

City of Prescott

Tourism Advisory Committee



March 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 meeting to be held **March 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 February 12, 2025 Tourism Advisory Committee Meeting Minutes.

Recommended Action: MOVE to approve the minutes as presented

B. Presentation & Discussion Regarding Prescott Event Alliance.

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

C. Presentation & Discussion Regarding the Tourism Strategic Plan.

Recommended Action: Following discussion, possible recommendations to staff regarding direction for the Tourism Strategic Plan

D. Presentation & Discussion Regarding Destination Management Organization Versus Destination Marketing Organization.

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 3/6/25 at 12:00 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: March 12 Tourism Advisory Committee
DATE: March 12, 2025
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Approval of the February 12, 2025 Tourism Advisory Committee Meeting Minutes.

ITEM SUMMARY

This item is for approval of the February 12, 2025 TAC Meeting minutes. Staff recommends approving the minutes as presented.

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

MOVE to approve the minutes as presented

ATTACHMENTS

1. February 12, 2025 TAC Minutes

City of Prescott

Tourism Advisory Committee



February 12, 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.

Chair Christensen welcomed and introduced new Committee Member, Nick Medina, who was then sworn in. Member introductions followed.

2. ROLL CALL

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

3. DISCUSSION & ACTION ITEMS

A. Approval of the January 15, 2025 Tourism Advisory Committee Meeting Minutes.

MOTION BY MEMBER GALLAGHER TO APPROVE THE JANUARY 15, 2025 MEETING MINUTES; SECONDED BY VICE CHAIR BRASSARD: PASSED (6-0)

B. Presentation & Discussion Regarding Prescott Downtown Partnership Summer Concert Series.

Tourism Manager, Cristina Binkley, introduced One36 Consulting LLC agent, Audra Yamamoto, representing Prescott Downtown Partnership (PDP). Ms. Binkley reviewed the request from PDP for an additional \$15,000 to support the annual Summer Concert Series, raising the total Bed Tax sponsorship from \$75,000 to \$90,000. Currently, the 4th of July, Whiskey Off-Road, and the Summer Concert Series receive the most sponsorship funding from the Office of Tourism. This amendment would likely require City Council approval.

Ms. Yamamoto presented to the Committee, highlighting that 24-28 free shows are held each summer, totaling approximately 48-56 hours of live entertainment. The shows feature around 185 local musicians, with attendance ranging from 700 to 3,000 guests per show. PDP currently has over 3,000 social media followers and more than 1,100 text messaging subscribers.

Ms. Yamamoto explained that discovering new talent and cross-marketing to different demographic groups helps bands attract new followers, who in turn begin attending shows and supporting Prescott's local music venues and music events. The audience spans all ages, offering an alternative venue for the under-21 crowd and those who prefer not to attend live music events in bar settings.

Ms. Yamamoto shared the history of the Series, which has been an annual event for 20 years. Initially managed by the City of Prescott Event Coordinator, alongside the Fourth of July and other local events, the position was eventually eliminated, and event planning was contracted to outside organizations. The PDP took over the Series on behalf of the community. Year-round efforts include online auditions in October, with planning and logistics handled by volunteers. The series' operating costs are largely covered by a \$75,000 contract with the city, while additional operating, marketing, and administrative expenses, along with musician payments, are funded through sponsorships and partnerships secured by PDP.

Ms. Yamamoto also highlighted the various operating costs and noted that PDP faces a unique challenge, as the series does not generate revenue through ticket or alcohol sales. Funding is entirely reliant on the city and sponsorships. However, with the expansion of events and programs, securing the same level of sponsorships has become increasingly difficult.

Chair Christensen suggested a potential solution for restroom and trash services that may aid with expenses, with more details to be provided after a meeting scheduled later in the day.

Member Gallagher asked if \$500 per show for a musician's payment was typical for the Series.

