

City of Prescott

Tourism Advisory Committee



April 30, 2025 | 11:00 AM
201 N. Montezuma Street
Executive Conference Room, 2nd Floor
Prescott, AZ 86301

AGENDA

The following Agenda will be considered by the **Tourism Advisory Committee** at their meetings to be held **April 30, 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 March 12, 2025 Tourism Advisory Committee Meeting Minutes.
Recommended Action: MOVE to approve the minutes as presented
 - B. Presentation & Discussion Regarding the Requirements and Timeline of Potential Propositions.
Recommended Action: This item is for discussion only. No formal action will be taken.
 - C. Presentation & Discussion Regarding the Upcoming Annual Update & Presentation to Council and Selection of Committees Members to Represent TAC at the Meeting.
Recommended Action: MOVE to select three (3) Committee Members to present to Council on behalf of TAC at the June 10 Study Session
 - D. Presentation & Discussion Regarding Tourism Grant Review and Award Selections.
Recommended Action: MOVE to approve final scoring and funding recommendations to staff for review
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 4/23/25 at 9:00 a.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: April 30 Tourism Advisory Committee
DATE: April 30, 2025
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Approval of the March 12, 2025 Tourism Advisory Committee Meeting Minutes.

ITEM SUMMARY

This item is for approval of the March 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. March 12, 2025 TAC Minutes

City of Prescott

Tourism Advisory Committee



March 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.

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 (Absent)
Nick Medina - Member
Linda Nichols - Member (Absent)

3. DISCUSSION & ACTION ITEMS

- A. Approval of the February 12, 2025 Tourism Advisory Committee Meeting Minutes.

MOTION BY MEMBER GALLAGHER TO APPROVE FEBRUARY 12, 2025 MEETING MINUTES; SECONDED BY MEMBER KELLERMAN: PASSED (7 - 0)

- B. Presentation & Discussion Regarding Prescott Event Alliance.

Tourism Manager, Cristina Binkley, introduced Prescott Event Alliance representatives, Amore Cianciola and Julie Brown Pflueger.

Ms. Cianciola opened discussion on how to create more excitement around local history through event planning. She reflected on last year's success at the Wedding Expo, noting that it served as a strong source of inspiration and helped place Prescott on the radar for event coordinators. This year, the focus will be on continuing that momentum, with the goal of raising visibility within the industry. While weddings remain a focus, the program will also be expanding to include corporate events. The date for the upcoming Industry Showcase was confirmed as Thursday, August 14, 2025.

Ms. Brown Pflueger provided additional information related to marketing efforts and regional positioning. She shared that the City of Prescott is not appearing as prominently in event-related searches as neighboring areas. Ms. Brown Pflueger noted that due to the intense summer heat, June typically marks the end of the event season in Phoenix, making Prescott an attractive location for planners looking to extend business into the summer months. This year's initiative includes a specific focus on expanding connections with destination management companies (DMCs).

Ms. Cianciola reviewed the sponsorship packages available for this year's showcase, which include venues such as the Hassayampa Inn, Grand Highland Courtyard, The Federal, and the Prescott Wedding Chapel. She outlined the planned structure for the event, which will begin with a festival-style gathering at Watson Lake. Attendees will then enjoy lunch and a tradeshow at the Prescott Resort, participate in a scavenger activity at the Fairweather Social Club, and end the day with a closing event at Sam Hill Warehouse. Each year's event is designed to be unique in structure and experience. Ms. Cianciola also mentioned ticketing plans, which will include standard admission and options for students. She noted that last year's event was very successful and fun, and there is great enthusiasm for building on that energy this year.

Ms. Brown Pflueger shared that a local caterer and an entertainment company have expressed interest in staying in Prescott throughout the summer in order to expand their businesses.

Ms. Cianciola emphasized the need for participation and feedback from the Committee to help evolve and improve the program. Monthly meetings will include updates from Tourism staff.

Ms. Binkley shared her support on behalf of the Tourism Office, stating that they are excited to see the Alliance fill a gap that Tourism currently cannot cover. Tourism has committed \$1,000 in funding to help launch this year's event and will continue supporting it to the best of their capacity.

Chair Christensen asked whether this effort was similar to the programs offered by Meeting Planners International (MPI).

