Tourism Meeting:

Ms. Binkley announced that, moving forward, there will be an annual Tourism Meeting instead of the previous four meetings held each year. She provided an overview of the upcoming event’s schedule, emphasizing the importance of networking for both staff and Committee members. The first hour of the event will be dedicated to this purpose. Several Council members and City Leadership are expected to attend. There will be presentations, including a unique opportunity to advertise on the Tourism website, which is a rare offering in municipal government.

Mr. Heiney highlighted that this also provides a valuable opportunity for stakeholders. Following the presentations, an award ceremony will take place, with members in attendance invited to join the stage.

Chair Christensen asked about the total number of guests expected to attend.

Ms. Binkley responded that attendance had already surpassed expectations, with over 150 guests confirmed, and that the majority of committee members plan to attend. She also shared a packet containing promotional materials for each attendee.

Member Nichols suggested adding information about the Prescott Heritage Trail to the packet.

Member Coombs commented on the suggestion and offered to provide the materials for Ms. Binkley to include in the packet.

Upcoming Committee Meeting Dates:

Staff Liaison, Marikay Whisenand, presented the 2025 meeting dates to the Committee:

February 12, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
March 12, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
April 30, 2025	11:00 a.m.	TAC Meeting & Grant Scoring (TBD)
May 14, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
June 2025	(No meetings)	
July 2025	(No meetings)	
August 13, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
September 10, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
October 8, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
November 12, 2025	11:00 a.m.	TAC Meeting (Council Chambers)
December 2025	(No meetings)	

Council Presentation & Tourism Contracts to Council:

Ms. Binkley explained that, according to the Committee bylaws, staff are required to make an annual presentation to the Council. This year's presentation is scheduled for June 10, 2025, during a Council Study Session. The timing is ideal, as the Council Voting meeting in July will include the approval of Tourism contracts.

Upcoming Deadlines & Renewals:

Ms. Binkley reminded the Committee that five member seats will be expiring in March of this year. Those interested in applying for reappointment must submit their applications by the deadline of January 31, 2025.

Public Comments:

Staff Liaison Whisenand presented a brief overview to the Committee regarding Public Comments, explaining that comments may be taken on agenda items. For items not included on the agenda, comments may be reserved for the Open Call to the Public during Council meetings.

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

4. UPDATES

A. Staff Announcements & Updates.

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

- Committee members were encouraged to attend the upcoming Workforce Housing Committee Forum meeting on January 30, 2025.

- The recent Go West Summit, an event that connects tourism suppliers with global buyers and media, took place with Tourism staff in attendance. Valuable tools and resources were received, along with new contacts.
- Multiple room accommodation bookings are coming up for events including the 2025 Arizona Wildland Urban Interface Summit and a new volleyball tournament.
- The 2025 Calendar of Sporting Events has been finalized and will be included in the packet for tomorrow's Annual Tourism Meeting. Adult sports leagues are starting up, with youth leagues to follow soon. A new soccer tournament is anticipated for June 2025.
- The city received a grant for AmeriCorps members to assist with community service projects like trail cleanup and fire mitigation. These members, aged 18-26, have specific job duties and will be staying at the Grace Sparkes Activity Center (Armory) in the mezzanine area. The city received this award due to the unique landscape, professional leadership, local youth, and upcoming plans. The Civic Conservation Corps will participate in tasks and training sessions related to Recreational Services, stormwater infrastructure, and trail building, benefiting both the volunteers and city.
- Appreciation was expressed to the Recreational Services staff by Chair Christensen, for the memorial bench recently installed on Monday off Peavine Trail.

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

B. Committee Member Updates.

Councilwoman Fruhwirth and Committee Members provided the following updates:

- A resolution and an ordinance to implement a new Airport Vicinity Overlay (AVO) District passed during the recent Council meeting. Future topics to be reviewed by the Council include Home Rule and the General Plan.
- Referring to the Council meeting, Councilwoman Fruhwirth encouraged those interested in running for Council to take action. She also offered to meet with potential candidates.
- The "train-cation" concept was discussed, which is essentially taking a vacation by riding on a railway, often enjoying scenic routes and visiting different cities along the way. Member Dawson noted that there may be a market for a possible collaboration between Prescott and Flagstaff.
- Members requested talking points from staff to speak on behalf of the Committee when asked questions by the community.