Ms. Yamamoto confirmed that it was, explaining that in the past, payments varied, but they have since been standardized. She noted that most musicians perform in the Summer Concert Series for the benefit of the community, often receiving less than they would at other paying venues.

Ms. Yamamoto shared PDP recognition and awards, including the 2024 Best of Yavapai County Outdoor Event by Prescott Now and the Experience Prescott Tourism Award.

On behalf of PDP, Ms. Yamamoto presented the request for an additional \$15,000 in funding from the city for the Summer Concert Series.

Ms. Binkley asked for clarification on whether the funding request was a one-time or annual request.

Ms. Yamamoto confirmed that it was an annual request.

Member Dawson asked about the primary objective of the Series and how it aligns with the objectives of this Committee. He also recommended considering modifications to the concept or potentially reducing the total number of concerts, noting supply and demand concerns.

Ms. Yamamoto responded that when PDP took over the Series, they maintained the same frequency of concerts as before. However, she acknowledged that operational adjustments could be made if necessary.

Chair Christensen commented that the Series is considered a mid-week activity and aligns with tourism objectives. It can be promoted through writing, social media, and is in line with the Committee's goals.

Ms. Binkley added that the original number of 24 concerts was a contractual obligation, but it has since been adjusted to reflect what PDP can realistically accommodate.

Vice Chair Brassard recused himself, as he is both a member of the Committee and a member of the PDP.

Chair Christensen asked about the contingencies related to the budget.

Ms. Binkley responded that the funds had already been allocated to e-bikes and downtown beautification projects.

Councilwoman Fruhwirth asked how the budgeting would be affected.

Ms. Binkley explained that, due to ripple effects, other departments are also impacted by the budget allocations.

Chair Christensen asked about the possibility of waiting until the new fiscal year instead.

Ms. Binkley responded that the request could be presented as a new \$90,000 contract and asked Ms. Yamamoto if that would be acceptable.

Ms. Yamamoto confirmed that it was, as it would still help.

Member Coombs asked about the types of sponsors for the event.

Ms. Yamamoto replied that the top sponsor has been El Gato. She noted that the sponsorship level is not as high as the Bluegrass Festival, for example. She also mentioned that when PDP inherited the program three years ago, the sponsorship program had started from scratch and is still growing.

Councilwoman Fruhwirth requested clarification on the on-site management.

Ms. Yamamoto explained that a representative from PDP is present at the event to monitor and manage it overall.

Councilwoman Fruhwirth noted, for future reference, that Yavapai County also collects tax and recommended considering approaching the County for additional funding.

MOTION BY MEMBER DAWSON TO RECOMMEND COUNCIL APPROVAL OF A \$5,000 INCREASE TO THE SUMMER CONCERT SERIES FUNDING, WITH CONTINGENCY TO REVIEW OPERATIONAL COST MANAGEMENT SPECIFICALLY IN THE SPIRIT OF PARTNERSHIP AND SOLIDARITY: MOTION FAILED DUE TO LACK OF SECOND

MOTION BY CHAIR CHRISTENSEN TO RECOMMEND COUNCIL APPROVAL OF A \$15,000 INCREASE TO THE SUMMER CONCERT SERIES FUNDING, TOTALING \$90,000, EFFECTIVE IN FISCAL YEAR 2026. SECONDED BY MEMBER COOMBS: PASSED (5-0)

C. Presentation & Discussion Regarding Tourism Grant Application Review.

Ms. Binkley opened discussion, referencing the prior Committee meeting when discussion took place regarding the upcoming Tourism Grant cycle. 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 the purpose of today's discussion is to finalize the online fillable grant application and review any changes. She noted that the first two pages contain important dates, deadlines, and legal information for the applicant. The third page includes confirmation that the applicant has read through the information. Page four marks the beginning of the application itself, with a clear distinction between the legal information and the application section. Page five includes sections for contact information, the grant request, and the marketing budget.

Councilwoman Fruhwirth noted that the fiscal year should be adjusted to the corresponding fiscal year throughout the document.