Ms. Cianciola clarified that while MPI holds annual retreats, they have not hosted events comparable to what the PE Alliance is organizing. She added that there is potential to expand with a separate event in Phoenix, designed for those who may not be able to attend a one-day event in Prescott.

Member Coombs inquired about group capacity and logistics.

Ms. Brown Pflueger responded that the aim is to welcome planners of all kinds to Prescott, regardless of the types of events they typically organize.

Ms. Cianciola added that they are working to include representatives from various camps that offer retreat spaces.

Member Coombs suggested a press release from the Alliance to assist with promotion and outreach.

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

C. Presentation & Discussion Regarding the Tourism Strategic Plan.

Ms. Binkley opened the discussion by providing background on the existing Tourism Strategic Plan. She explained that three years ago, the City of Prescott engaged the Corragio Group to lead the development of a strategic plan for the Tourism Office. The total cost of the project was approximately \$25,000 and included a four-day working session with members of the Tourism Advisory Committee (TAC). Since its implementation, staff have accomplished an estimated 70% of the recommendations, although the most recent completion percentage has not yet been calculated. Staff are now seeking input from TAC on whether to move forward with a new strategic plan in the upcoming fiscal year, delay the effort for another year, rehire the Corragio Group, or consider a different vendor.

Chair Christensen asked what the committed plan end date was.

Ms. Binkley responded that there was no fixed end date, and that implementation was tied to feasibility and capacity over time. She explained that Members Kellerman, Coombs, Brassard, and Chair Christensen had participated in the original process. Ms. Binkley noted that the original \$25,000 cost was offset through a co-op arrangement, but future planning efforts may be more expensive. Additionally, due to bed tax requirements, the city must obtain a minimum of three vendor quotes for such a project.

Member Medina asked about the reasoning behind potentially developing a new plan.

Ms. Binkley responded that the Tourism Office is currently managing numerous projects and initiatives, some of which are being prompted by other city departments but may not align with the Tourism Office's core priorities. She emphasized the importance of strategic planning to determine what is most important to the committee, whether that be marketing or budgetary considerations. While no immediate decision is necessary, Ms. Binkley recommended planning now if the city intends to fund a new strategic plan for FY26.

Chair Christensen commented that the previous vendor was excellent to work with, to which Members Coombs and Kellerman both agreed.

Ms. Binkley added that the state recently updated its own strategic plan, which reinforces the value of staying current.

Chair Christensen asked how long the previous planning process took.

Ms. Binkley responded that the working sessions consisted of four half-day meetings, with strong attendance from TAC members as well as participation from City Council members.

Chair Christensen commented that it was well worth the effort, as it set the plan for the past three years.

Member Gallagher asked when a new plan would take effect.

Ms. Binkley responded that the process could begin once the Committee provides direction to gather quotes.

Ms. Binkley referenced a one-sheet summary included in the meeting packet, which outlined that approximately 70% of the original plan's goals had been met. Some goals, she explained, are ongoing by nature, while others depend on current priorities. She also highlighted that some elements, such as the wayfinding program, have proven costly. Other initiatives, like the Prescott Stories campaign and social media efforts, have been successful in engaging local businesses. Partnerships with the Prescott Chamber of Commerce and Prescott Downtown Partnership (PDP) were mentioned as areas that could still be enhanced. Additionally, Ms. Binkley noted that while Prescott doesn't experience a true "shoulder season," January through March tends to be slower, though not in need of significant promotion. She concluded by emphasizing that updating the strategic plan is about being both proactive and protective of what the organization can achieve.

Chair Christensen asked if there was more to be done from the staff perspective to justify pursuing another three-year plan.

Ms. Binkley confirmed that such planning should remain on the radar, with timing dependent on cost and fiscal year considerations.

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

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

Ms. Binkley reviewed and explained the current and future role of Experience Prescott as a Destination Marketing Organization (DMO). While Experience Prescott currently functions as a DMO focused on promoting Prescott as a travel destination, there is a global movement toward Destination Management Organizations (DMOs evolving into DMMOs). These organizations go beyond traditional marketing by also addressing tourism sustainability, infrastructure needs, and long-term community impact. She noted that with a growing portion of the tourism budget being used for destination management rather than direct marketing, the department is experiencing conflicting priorities and initiatives. Tourism staff are seeking input from the Committee on whether to remain a DMO or consider transitioning toward a more management-oriented or hybrid approach.