- Members shared general business updates, including information on artists scheduled to visit Prescott, the Chamber of Commerce's current winter hours, Acker Night, which received over 1,700 attendees with a scholarship event planned for February, and the recent CNN coverage of the city's New Year's Eve festivities.
- The large impact that hotel reservations have was discussed, in reference to the recent holiday events. Ms. Binkley commented that staff are aware of events far in advance and are working on ways to disclose information for future reference.

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 12:20 p.m.

MARGO CHRISTENSEN, Chair

ATTEST:

MARIKAY WHISENAND, Staff Liaison



TO: MAYOR AND CITY COUNCIL
AGENDA: February 12 Tourism Advisory Committee
DATE: February 12, 2025
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding Prescott
Downtown Partnership Summer Concert Series.

ITEM SUMMARY

This item is for discussion regarding Prescott Downtown Partnership Summer Concert Series sponsorship.

BACKGROUND

The Prescott Downtown Partnership is requesting an additional \$15,000 to support the annual Summer Concert Series, increasing the total Bed Tax sponsorship from \$75,000 to \$90,000. The 4th of July, Whiskey Off-Road and the Summer Concert Series currently receive the most sponsorship dollars from the Office of Tourism. This amendment would likely have to be approved by the Prescott City Council.

FINANCIAL IMPACT

The additional \$15,000 is unbudgeted and will affect other department programming this fiscal year.

RECOMMENDED ACTION

MOVE to approve or deny the request for an additional \$15,000 in funding for the 2025 concert season

ATTACHMENTS

1. PDP Summer Concert Series Presentation



**Brought to you by the Prescott Downtown Partnership
and Experience Prescott**



BY the NUMBERS

24-28 free shows per summer

48-56 hours of live entertainment

3 months of fun activity on the Plaza

185 local musicians

700-3,000 guests per show

3,000+ followers on social media

1,100+ text messaging subscribers





The MUSICAL LINE UP



Musicians have an opportunity to enjoy the unique, and much sought after, venue of the Courthouse Plaza

Discovering new talent and cross-marketing to different demographic segments

Bands gain new followers who, in turn, start attending shows and support Prescott's local music venues and music-centric events



The AUDIENCE

Prescott LOCALS coming together

Summer Concert Series “regulars”

Appeals to all ages: kids, families

Alternative venue for the under-21 crowd and those uninterested in seeing live music in a bar

Bring fun, vibrant energy downtown and support local establishments





IT'S SHOWTIME

2024 Best of Yavapai County
Outdoor Event by Prescott Now

Experience Prescott
Tourism Award





SCS Over the Years

Originally a function of the City of Prescott Event Coordinator, along with the Fourth of July and other local events

Position was eliminated and event planning was contracted to outside entities

Prescott Downtown Partnership picked up Summer Concert Series on behalf of the community





BEHIND the SCENES



Year-round efforts: online auditions open in October

Planning and logistics are handled by PDP volunteers

Operating costs mostly covered by \$75,000 City of Prescott contract

Additional operating and marketing/admin costs and payments to the musicians covered by sponsorships and partnerships secured by Prescott Downtown Partnership

Bottom line: ALL costs are continuing to increase



SOUND CHECK

Operating Costs

Sound and Lighting*	65,000	Estimate for 2025 season
On-Site Management*	3,600	\$150 per show
Restroom Cleaning and Trash*	2,880	\$120 per show
Security*	2,400	Arizona Rangers
Insurance*	12,516	Estimate for 2025 season
Yavapai County Plaza Use Fee	1,875	Application fee of \$150 + 74/extra day
Musicians	12,000	\$500 per show
Total	\$ 100,271	

* Indicates recent increase in price



The SHOW MUST GO ON!

PDP would like to request an additional \$15,000 in funding to cover the base costs of operating the Prescott Summer Concert Series.





**Brought to you by the Prescott Downtown Partnership
and Experience Prescott**



TO: MAYOR AND CITY COUNCIL
AGENDA: February 12 Tourism Advisory Committee
DATE: February 12, 2025
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Presentation & Discussion Regarding Tourism Grant Application Review.

ITEM SUMMARY

This item is for staff to provide an overview of the details and workflow for the FY26 Tourism Grant Process.

BACKGROUND

Committee members are asked to review the enclosed application and indicate any desired changes for the FY26 Tourism Grant Process by highlighting, redlining, or annotating the document. Please note that the attached application is a fictional event intended to serve as an example of what actual applications will look like. During the meeting, the committee will discuss the feedback and make any necessary revisions before the grant process officially begins on March 1, 2025.