Ms. Binkley shared that member feedback from last year was implemented within the new application. The room nights formula is now included at the beginning of the application. She mentioned that while it is possible to have a fillable formula within the application, the data entered may often be skewed, as attendance numbers don't always reflect overnight stays.

For some events, there are additional accommodation options, such as camping, short-term rentals, and hotels, but information about these stays is often difficult to obtain.

Ms. Binkley notified members that they would have until the following Wednesday to submit feedback.

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:

- The City Manager has asked Tourism staff to conduct a survey about business licenses, to inform Council as they deliberate on whether to reinstate a business license program this spring. All businesses and non-profits are welcome to take the survey, available through the end of March on ParticipatePrescott.com.
- The Workforce Housing Committee (WHC) hosted a Town Hall meeting on January 30, 2025, with nearly 100 citizens and business owners attending to share thoughts, ideas and concerns. The WHC is collaborating with a consultant who is conducting a needs assessment, which will be presented to the Council in the spring. Additional information is available on ParticipatePrescott.com.
- The first annual Tourism Meeting took place at The Hazeltine, and as a result of the meeting, the venue has booked multiple events. Overall, a lot of great feedback has been received regarding the Tourism Meeting.
- A "Christmas in Color" campaign took place over the holiday season, designed specifically for individuals who are red/green colorblind. Seattle and the City of Prescott were the top two cities to offer the program. Sparklight supported the event. At least 32 people who attended appointments at their optometrist participated in the program. Information was obtained through geofencing.
- Discussions revealed that the band shell, once hauled by a semi-truck, is no longer an asset owned by the City and is now the responsibility of event promoters. This has led to a significant increase in stage costs. Staff are reviewing options to offset these costs, including renting or other alternatives. Previously, Recreation Services owned the band shell, but it was sold as part of a cost-reduction decision during the budget process five years ago. The unintended consequence has been higher event costs, and leasing or purchasing a stage is now being considered.

- Epic Rides, the vendor for the Whiskey Off-Road event, has requested to present directly to Council. They have been offered a spring Study Session date and staff are awaiting confirmation. They are seeking to bypass the Committee and present their case directly to Council. Additionally, TransRockies won the Request for Proposals (RFP) for a different event, a long-distance gravel ride scheduled for fall 2026 as an end cap for the season. The total cost for TransRockies is \$50k, with in-kind contributions deducted.
- The recent Go West Summit, an event connecting tourism suppliers with global buyers and media, took place with Tourism staff in attendance. Staff are now reaching out to contacts for their itineraries and requests and are starting to book regional representatives. There is potential to introduce these representatives to hotel owners. Staff are also working on bookings for the upcoming 2025 Arizona Wildland Urban Interface Summit.
- Recreation Services staff are working with Play Easy, an online network connecting sporting event organizers, destinations, facilities, and events across North America for all age groups. The goal is to be more creative in collaboration with schools and other organizations to bring in more sports events for 2026 and beyond.
- The city's Tourism social media following has grown to 11,000. The "Day in the Life of Prescott" reel was particularly popular. The opening of Parlor Donuts received a lot of engagement through video, and other posts, such as a poll about local coffee shops, also drove significant engagement.

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

B. Committee Member Updates.

Councilwoman Fruhwirth and Committee Members provided the following updates:

- Chair Christensen announced she is currently undergoing certification training, which includes a deep dive into Star Analysis. This training focuses on next-level tourism analytics, event market analysis, feasibility studies, and more.
- Scholarships for the "2024 Western Heritage Keeper" were presented, with five recipients each receiving \$2,000. The scholarship recognized youth who demonstrated exceptional aptitude and interest in preserving and promoting Yavapai County's Western heritage through education, art, music, events, and projects that enhance the local Western lifestyle.
- Council participated in a field trip to Granite Creek Park during yesterday's Study Session, focusing on open space.

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 12.32 p.m.