Ms. Binkley further explained that, according to current guidelines, approximately 75% of tourism-related funds should be directed toward marketing. However, the city is closer to allocating 80% toward destination management. If the city wishes to remain a traditional DMO, the marketing budget is currently being underutilized, especially in comparison to surrounding communities, which invest heavily in tourism promotion. Ms. Binkley asked the Committee, if the focus should remain on marketing Prescott, managing it as a destination, or a blend of both?

A brief video that outlined the distinctions between destination marketing and destination management was shared by Ms. Binkley. She mentioned a third model, Destination Marketing and Management Organizations (DMMOs), combine both approaches. Many communities have started adopting the model by slowly shifting to include destination management under the broader tourism umbrella.

Chair Christensen commented on the complexity of the issue and that this could represent a pivotal shift in direction. She expressed support for the management philosophy, suggesting it could be a springboard for long-term initiatives, such as trail enhancements or even campaigns to increase bed tax funding. Chair Christensen also noted that the original bed tax ballot language was created over 20 years ago, and that changes in tourism demands may now warrant revisiting its intent.

Vice Chair Brassard commented that this was discussed during the last strategic planning session.

Member Kline asked whether the city could revert to a traditional DMO structure in the future if needed.

Ms. Binkley responded that a shift would be possible, as the state does not formally distinguish between models. Adjustments could be made within the existing budget, with management covering both promotion and oversight, with marketing remaining more narrowly focused. She added that staff does not have a specific preference at this point, but budget discussions will become relevant toward the end of the fiscal year depending on remaining funds.

Vice Chair Brassard asked which cities currently operate as a DMMO.

Ms. Binkley responded with City of Sedona as an example. She added, however, that they are having a reactive situation due to over-tourism.

Member Coombs commented that while current marketing strategies have been effective, the management aspect is increasingly important as it helps address the impact of rising tourism, including issues like congestion and infrastructure stress.

Member Kellerman commented that he supports a more holistic approach, stating that under a DMMO model, both destination image and community needs can be balanced more effectively.

Member Medina commented on tax allocation, emphasizing that a majority of funds should still be directed towards marketing in order to drive bed tax revenues, as well as maximize return on capital and ensure long-term financial impact.

Chair Christensen agreed that marketing tends to yield a recurring return on investment and that maintenance and capital improvements should ideally fall under the General Fund, instead of being covered by bed tax revenues. However, she noted the importance of balance, related to the gray area that exists between promotion and essential infrastructure improvements.

Ms. Binkley shared an example involving public restrooms, which, while not traditionally viewed as a tourism-related expense, are important from a destination management standpoint. Intentional, well-designed tourism destinations typically include amenities like walkways, signage, and water fountains, which improve the overall visitor experience.

Ms. Binkley noted that this discussion would become a standing agenda item moving forward. Although no decisions are required by the next meeting, since the upcoming fiscal year budget has already been submitted, continued discussion is essential. Some items currently included in the tourism budget are being re-evaluated and may be shifted to other departments, particularly those related to maintenance.

Councilwoman Fruhwirth added that the issue extends beyond tourism and affects all city departments. From a Public Works perspective, both management and DMO functions have merit. She commented on the importance of understanding the original ballot language to ensure informed decisions and suggested that reviewing historical budget trends could shed light on how priorities have shifted over time.

Member Medina commented that although maintenance is necessary, it does not directly contribute to attracting new visitors.

Chair Christensen agreed and commented that this is a common debate in many other municipalities.

Ms. Binkley noted that the original bed tax ballot language could be brought forward to the next meeting to help with further decision-making.