FINANCIAL IMPACT

None at this time.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Draft Application Packet

Tourism Marketing Grant Program

Prescott Office of Tourism

Tourism Marketing Grant Program

Fiscal Year 2025 (FY2025) (July 1, 2025 to June 30, 2026)

Experience Prescott - Office of Tourism

Please review the City of Prescott's Tourism Events Grant Policy before filling out the grant application: For **FY 2026**, the City of Prescott, through the Transient Occupancy (Bed Tax), will award a total of \$100,000 in grant funding for special events and/or cultural events in Prescott that also encourage visitation - specifically overnight stays. The grants are awarded to qualified non-profits based in Prescott.

Starting **March 1st, 2025**, the Prescott Tourism Office will begin accepting applications, with funding from the Transient Occupancy (Bed) Tax budget, for events commencing between **July 1, 2025, through June 30, 2026 (FY25)**. The maximum amount available for any event is \$5,000.00. Awards may be distributed on a sliding scale, depending on the number of successful applications received. One award per organization is permitted.

Note: An optional grant application workshop for ALL applicants will take place on

Wednesday, March 12th, 2024 3:00pm at Prescott City Hall in the Council Chambers.

Applications must be received no later than 5:00 p.m. on

Friday, April 4th 2025

Accepted formats for submitting an application to the address listed below:

- Electronic Submission
longer be accepted

Handwritten applications will no

Where to submit:

City of Prescott - Attention: Noah Haas

Noah.haas@prescott-az.gov or

hello@experienceprescott.com

The subject line on emails should read: Tourism Grant Application

NOTE: No facsimiles will be accepted.

Applications received after 5:00 p.m. on the due date will not be considered.

****Applications Must Be Completed in their Entirety by the Due Date or they WILL NOT be considered****

The review committee will be looking for events that contribute to Prescott in the following ways:

1. The event generates a marketing message, with a strong emphasis on marketing outside of 90 miles.
2. The event creates a positive economic impact in terms of overnight stays, percentage of out-of-area visitors, and direct spending.
3. The event creates a positive community benefit including the involvement of local volunteers and coordination with other community organizations.

Other Important Information for Applicants: The Review Committee members will score each application based on a 100-point scale. Assuming that the event meets all criteria, the recommended award will be tied to the overall score. For example, An event that received a score of 75 will receive 75% of their request, subject to a sliding scale based on the number of successful applicants.

Additional rules for receiving grant funds:

1. At least 75% of the award must be used as part of your marketing budget.
2. All information must be submitted on this application form only. Please provide a brief descriptive overview. Supplemental information will not be reviewed.
3. Please be advised that all events, whether chosen for event grant funding or not, must submit a Special Event Application through the City of Prescott Recreation Services Department, and complete the special event process. Events receiving grant funding have no priority over non-funded events on the Event Calendar. All applicants will receive a copy of the Special Events Guidebook and are **encouraged to use it actively**.
4. If you or your organization is receiving any other funding from the City of Prescott please disclose that
5. A post-event report will be due 60 days after the event ends. The minimum standard for reporting is attached to this application. Organizations may submit additional data, graphs, presentation materials, and/or marketing materials. If an organization does not submit its post-event report it will not be considered for future funding.

IMPORTANT NOTICE

All applicants are advised that events, whether gated or non-gated, whether charging admission or not, and which are held on City parks, streets, and/or sidewalks next to streets, are held on traditional public forums within the exercise of the U.S. Constitution First Amendment rights have been and are traditionally conducted.

The City will not tolerate any restriction of such rights by applicants and/or their promoters, employees, agents, subcontractors, assigns, volunteers, security personnel, or others associated with applicants (collectively "Event Personnel") in the holding of events. In addition, Event Personnel shall comply with all other laws, common laws, statutes, ordinances and rules and regulations, including, but not limited to, those involving the storage of guns at events held without a State of Arizona spirituous liquor license and those concerning the language that is placed on entry signs to such events.

Applicants are encouraged to consult with their own attorneys for independent legal advice about applicants' duties and obligations concerning the subject matter contained in this paragraph.

The event must have a secular purpose, the primary effect of which may neither advance nor inhibit religion nor should it cause excessive government entanglement with religion. The event must not seek to

influence the outcomes of elections or the determination of public policy through political activity.