MARGO CHRISTENSEN, Chair

ATTEST:

MARIKAY WHISENAND, Staff Liaison



TO: MAYOR AND CITY COUNCIL
AGENDA: March 12 Tourism Advisory Committee
DATE: March 12, 2025
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding Prescott Event Alliance.

ITEM SUMMARY

This item will provide an opportunity for the Prescott Event Alliance to present information regarding the promotion of Prescott and its surrounding areas to event planners, partners, association leaders, and potential clients.

BACKGROUND

The Prescott Event Alliance was established with the goal of promoting Prescott as a premier destination for events, conventions, and gatherings. This initiative is designed to connect event planners, professionals, and industry leaders from Arizona and beyond, showcasing the region's diverse venues and hospitality offerings. Through strategic outreach and engagement with industry professionals, the Prescott Event Alliance continues to grow its network and increase the visibility of Prescott as a prime location for hosting events.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

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

ATTACHMENTS

1. PEA TAC Cover
2. Prescott Event Alliance Presentation



The objective of the Prescott Event Alliance is to showcase Prescott and surrounding areas to planners, event partners, event association leaders and potential clients from our region to include, but not only focus on the bridal market.

We aim to engage Prescott planners, hospitality professionals and event experts so that we may showcase Prescott venues and hotels locally. In 2024, the invitations and newsletters were sent to over 700 industry partners and association planners in Arizona.

If you are not familiar with the all-day event that took place in August of 2024, that was hosted by four of our leading event locations in Prescott and over 40 event partners. For more information, please review the brand deck attached and our website page on Experience Prescott: **PrescottEventAlliance.com**

The Prescott Event Alliance Steering Committee 2025:

Amore' Cianciola – Hassayampa Inn

Julie Brown Pflueger, CPCE – Check It DONE Events

Tahna Falk – StarStruck Event Planning

Jeanne Murphy – Grand Highland Hotel

Tamara Burks – Hilton Garden Inn

Jennifer Knight – Blog Boost Media

PrescottEventAlliance.com 928.445.0012 info@PrescottEventAlliance.com

Discover. Connect.
GROW Your Business!



Thursday, August 14, 2025

**Prescott,
Arizona**



ABOUT THE PRESCOTT EVENT ALLIANCE

DISCOVER

Discover what Prescott has to offer.
Experience our venues and vendors

CONNECT

Connect and build relationships
with other industry professionals

GROW YOUR BUSINESS

Partner with Prescott area event &
wedding professionals

Are you an Arizona event industry professional? **You don't want to miss the 2nd annual Prescott Event Alliance's Industry Showcase taking place Thursday, August 14, 2025 in Prescott, Arizona.** When the valley is quietly sizzling, we are not! We are on average 20 degrees cooler, and our summer season is bustling. Expand YOUR event season.

We invite you to partner with Prescott area event and wedding professionals for our 2025 Industry Showcase. Experience one of Arizona's most beautiful and historic destinations, with four beautiful distinct seasons and breathtaking landscapes of the surrounding mountains, lakes and streams. We are home to a wide variety of venues and are popular for weddings, engagements, elopements, micro events and family reunions. We host retreats, conferences, sporting events and are home to the world's oldest rodeo since 1888. Known for our parades, community spirit, and we are Arizona's Christmas City. **Come and EXPERIENCE Prescott!**

Invitees will include MPI (Meeting Planners International), NACE (National Association for Catering & Events, Phoenix Chapter), HSMAI (Hospitality Sales & Marketing Association International), PCMA (Professional Convention Management Association), WIPA (Wedding Industry Professionals Association), Destination Management Companies, wedding & event planners in Arizona AND MORE.