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:

- Tourism budget requests have been submitted and a meeting with the City Manager is scheduled soon. Tourism grants remain open to the public.
- Tourism is currently advertising an RFP for a new website and digital asset management system. This will consolidate what were previously 18 separate contracts into one.
- Projects with PIMBA and IMBA are currently in development. Exploratory meetings are also underway for sports events in 2026, with an emphasis on collaborating with local colleges. The TransRockies event is scheduled to be presented at the March 25 Council meeting, with plans for a fall 2026 event. The TransRockies event is separate from Whiskey Off-Road bike race. Tourism supports both events as part of the goals set in the initial RFP.
- The DTN website advertising program has received special permission to be piloted on the Experience Prescott platform with six local stakeholders. Prescott is the only city entity to test the program, and the early results from its first month and a half have been very positive. This will be proposed for inclusion in the July contract presentation.
- The America 250 initiative will be discussed in a meeting scheduled for May 15, bringing together multiple local organizations.
- A 20th-anniversary Vietnam group event, expected to book over 100 hotel rooms, is nearing finalization, with details to be shared with hotels soon. There is also a potential new partnership with the Arizona Department of Veterans Services to bring Mental Health First Aid support for veterans. Prescott will be a stop on June 17, and Tourism staff are aiming to be actively involved.
- The Tourism website had over 11,000 active users, with top campaigns including Google City of Prescott and Sparklight. The most visited webpage was “Things to Do.” Instagram reached 11.5k followers, gaining 300 new followers in the last month. The top-performing post was about ChatGPT, and the most-viewed reel was Papa’s Italian Restaurant. Instagram engagement is up 10.1%. Facebook, YouTube, and Pinterest are also performing well. The “Day in the Life” reel received strong engagement. A food photographer has been hired to enhance promotion of the Prescott culinary scene.
- Work on the General Plan is ongoing, with the goal of placing it on the ballot for public vote in August.
- The special event tournament season is kicking off, including soccer tournaments, bike races, trail runs, and Easter services.

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

B. Committee Member Updates.

Councilwoman Fruhwirth and Committee Members provided the following updates:

- Work on the August ballot is expected to wrap up by the end of the month. Items potentially appearing on the August ballot include the Open Space Charter Amendment and the General Plan. If these items are not approved in time, they may be moved to the November ballot. A third item, Home Rule, will also be included, allowing the city flexibility in its spending practices without being bound by state legislative restrictions. A new Vision and Mission Statement were approved during the recent Council meeting:
Vision: Prescott is a thriving and scenic community in the heart of Arizona, rooted in western heritage and strong hometown values, where individuals, families and businesses enjoy outdoor adventures, vibrant cultural events, a prosperous economy, and the promise of a bold tomorrow.
Mission: We enhance quality of life as stewards of our natural and built environment and through outstanding city services that engage our community, preserve our past, and ensure a safe and vibrant future.
- Upcoming events at the Elks Theatre include a dinner and casino night, with a collaborative event planned in September. A recent meeting took place with the Secretary of State regarding the America 250 initiative; the state indicated it will not be overseeing or managing local efforts.
- The Edison will soon celebrate its one-year anniversary, and a permit was approved for a retaining wall. Additional events are scheduled at the Wine Bar, which is currently expanding at the resort. Parking at the Motor Lodge will also be replaced.
- An Artistic Legacy event is planned, along with continued efforts to retrofit space for a permanent art collection at the Phippen Museum. Artwork from the past 16 years is being reviewed, documented, and photographed for the first time.
- The Chamber and Visitor Center have returned to summer hours. A successful business expo was held at Pine Ridge Marketplace, featuring 50 vendors and designed to raise awareness of local businesses.
- A certification for hotel industry analytics has been completed, including a deep dive into STAR reports for hotel performance analysis.

There will be no TAC meeting in the second week of April. The next scheduled meeting will take place April 30, 2025, and will include a regular meeting, lunch, and grant scoring meeting from approximately 11:00 AM to 2:30 PM.

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 12:21 p.m.

MARGO CHRISTENSEN, Chair

ATTEST:

MARIKAY WHISENAND, Staff Liaison



TO: MAYOR AND CITY COUNCIL
AGENDA: April 30 Tourism Advisory Committee
DATE: April 30, 2025
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding the Requirements and Timeline of Potential Propositions.

ITEM SUMMARY

This item is for the Committee to discuss how ballot propositions are proposed and the timeline for putting items on the ballot.