Applicant acknowledges that applicant has read and understood this Notice, agrees to comply with and abide by its terms and has placed applicant/s initials in the space below to verify such acknowledgment and understanding.

ACKNOWLEDGEMENT

Applicant acknowledges sponsorship recipient events will NOT receive additional financial considerations and/or services from the City of Prescott or its designees in excess of the amount of the event funding awarded.

Applicant further acknowledges reading the section Other Important Information for Applicants section on Page 2 of this document, and is aware of the post-event reporting requirement.

CERTIFICATION

Hereby certify that the statements made in this application are true and complete to the best of my knowledge and that I am authorized to execute the application. Intentional omissions or falsification of information is sufficient grounds for denial of the application and subsequent revocation of the permit. I agree to indemnify, defend and save harmless the City and its respective officers, agents, employees, and volunteers from any and all losses, claims, liabilities, damages, costs, and expenses, including reasonable attorneys’ fees and court costs, resulting from the conduct of the applicant, sponsor or promoter, their employees, suppliers, vendors, agents, any of their guests, invitees or licensees with regard to the event applied for. I agree to indemnify, defend and save harmless the City and its respective officers, agents, employees, and volunteers from any and all losses, claims, liabilities, damages, costs, and expenses, including reasonable attorneys’ fees and court costs resulting from any facility, park or lake closure due to inclement weather. In such an instance, I understand that all event participants must follow the City’s guidelines and procedures for lake/facility evacuation and that this event is being held inside the City limits and all City rules and regulations apply. I also understand that the City reserves the right to determine if park facilities are unusable as a result of inclement weather. I realize my submittal of this application request constitutes a contract between myself and the City of Prescott and is a release of liability. I am the said applicant and submit this application request of my own free will.

a. Economic Impact			c. Community Benefit		
Projected Total Attendance	7		Involvement of Local Volunteers	5	
Projected # of Participants	3		Coordination with Local Community Organizations	10	
Expected # of Nights Event Attendees Will Stay in Prescott	20		Cultural, Historical, or Artistic Significance	5	
Expected Event Revenue	5		Total Score	20	
TOTAL SCORE	35		<i>Reviewers Comments & Feedback:</i>		

b. Strategic Marketing Efforts		
% of Marketing Outside of 50 Miles	25	
Placed Media	10	
Earned Media	10	
Total Score	45	
	A	B

TOTALS of A + B + C =

Signature of Applicant or Authorized Agent



Printed Name & Title

Cristina Binkley

Date of Application

Tuesday, February 4, 2025

Room Nights - is a hospitality industry term for room occupancy at a hotel property. Room night is a statistical metric for the hotel industry. It is calculated by multiplying one room times the nights stayed. Room night example: One guest booking one room for three nights would be said to generate three room nights.

1 room X 3 nights = 3 room nights

Local - Prescott, Prescott Valley, Chino Valley, Dewey, and adjacent County.

Regional - All of Yavapai County - All of the above plus Verde Valley including Sedona, Cottonwood, Clarkdale, Camp Verde. Plus Mayer, Cordes Lake, Black Canyon City, Seligman, and Ashfork.

Statewide - Everything in Arizona outside of Yavapai County including Flagstaff, and Phoenix.

National - All of the United States, outside of Arizona.

International - Outside of the United States

Participants - Staff, volunteers, vendors, etc - People working or supporting the event.

Attendees - is guests attending the event that are not considered a participant

Room Nights Formula

STEP ONE: (A) # of Attendees + (B) Number of Participants = (C) Event Total Attendance

STEP TWO: (C) Total Event Attendance / 2 (assumes double occupancy) = (D) Number of Rooms Needed

STEP THREE: (D) Number of Rooms Needed x (E) Number of Nights Stayed = (F) Total Number of Room Nights

STEP FOUR: (F) Total Number of Room Nights X .25 (Represents Out of Town Visitors from 90+ miles or more)

= Answer for Grant Application

EXAMPLE - A tourism event has 100 Staff & Volunteers (Participants),

They anticipate 10,000 attendees. It's likely that out-of-town visitors will stay 3 nights for their four-day event.