SPONSORSHIP PACKAGES



**Presenting Sponsor - \$3,500-\$6,000 in-kind:
4 available**

What's included:

- Present your venue or business during the Industry Showcase tour
- Venue provided 6' marketing table & linen
- Network during the event
- Signage at the event with logo
- 2 tickets for all day
- 2 additional tickets to your venue's event
- Logo & listing in Resource Guide
- Social media shoutouts
- Logo on website linked to your website
- Coordinate an experiential themed meal with beverages, decor & entertainment
- Swag bags to include your marketing material & 1 branded item
- 1 sponsor provided raffle item, valued at \$150 or more





SPONSORSHIP PACKAGES

Exhibitor - \$250

Up to 20 available

What's included:

- Exhibit & highlight your business with a captured audience
- Venue provided marketing cocktail table & linen
- Network - exhibitor passport - meet every attendee
- Logo on signage at the event
- 2 tickets to the finale
- 2 tickets to mini trade show sponsoring venue
- Listing in Resource Guide
- Social media shoutout
- Listing on website
- Swag bag to include 1 branded item &/or your marketing material
- Optional - provide a raffle item valued at \$150 or more

Showcase Sponsor - \$750-\$3,000 in-kind:

Up to 5 per venue available

What's included:

- Showcase your business at a sponsoring venue
- Venue provided marketing cocktail table & linen
- 2 tickets to the event at the sponsoring venue
- 2 tickets to the finale
- Listing in the Resource Guide
- Social media shoutout
- Listing on website linked to your website
- Support a sponsoring venue with your business specialty
- Swag bags to include 1 branded item from your business
- Optional - provide a raffle item valued at \$150 or more





SPONSORSHIP PACKAGES

**Scavenger Hunt Sponsor - \$100 + Raffle Item:
Up to 10 available**

What's included:

- Feature your store front
- Participants will stop by your business
- Participants will take a photo at your store & tag you on social media
- Social media shoutout
- Listing on website
- Swag bag to include 1 branded item & your marketing material
- 1 sponsor provided raffle item valued at \$150 or more
- Sponsor provided coupon to engage return customer





TICKETS TO THE EVENT

Shuttle Bus Transportation \$20

What's included:

- Shuttle bus departs for Prescott at 8:30am from Happy Valley Towne Center
- Return shuttle departs at 5:30pm from Prescott
- Network your way up & down the I-17

Early Bird General Admission \$65

Price good until July 14

What's included:

- All day experiential networking
- Elevated luncheon and themed libations and hors d'oeuvres

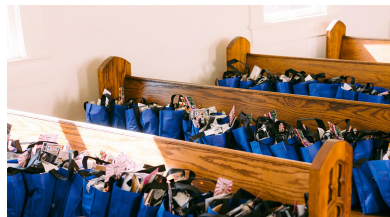
General Admission \$95

What's included:

- All day experiential networking
- Elevated luncheon and themed libations and hors d'oeuvres

Elevated Luncheon Only OR Finale Event Only \$45

Discover



Connect



GROW
Your
Business!





Please email us with questions:
info@PrescottEventAlliance.com

To sponsor, please complete our RFP:
[RFP Form](#)

For tickets, go to:
Coming Soon

Thursday, August 14, 2025

www.PrescottEventAlliance.com



TO: MAYOR AND CITY COUNCIL
AGENDA: March 12 Tourism Advisory Committee
DATE: March 12, 2025
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Presentation & Discussion Regarding the Tourism Strategic Plan.

ITEM SUMMARY

This item is for the purpose of discussing the Committee's preferences regarding a new Tourism Strategic Plan for Experience Prescott. Following discussion Committee members should provide direction to staff for the upcoming fiscal year.

BACKGROUND

Three years ago, the City of Prescott hired the Corragio Group to facilitate a strategic plan for the Tourism Office. Staff have successfully implemented the majority of the recommended actions. The project, totaling approximately \$25,000, included a four-day working session with members of the Tourism Advisory Committee. Staff are now seeking direction on whether to proceed with a new strategic plan in the upcoming fiscal year, delay it for another year, rehire the same company, or hire a different vendor.

FINANCIAL IMPACT

There is no fiscal impact associated with this item at this time.