BACKGROUND

Staff are not permitted to promote, suggest or advocate for or against any proposition. The decision to pursue a ballot proposition would have to be presented to the Council and approved at their discretion, or as a citizen initiative by members of the Tourism Advisory Committee and the public. If there is interest in moving forward, it is important to note that there are very specific timeframes and deadlines established by State Statute for both a Council action and a citizen initiative. A general overview and timeline are included below for reference:

1. Year 1 Fall – Decide to Pursue Proposition
2. Year 1 Winter – Form Political Action Committee with Statements of Organization
3. Year 2 January – Determine Financial Impact of Proposition
4. Year 2 February – Schedule 2x2s with Members of Prescott City Council
5. Year 2 March/April - Propose Initial Ballot Language to the Prescott City Council or Circulate Petitions for a Citizen Initiative
6. Year 2 Summer – Determine Marketing Strategy & Budget
7. Year 3 February & March - Official Ballot Language Presented and Approved
8. Year 3 March Public Outreach Begins
9. Year 3 August Primary Election

FINANCIAL IMPACT

There is no fiscal impact at this time.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Bed Tax Rates as of January 2021

Community	County	Tax Rates				
		City-Additional	City	County	State	Total
Apache Junction	Maricopa ² /Pinal	2.4%	2.4%	1.77%/1.748%	5.5%	12.07%/12.048%
Avondale	Maricopa ²	2.0%	2.5%	1.77%	5.5%	11.77%
Benson	Cochise	2.0%	3.5%	0.55%	5.5%	11.55%
Bisbee	Cochise	2.5%	3.5%	0.55%	5.5%	12.05%
Buckeye	Maricopa ²	3.0%	3.0%	1.77%	5.5%	13.27%
Bullhead City	Mohave	3.0%	2.0%	0.00%	5.5%	10.50%
Camp Verde	Yavapai	3.0%	3.65%	0.825%	5.5%	12.975%
Carefree	Maricopa ²	3.0%	3.0%	1.77%	5.5%	13.27%
Casa Grande	Pinal	2.0%	1.8%	1.748%	5.5%	11.048%
Cave Creek	Maricopa ²	4.0%	3.0%	1.77%	5.5%	14.27%
Chandler	Maricopa ²	2.9%	1.5%	1.77%	5.5%	11.67%
Chino Valley	Yavapai	4.0%	4.0%	0.825%	5.5%	14.325%
Clarkdale	Yavapai	2.0%	3.5%	0.825%	5.5%	11.825%
Clifton	Greenlee	0.0%	3.0%	0.55%	5.5%	9.05%
Colorado City	Mohave	7.0%	7.0%	0.00%	5.5%	19.50%
Coolidge	Pinal	3.0%	3.0%	1.748%	5.5%	13.248%
Cottonwood	Yavapai	3.5%	3.5%	0.825%	5.5%	13.325%
Dewey-Humboldt	Yavapai	2.0%	2.0%	0.825%	5.5%	10.325%
Douglas	Cochise	4.0%	3.8%	0.55%	5.5%	13.85%
Duncan	Greenlee	3.0%	2.0%	0.55%	5.5%	11.05%
Eagar	Apache	3.0%	3.0%	0.55%	5.5%	12.05%
El Mirage	Maricopa ²	2.0%	3.0%	1.77%	5.5%	12.27%
Eloy	Pinal	3.0%	4.0%	1.748%	5.5%	14.248%
Flagstaff	Coconino	0.0%	4.281%	1.4%	5.5%	11.181%
Florence	Pinal	2.0%	2.0%	1.748%	5.5%	11.248%
Fountain Hills	Maricopa ²	4.0%	2.9%	1.77%	5.5%	14.17%
Fredonia	Coconino	0.0%	4.0%	1.4%	5.5%	10.90%
Gila Bend	Maricopa ²	2.0%	3.5%	1.77%	5.5%	12.77%
Gilbert	Maricopa ²	2.8%	1.5%	1.77%	5.5%	11.57%
Glendale	Maricopa ²	5.0%	2.9%	1.77%	5.5%	15.17%
Globe	Gila	3.0%	2.3%	1.1%	5.5%	11.90%
Goodyear	Maricopa ²	2.5%	2.5%	1.77%	5.5%	12.27%
Guadalupe	Maricopa ²	6.0%	4.0%	1.77%	5.5%	17.27%
Hayden	Gila	2.0%	3.0%	1.1%	5.5%	11.60%
Holbrook	Navajo	2.0%	3.0%	0.88%	5.5%	11.38%
Huachuca City	Cochise	0.0%	1.9%	0.55%	5.5%	7.95%
Jerome	Yavapai	3.0%	3.5%	0.825%	5.5%	12.825%
Kearny	Pinal	4.0%	4.0%	1.748%	5.5%	15.248%
Kingman	Mohave	4.0%	2.5%	0.00%	5.5%	12.00%
Lake Havasu City	Mohave	3.0%	2.0%	0.00%	5.5%	10.50%
Litchfield Park	Maricopa ²	1.0%	2.8%	1.77%	5.5%	11.07%
Mammoth	Pinal	4.0%	4.0%	1.748%	5.5%	15.248%
Marana	Pima ³	6.0%	2.0%	0.55%	5.5%	14.05%
Maricopa	Pinal	2.0%	2.0%	1.748%	5.5%	11.248%
Mesa	Maricopa ²	5.0%	2.0%	1.77%	5.5%	14.27%
Miami	Gila	0.0%	2.5%	1.1%	5.5%	9.10%
Nogales	Santa Cruz	4.0%	2.0%	1.1%	5.5%	12.60%
Oro Valley	Pima ³	6.0%	2.5%	0.55%	5.5%	14.55%
Page	Coconino	4.263%	3.0%	1.4%	5.5%	14.163%
Paradise Valley	Maricopa ²	3.4%	2.5%	1.77%	5.5%	13.17%