STEP ONE - (A) 10,000 + (B) 100 = (C) 10,100

STEP TWO - (C) 10,100 / 2 = (D) 5,050

STEP THREE - (D) 5,050 x (E) 3 = (F) 15,150

STEP FOUR - (F) 15,150 x .25 = 3,788

It's estimated that the tourism event will generate 3,788 room nights.

Name of Event	Cristina's Test Event
Event Organization Name	Cristina's Cafe
Proposed Date of Event	Friday, November 28, 2025

501 c

000000000

Location of Event

Downtown Prescott

Description of the Event (Please limit text to the space provided)

The *Prescott Winter Carnival*, set to take place from February 12th to 14th, 2025, will transform the historic downtown area of Prescott, Arizona, into a vibrant celebration of winter festivities. The event promises a unique blend of outdoor activities, live music performances, and delicious local cuisine. Visitors can enjoy ice sculpting competitions, a winter-themed parade featuring colorful floats, and an exhilarating snowball fight tournament at the Courthouse Plaza. The festival will also feature a special "Snow and Shine" vintage car show, where classic vehicles are displayed alongside glistening snowbanks. Local artisans will set up booths, offering handmade crafts, jewelry, and winter apparel. Families can enjoy the children's ice maze and an interactive storytelling corner, while food trucks serve up everything from hearty chili to gourmet hot cocoa. With temperatures expected to stay chilly, the Winter Carnival is set to be a picturesque and unforgettable weekend in the heart of Prescott.

Event Contact Information:**Name**

Cristina Binkley

Address201 North Montezuma Street, Third Floor
Prescott, AZ, 86301**Phone Number**

(928) 777-1460

Website (If no website, please type N/A)

www.experienceprescott.com

Email Address

cristina.binkley@prescott-az.gov

Has this event received funding from the City before? Yes**Is this a new event or a recurring event?** Recurring**If event is recurring, what date was your last event?**

Thursday, November 28, 2024

Mark the type of Event - select all that apply.
 History/Heritage
 Family Friendly
 Festival/Party
Initials of Applicant

CNB

Date of Application

Tuesday, November 28, 1989

Tourism Grant Requested Amount (Maximum Amount \$5,000)

\$5,000

Estimated Total Marketing Budget:

\$25,000

Will your organization be employing an event promoter or special event manager? No

Explain in detail how you will use or benefit from the grant assistance for the marketing of your event:

The grant assistance for the *Prescott Winter Carnival* will be instrumental in expanding our marketing efforts and ensuring the event reaches a wider audience. The funds will be used to develop a comprehensive advertising campaign that includes digital marketing through social media platforms, targeted online ads, and an enhanced website with event registration and ticketing options. We plan to produce visually captivating promotional materials, including video teasers and interactive event highlights, to attract both local residents and out-of-town visitors. Additionally, we will invest in traditional advertising methods, such as radio and print ads in regional publications, to raise awareness among a broader demographic. The grant will also support the hiring of a public relations team to engage local media outlets and increase coverage of the event. By utilizing these resources, we aim to boost attendance, generate excitement, and foster a sense of community around the *Prescott Winter Carnival*, ultimately ensuring its success as an annual event.

How many years has your organization relied on this grant? 5

What % of the grant would be contributed to the total estimated marketing budget? 20%

Economic Impact:

Projected Total Attendance: 100,000

Projected # of Vendors, Volunteers & Staff: 150

In the table below, identify percent of expected attendance by region:

The 5 regions together should equal = 100%

Local = Quad Cities (Prescott, Prescott Valley, Chino Valley & Dewey/Humboldt)

Regional = Yavapai County

Statewide = The Rest of Arizona

National = USA Excluding Arizona

International = Worldwide Excluding USA

Identify percent of expected attendance by region: The 5 regions together should equal = 100%

	% Per Region
% Local Zip Codes	40
% Regional	25
% Statewide	15
% National	10
% International	10

If international attendance is recorded, list countries represented:

Germany
France

List the top five zip codes you expect attendance from outside of 90 miles of Prescott:

12345
45678
98751
51236
43659

Expected # of room nights event attendees will stay in Prescott: 3788

Room Nights - is a hospitality industry term for room occupancy at a hotel property. Room night is a statistical metric for the hotel industry. It is calculated by multiplying one room times the nights stayed. Room night example: One guest booking one room for three nights would be said to generate three room nights.