RECOMMENDED ACTION

Following discussion, possible recommendations to staff regarding direction for the Tourism Strategic Plan

ATTACHMENTS

1. Experience Prescott Strategic Onepager

Experience Prescott

Strategic Plan



VISION

Prescott is a welcoming and unforgettable year-round destination attracting visitors seeking to experience authentic Western heritage and unparalleled natural beauty.



MISSION

We attract visitors to Prescott and enhance our community's quality of life by inspiring a love and respect for our natural beauty, rich history, and hometown atmosphere.



GUIDING PRINCIPLES

Our work to promote the destination and support the growth of our tourism industry must:

1. Engage residents and industry stakeholders
2. Enhance, enrich, and simplify the visitor experience
3. Emphasize the quality of visitors over the quantity of tourists
4. Consider the impact of our work on existing infrastructure and community resources
5. Support the responsible use of our natural resources and assets
6. Seek to enhance our quality of life and increase economic opportunity
7. Preserve our community's exceptional hospitality and create an environment that is welcoming to all



AREA OF FOCUS

Grow and Build Sales & Marketing Infrastructure



SUCCESS MEASURES

- Increase in room nights mid-week (occupancy rates)
- Maintain bed tax revenue
- Increase in owned/earned media engagement



INITIATIVES

- Hire a dedicated Group Sales Manager with specific focus on mid-week and shoulder season opportunities
- Develop a sales and marketing strategy
- Continue to support current events through enhanced promotion and fiscal support
- Establish a data analytics program to target niche attraction markets and visitor segments



Improve Visitor Access & Experience

- Increase in Prescott's destination net promoter score (NPS)
- Increase in visitor wayfinding, such as info kiosks, attraction maps, and online tools

- Develop and launch an enhanced wayfinding program with a focus on new historical & educational signs, information kiosks, directional maps, and self-guided tour apps
- Develop and publish "Prescott Stories" on website and social media
- Enhance partnerships with the Chamber and PDP to seek opportunities to improve visitor access and experience

Sustain a Healthy Level of Tourism

- Increase in the number of new and repeat annual visitors
- Increase in the number of shoulder season and mid-week visitors
- Increase in direct and indirect visitor spend

- Develop a strategic marketing campaign to attract visitors mid-week
- Establish a tradeshow and meeting planner engagement program focused on small trade associations/groups
- Complete a shoulder season gap analysis and asset mapping study

Enhance Community & Stakeholder Engagement

- Increase in the number of newsletter clicks or open rate
- Increase in the Office of Tourism partner satisfaction score
- Increase in the number of attendees at community "team ups" and town halls

- Hire a dedicated Community Relations Coordinator
- Establish a tourism attractions promotion, celebration, and awareness program
- Develop a Communications Strategy to better share economic impact data and industry developments to decision-makers, the community, and industry stakeholders



TO: MAYOR AND CITY COUNCIL
AGENDA: March 12 Tourism Advisory Committee
DATE: March 12, 2025
DEPT: Tourism
ITEM #: 3.D
SUBJECT: Presentation & Discussion Regarding Destination Management Organization Versus Destination Marketing Organization.

ITEM SUMMARY

This item is for Experience Prescott to seek guidance from the Tourism Advisory Committee on whether to continue as a Destination Marketing Organization or transition toward a Destination Management Organization, as global trends shift toward the latter.

BACKGROUND

Experience Prescott currently operates as a Destination Marketing Organization (DMO), focused on promoting Prescott as a travel destination. However, there is a growing global shift toward Destination Management Organizations, which not only market destinations but also oversee tourism sustainability and long-term impact. With much of the tourism budget dedicated to destination management, the department is facing conflicting priorities and initiatives. Staff are seeking input from the Committee to help determine whether to remain a DMO or transition to a more management-focused approach.

To support the discussion, staff will present a brief video, followed by discussion. Enclosed is an article from World Travel Market that outlines the differences between the two types of organizations.