Community	County	Tax Rates				
		City-Additional	City	County	State	Total
Parker	La Paz	4.0%	2.0%	2.2%	5.5%	13.70%
Patagonia	Santa Cruz	3.0%	3.0%	1.10%	5.5%	12.60%
Payson	Gila	5.0%	2.88%	1.10%	5.5%	14.48%
Peoria	Maricopa ²	3.8%	1.8%	1.77%	5.5%	12.87%
Phoenix	Maricopa ²	3.0%	2.3%	1.77%	5.5%	12.57%
Pima	Graham	0.0%	2.0%	1.05%	5.5%	8.55%
Pinetop-Lakeside	Navajo	3.0%	3.0%	0.88%	5.5%	12.38%
Prescott	Yavapai	3.0%	2.75%	0.825%	5.5%	12.075%
Prescott Valley	Yavapai	2.83%	2.83%	0.825%	5.5%	11.985%
Quartzsite	La Paz	0.0%	5.5%	2.2%	5.5%	13.20%
Queen Creek ¹	Maricopa ² /Pinal	3.0%	2.25%	1.77%/1.748%	5.5%	12.52%/12.498%
Safford	Graham	5.0%	2.5%	1.05%	5.5%	14.05%
Sahuarita	Pima ³	2.0%	2.0%	0.55%	5.5%	10.05%
St. Johns	Apache	3.0%	3.0%	0.55%	5.5%	12.05%
San Luis	Yuma	0.0%	4.0%	1.21%	5.5%	10.71%
Scottsdale	Maricopa ²	5.0%	1.75%	1.77%	5.5%	14.02%
Sedona	Coconino/Yavapai	3.5%	3.5%	1.4%/0.825%	5.5%	13.9%/13.325%
Show Low	Navajo	0.0%	2.0%	0.88%	5.5%	8.38%
Sierra Vista	Cochise	0.0%	5.5%	0.55%	5.5%	11.55%
Snowflake	Navajo	4.0%	2.0%	0.88%	5.5%	12.38%
Somerton	Yuma	0.0%	3.3%	1.21%	5.5%	10.01%
South Tucson	Pima ³	2.0%	3.5%	0.55%	5.5%	11.55%
Springerville	Apache	2.0%	3.0%	0.55%	5.5%	11.05%
Star Valley	Gila	0.0%	2.0%	1.10%	5.5%	8.60%
Superior	Pinal	4.0%	4.0%	1.748%	5.5%	15.248%
Surprise	Maricopa ²	4.52%	2.2%	1.77%	5.5%	13.99%
Taylor	Navajo	2.0%	2.0%	0.88%	5.5%	10.38%
Tempe	Maricopa ²	5.0%	1.8%	1.77%	5.5%	14.07%
Thatcher	Graham	3.0%	2.5%	1.05%	5.5%	12.05%
Tolleson	Maricopa ²	2.0%	2.5%	1.77%	5.5%	11.77%
Tombstone	Cochise	4.0%	3.5%	0.55%	5.5%	13.55%
Tucson	Pima ³	\$4/room	6.0%	0.55%	5.5%	12.05% + \$4/room
Tusayan	Coconino	2.0%	2.0%	1.4%	5.5%	10.90%
Wellton	Yuma	2.5%	2.5%	1.21%	5.5%	11.71%
Wickenburg	Maricopa ²	3.0%	2.2%	1.77%	5.5%	12.47%
Willcox	Cochise	4.0%	3.0%	0.55%	5.5%	13.05%
Williams	Coconino	0.0%	4.5%	1.4%	5.5%	11.40%
Winkelman	Gila/Pinal	0.0%	3.5%	1.10%/1.748%	5.5%	10.1%/10.748%
Winslow	Navajo	2.0%	3.0%	0.88%	5.5%	11.38%
Youngtown	Maricopa ²	2.0%	3.0%	1.77%	5.5%	12.27%
Yuma	Yuma	2.0%	1.7%	1.21%	5.5%	10.41%