1 room X 3 nights = 3 room nights

Room Nights Formula

STEP ONE: (A) # of Attendees + (B) Number of Participants = (C) Event Total Attendance

STEP TWO: (C) Total Event Attendance / 2 (assumes double occupancy) = (D) Number of Rooms Needed

STEP THREE: (D) Number of Rooms Needed x (E) Number of Nights Stayed = (F) Total Number of Room Nights

STEP FOUR: (F) Total Number of Room Nights X .25 (Represents Out of Town Visitors from 90+ miles or more)

= Answer for Grant Application

EXAMPLE - A tourism event has 100 Staff & Volunteers (Participants),

They anticipate 10,000 attendees. It's likely that out-of-town visitors will stay 3 nights for their four-day event.

STEP ONE - (A) 10,000 + (B) 100 = (C) 10,100

STEP TWO - (C) 10,100 / 2 = (D) 5,050

STEP THREE - (D) 5,050 x (E) 3 = (F) 15,150

STEP FOUR - (F) 15,150 x .25 = 3,788

It's estimated that the tourism event will generate 3,788 room nights.

Do you expect admission sales (\$), product sales and/or food & beverage sales (Please answer yes or no) *If event does not have these items, it will not be counted against you*

Yes

If the event is recurring, have the event numbers and sales:

Increased

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cnb

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Placed Media (advertising): Describe where advertising will be purchased, i.e. local, regional, statewide, and/or national. Include the amount spent and the percentage of the media budget.

Placed Media (advertising): check the purchased media you plan to use:

Radio

Digital

Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)

For the Prescott Winter Carnival, we plan to allocate \$5,000 of our total marketing budget to radio advertising, representing approximately 20% of our overall marketing spend. We will partner with local stations such as KQNA 1130 AM and 99.3 The Wolf, which have strong listener bases in the Prescott and greater Yavapai County areas. Ads will be placed during peak times, including morning shows on KQNA's Good Morning Prescott and afternoon slots on The Wolf's Drive Home. We will also sponsor segments of the Prescott Today show to promote special events during the carnival. Additionally, we will work with the stations to run pre-event countdown ads as well as live broadcasts during the event weekend to keep listeners engaged and excited. The radio campaign will help us reach a broad local audience and increase awareness of the event's key attractions.

Digital & Social Media: (list specifics, amount spent and % of total marketing budget)

For the Prescott Winter Carnival, we will allocate \$7,500, or 30% of our total marketing budget, towards digital and social media advertising. This will include targeted ads on platforms such as Facebook, Instagram, and Google Ads, focusing on both local residents and visitors within a 90-mile radius of Prescott. We will run a series of visually engaging video ads and carousel posts highlighting key event attractions like the ice sculpting competition and vintage car show. Additionally, we plan to engage local influencers with strong followings in the Prescott and Arizona area to help amplify our event's visibility through sponsored posts and behind-the-scenes content. Our budget will also support the creation of a dedicated event page on our website, optimized for search engine visibility, and email marketing campaigns targeting past visitors and those who sign up via our social channels. By investing in these digital and social strategies, we aim to increase engagement, drive ticket sales, and build excitement leading up to the carnival weekend.

Total \$ Value of Placed Media:

\$12,500

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Earned Media (publicity): List where publicity is obtained and describe what medium, i.e. public relations activities, editorial coverage, articles written about event/organization, etc. Include the estimated value earned and the percent of the budget affected.

Local: (list specific medias, outlets, publications, amount earned and estimated earned value)

For the *Prescott Winter Carnival*, we anticipate earning significant free publicity through local media coverage. We have already secured placements with outlets such as *The Daily Courier*, Prescott's local newspaper, which will feature event previews and coverage in the weeks leading up to the carnival. Additionally, we've coordinated with Yavapai Broadcasting to have event announcements on their local radio stations, including 99.3 The Wolf and KQNA. We are also collaborating with Prescott's TV station, ABC 15 Arizona, to feature the event in their local news segment, showcasing highlights like the snowball

fight tournament and ice sculpting competitions. These partnerships will generate approximately \$4,000 in earned media value. Further, we plan to have our event listed in the Prescott Chamber of Commerce newsletter and the Arizona Daily Sun, providing additional visibility. Based on past event coverage, we estimate that the earned media value from these outlets will total around \$6,500, helping boost awareness and attendance without additional cost to our marketing budget.