FINANCIAL IMPACT

There is no fiscal impact associated with this item at this time.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Destination Management Versus Destination Marketing by WTM Global Hub

What is the Difference Between Destination Management and Destination Marketing?

[Destination marketing](#) is a topic that we've been discussing a lot on this blog recently. Brands across the travel industry have been using the approach as a way to promote new destinations and encourage tourism, steering away from explicit marketing messaging and finding creative ways to promote the experience offered by different locations.

When you're looking into destination marketing, destination management is a topic that is likely to come up as well. The two terms are sometimes used interchangeably, but they're actually referring to very different things.

In this article, we explain the difference between destination management and destination marketing. We also discuss how the two overlap and which you should focus on as a business in the travel industry.

What is Destination Management?

Destination management refers to the coordinated process of managing every aspect of a destination to improve and sustain tourism and maintain a positive image of a location. This will involve local resources, accommodation, transport systems, marketing and advertising, the environment, local activities and events, and specific tourist attractions.

Tourism is predominantly a positive thing for a location, and destination management approaches and controls this in a holistic way, instead of letting each different aspect of a place be organised by a separate organisation. It may be that things like events, transport and accommodation are outsourced or managed by other companies, but this management will be influenced and directed by the overall destination management strategy.

There can be drawbacks of tourism however, such as natural environments getting damaged by visitors or local people being forced to move from their homes because of rising living prices or a lack of affordable, residential accommodation. Destination management also works to ensure that these

negatives don't occur, balancing improving a location's image whilst also managing its resources.

To summarise simply, destination management seeks to facilitate and control tourism to a destination in a way that benefits it.

What is a Destination Management Organisation?

A destination management organisation, often referred to as a DMO, is a group or company that is responsible for coordinating all aspects of managing and promoting a destination. They will work with other organisations, such as local authorities, hospitality and accommodation businesses, environmental groups and even government boards to manage funding, plan marketing campaigns and create a strategy for promoting and preserving their target destination.

DMOs may work to manage the tourism of an entire country, or they may focus on a smaller location such as a region, city, or an area like a national park. These smaller destination management organisations may work together with other local organisations to ensure that resources are appropriately managed and that any action taken isn't going to harm another organisation's campaign or project.

The purpose of a destination management organisation is to manage a location so that tourism has a positive impact on it. By coordinating the efforts of multiple different organisations within this, it's much easier to work towards goals and produce tangible results, as well as ensure that tourism grows sustainably.



What is Destination Marketing?

Destination marketing is an approach to marketing in the travel industry that focuses on promoting a location and the experience that it offers. Using a variety of marketing techniques, this approach aims to increase awareness of the target destination so that more people decide to visit and bring more [tourism](#) to the area.

What differentiates destination marketing from traditional travel marketing is that it doesn't explicitly sell a particular trip type, tour package, holiday accommodation or any other specific product or service. Instead, it seeks to improve the reputation and status of a destination by painting it as a desirable place to stay or explore.

Many [travel companies](#) use destination marketing as a method of subtly promoting their offering, but it's also an approach that is commonly associated with tourism boards seeking to bring more visitors to their target locations, boost the local economy or establish a place as a holiday destination.

The overall intention of destination marketing is to bring a location to the target audience's attention and nurture their interest until they decide to visit. This is often done by tapping into their emotions and desires and organising campaigns or [content](#) that help a place [stick in their mind](#).

What is a Destination Marketing Organisation?

A destination marketing organisation is an organisation that uses destination marketing to promote a location as an appealing place to travel. They might be a tourist board or a tourism authority which works to attract more travellers and acts as a source of information about their target destination.

Travel companies that focus on a specific location may use destination marketing as part of their advertising efforts, but they aren't destination marketing organisations unless they operate solely to promote a location. However, they may work alongside destination marketing organisations and benefit from their work.

What's the Difference?