¹Queen Creek includes a special taxing district in the town center in Maricopa County. City lodging tax rates are 0.25% higher or 2.5%.

²The Maricopa County transient lodging rate of 1.77% includes 1% per Prop. 302.

³Transient lodging in unincorporated areas of Pima County is subject to a 6% county tax (effective 1/1/06). This tax does not apply to transient lodging located within the incorporated cities/towns of Pima Co. The 0.55% Transportation Excise Tax (eff. 7/1/06) applies to all transient lodging businesses in Pima County.

Source: Arizona Hospitality Research and Resource Center (AHRRC)

Revised January 2021 (no actual rate changes have occurred since January 2020).



TO: MAYOR AND CITY COUNCIL
AGENDA: April 30 Tourism Advisory Committee
DATE: April 30, 2025
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Presentation & Discussion Regarding the Upcoming Annual Update & Presentation to Council and Selection of Committees Members to Represent TAC at the Meeting.

ITEM SUMMARY

This item is for TAC to select three members of TAC who will form a small subcommittee responsible for presenting the TAC's annual overview to the City Council. Requirements of the subcommittee include providing key facts to city staff for inclusion in the presentation, and participating in one presentation practice session at the end of May.

BACKGROUND

In accordance with its forming documents, the Tourism Advisory Committee is required to present annually to City Council. This is a staff-assisted presentation led by the members of TAC. Members of TAC may discuss items that they would like to bring forth for public awareness.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

MOVE to select three (3) Committee Members to present to Council on behalf of TAC at the June 10 Study Session

ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL
AGENDA: April 30 Tourism Advisory Committee
DATE: April 30, 2025
DEPT: Tourism
ITEM #: 3.D
SUBJECT: Presentation & Discussion Regarding Tourism Grant Review and Award Selections.

ITEM SUMMARY

This item is for the Committee to review the attached submitted grant applications. Committee members should review and pre-score each application in advance of the meeting and staff will provide an opportunity to review and discuss each application before Member's scores are submitted.

BACKGROUND

These grants are designed to support non-profit organizations hosting events in Prescott. Annually funded through the City's Transient Occupancy (Bed Tax), the program aims to promote event marketing beyond the Prescott area and encourage overnight visitation. Grants of up to \$5,000 are awarded based on event rating and how many organizations successfully apply. The grant is available only to registered non-profit organizations. The grant process begins and opens in the spring, with funds allocated for the upcoming fiscal year for the City of Prescott (July 1, 2025 – June 30, 2026).