Total \$ Value of Placed Media: \$12,500

Total estimate value of earned media: \$6,500

Total monetary value of marketing efforts: 19,000

Value of placed media + estimated value of earned media = total marketing budget

Additional comments clarifications or disclosures: (If you or your organization is receiving any other funding from the City of Prescott, please disclose that information here)

The Prescott Winter Carnival is not receiving any additional funds from the City of Prescott.

Community Benefit

Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):

The *Prescott Winter Carnival* will involve a diverse group of volunteers and local organizations, all contributing to the success of the event. We are partnering with the Prescott Youth Volunteer Corps, which will provide 25 volunteers to assist with event logistics, including setting up booths, directing visitors, and managing the ice maze for children. Additionally, the Prescott Historical Society will play a vital role by offering historical walking tours of downtown Prescott during the carnival, helping to integrate the event with the community's rich heritage. The local 4-H club will volunteer to run the hot cocoa and food stations, utilizing their fundraising efforts to support their programs. We are also collaborating with the Prescott Public Library, which will host a storytelling corner for children featuring winter-themed tales. Approximately 15 library volunteers will assist with this. Finally, the Arizona State Parks and Trails division will provide 10 volunteers to help with maintaining safety and supporting outdoor activities like the snowball fight tournament and snowshoeing demonstrations. In total, we expect over 75 volunteers from these groups to be actively engaged in ensuring a seamless and enjoyable experience for all attendees.

Explain coordination with local community organizations (be as specific as possible):

The *Prescott Winter Carnival* has worked closely with a variety of local community organizations to ensure the event is well-integrated into the town's fabric and to create a collaborative atmosphere. We've partnered with the Prescott Chamber of Commerce to promote the event to local businesses, encouraging them to sponsor carnival activities or offer special discounts during the festival weekend. The Chamber will also help distribute event flyers to its members and post about the carnival on their social media channels.

In addition, we've collaborated with the Prescott National Forest and the Yavapai County Parks and Recreation Department to organize outdoor winter-themed activities, such as guided snowshoe hikes and a winter nature walk, which will give attendees a chance to explore the natural beauty surrounding the city. Local environmental groups, such as the Prescott Audubon Society, have agreed to assist with educational booths on winter wildlife and conservation.

We've also coordinated with the Prescott Fire Department and local police to ensure safety during large events like the parade and snowball fight tournament, with officers and firefighters volunteering to assist with crowd control and first aid stations.

Lastly, the Prescott School District has been involved by providing students from the high school art department to help create the ice sculptures, while the drama department will be performing live entertainment throughout the event. These collaborations with community organizations ensure the event

reflects the spirit of Prescott and strengthens local ties, creating a true community celebration.

Describe how you expect this event will provide a cultural, historical or artistic benefit to the community:

The *Prescott Winter Carnival* is designed to provide a rich cultural, historical, and artistic experience for the community by celebrating Prescott’s unique heritage and creative spirit. The event will feature a series of ice sculptures inspired by historical figures and landmarks from Prescott’s past, allowing attendees to explore the town’s history through art. We’ve collaborated with local artists and the Prescott Historical Society to ensure that these sculptures reflect the cultural richness of the area.

Additionally, the winter-themed parade will showcase historical floats that highlight key moments in Prescott’s history, such as its founding and its role as the original capital of Arizona Territory. Local high school students will be involved in creating costumes and performances that pay tribute to Prescott’s pioneering past, helping to connect younger generations with the town’s legacy.

The event will also emphasize Prescott’s artistic community by featuring live music from local musicians across a variety of genres, including folk, blues, and classical, providing a platform for talented artists to showcase their work. Furthermore, the storytelling corner, hosted by the Prescott Public Library, will feature local writers and storytellers sharing winter tales inspired by the region, offering an engaging cultural experience for families and visitors alike.

By integrating art, history, and culture throughout the carnival, we aim to foster a deeper sense of pride in Prescott’s heritage, celebrate local creativity, and engage the community in preserving and sharing its story for years to come.

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Date of Application

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TO: MAYOR AND CITY COUNCIL
AGENDA: February 12 Tourism Advisory Committee
DATE: February 12, 2025
DEPT: City Manager
ITEM #: 4.A
SUBJECT: Staff Announcements & Updates.

ITEM SUMMARY

This item is for 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: February 12 Tourism Advisory Committee
DATE: February 12, 2025
DEPT: Tourism
ITEM #: 4.B
SUBJECT: Committee Member Updates.

ITEM SUMMARY

This item is for 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