Many people use the terms destination marketing and destination management interchangeably, which isn't the end of the world as the two approaches have a Page 25 of 30

lot in common. However, there are subtle differences that are important to understand when it comes down to what each approach actually involves and why each approach is important in its own way.

The main difference between destination marketing and destination management is that destination marketing is an approach that may be used as part of a destination management plan. The former specifically involves using different marketing techniques to help improve a location's image and reputation, which can contribute to a wider destination management strategy.

In terms of scale and impact, destination management tends to have much more of an effect on improving the reputation of a place and helping to successfully transform tourism with certain goals in mind. Destination marketing may also have an impact on tourism, but the effort behind this tends to be smaller and more specific.

The key difference between destination marketing organisations and management organisations is that the former will solely focus on creating and implementing a marketing strategy for their target location, whereas the latter will develop an overall strategy for managing a location, which may involve elements of marketing. Those that work in a destination marketing organisation will often have specific marketing or travel marketing experience, whilst those working as part of a destination management organisation will come from a more general tourism or project management background.

Should you Focus on Destination Management or Destination Marketing?

As discussed above, destination marketing can be viewed as an element of destination management, which means that by focusing on one, you will automatically spend some of your time focusing on the other. But whilst this is a pretty straightforward approach for tourism organisations or businesses that already deal with destination management, what about other travel companies wondering whether destination marketing is an approach that may soon fall out of favour?

The general consensus in the travel industry is that there has been a shift from destination marketing to destination management in recent years. This is partly due to incidents where the sudden boom of interest in a location has created a

wave of tourism that the area hasn't been prepared for, causing long-term problems and ultimately doing more harm than good. Destination management seeks to ensure that any efforts to increase awareness of a location and attract more visitors are done in a controlled way that has been anticipated and prepared for, reducing the likelihood of negative effects.

If you're a business that regularly uses destination [marketing techniques](#), you can really benefit from thinking about this work in the wider context of how a destination is managed overall. You may not have any interaction with other organisations involved with this, but your marketing campaigns will be much more considered if you think about their potential impact, what you're actually trying to achieve and how this might fit into other actions being taken by other businesses in the area.

Gaining a destination management perspective may also lead to collaboration with other organisations as part of your destination marketing strategy.



Another reason why destination management is taking more of a priority is that organisations are more focused on delivering meaningful and memorable experiences to travellers. If you take an entirely marketing-focused approach, you run the risk of making claims about a destination that you can't deliver on, which will negatively impact a place's reputation.

By thinking about promoting a place with destination management in mind, you ensure that your marketing efforts are working in tandem with the resources and attractions that are actually available. You may also end up creating marketing campaigns that are more authentically aligned with what a location has to offer, which is a big help when it comes to the success of these campaigns.

So, when it comes to focusing on destination marketing or management, first consider your position. If you're an organisation involved with the wider management of a destination then taking a holistic view of how you promote it will lead to a much more harmonious strategy, which destination marketing should be a part of. If you're a business in the travel industry mainly concerned with marketing a specific destination, consider how your efforts may fit into a wider scheme to bring more visitors to your target location, and be mindful of how these may interact and what you can do to collaborate successfully.

Summary

Destination management is a topic that is becoming more and more talked about in the travel industry. Understanding how it intersects with destination marketing and why it's important is very useful for anyone working in this sector that wants to learn more about how their marketing efforts can fit into wider promotional strategies for different destinations.

If you need more information or help with your travel marketing strategy or want to find out more about approaches like destination marketing and management, [get in touch with SEO Travel](#) for a chat and to find out more about the range of marketing services that we offer.

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TO: MAYOR AND CITY COUNCIL
AGENDA: March 12 Tourism Advisory Committee
DATE: March 12, 2025
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

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

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

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: March 12 Tourism Advisory Committee
DATE: March 12, 2025
DEPT: Tourism
ITEM #: 4.B
SUBJECT: Committee Member Updates.

ITEM SUMMARY

Updates and announcements from Committee Members.

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

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

ATTACHMENTS

None