A total of 26 Grant Applications have been received, including:

1. 13th Annual Hope Fest
2. 37th Arizona Cowboy Poets Gathering
3. 47th Annual Whiskey Row Marathon
4. 51st Annual Phippen Museum Western Art Show & Sale
5. 19th Annual All Corvette Car Show
6. Alliance Southwest Championship
7. Arizona Philharmonic Eighth Season
8. Art in the Pines 6th Annual Prescott Plein Air Festival
9. Chalk it Up! Prescott
10. Festival of Trees
11. NYE Whiskey Row Boot Drop
12. Prescott Area Artist Studio Tour
13. Prescott Chamber of Commerce Foundation Bluegrass Festival
14. Prescott Film Festival
15. Prescott Fine Art & Wine Festival
16. Prescott Highland Games & Celtic Faire
17. Prescott Indian Art Market
18. Prescott Shootout
19. Prescott's Doc HolliDaze
20. Riddle Rally for Veterans
21. Solstice Flute Camp and Concert
22. TCB Curates/Decompositions & Whale Fall
23. Watson Lake Car Show & Swap Meet
24. Wildlights & Animal Sights

25. Yavapai Fair
26. Yes! Explorer's Challenge

FINANCIAL IMPACT

Funding for \$90,000 is available in the FY26 Bed Tax Fund.

RECOMMENDED ACTION


MOVE to approve final scoring and funding recommendations to staff for review

ATTACHMENTS

1. Tourism Grant Applications

13th Annual Hope Fest Arizona

Submission Date Mar 31, 2025

Signature of Applicant or Authorized Agent 

Printed Name & Title Jaye Lene Long - Exec. Director

Date of Application Mar 31, 2025

Name of Event 13th Annual Hope Fest Arizona

Event Organization Name Hope Serves Inc DBA Hope Fest Arizona

Proposed Date of Event Sep 20, 2025

501 c 37-2111575

Location of Event Yavapai County Courthouse Plaza & surrounding streets

Description of the Event (Please limit text to the space provided) Hope Fest Arizona is a free public community festival and service outreach event with a dedicated mission to serve Veterans, Active Military, First Responders, their Families, and the Vulnerable of Yavapai County through the "HOPE Serves Family Resource Fair."

The event also includes a free Family Fun Zone and a Car & Motorcycle Show. National and local music artists, as well as speakers, share their talents with our guests on the beautiful Courthouse lawn. In the evening, the much-anticipated guest favorite, the surprise on-stage reveal of the Fostering Hope Award to a local nonprofit organization.

Name Jaye Lene Long

Address

Phone Number

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

<https://www.hopefestaz.com/>

Email Address

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?

Sep 14, 2024

Mark the type of Event - select all that apply.

Demonstration Outdoor Recreation Family Friendly Festival/Party Art & Culture
Educational

Initials of Applicant

JLL

Date of Application

Mar 31, 2025

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

\$5,000

Estimated Total Marketing Budget:

\$10,000

Will your organization be employing an event promoter or special event manager?

Yes

If yes, state the name of the individual or company and their contact information:

Beyond The Vision

<https://beyondthevisionmedia.com/>

This is a 100% volunteer position.

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

The TACT Grant is extremely valuable to our event, and we take great responsibility with the funds. Our marketing dollars and messages can reach much farther due to TACT funds. Attendance and awareness have increased annually, and the percentage of returning guests has grown significantly due to the TACT Grant.

The TACT funds make our budget go further. Our marketing efforts are maximized statewide and extend beyond our borders to neighboring states. We continue to design promotions, messaging and giveaways that intentionally attract out-of-area guests, emphasizing the appeal of multi-day stays in the Prescott area. The City's Placer Report data indicate that HFAZ guests come early or stay overnight. Thank you for all you do for nonprofit events.

How many years has your organization relied on this grant? 10

What % of the grant would be contributed to the total estimated marketing budget? 100%

Projected Total Attendance: 8,000

Projected # of Vendors, Volunteers & Staff: 400

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

	% Per Region
% Local Zip Codes	79
% Regional	15
% Statewide	5
% National	1
% International	0

If international attendance is recorded, list countries represented: N/A

List the top five zip codes you expect attendance from outside of 90 miles of Prescott:
 60156
 85323
 85142
 93120
 86004

Expected # of room nights event attendees will stay in Prescott:	2100
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*	No
If the event is recurring, have the event numbers and sales:	Stayed the same
Initials of Applicant	JLL
Date of Application	Mar 31, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Digital Print Social Media
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	KLove has national, state and local stations – 15, 30 & 60-sec , Family Life Radio, AZ Shine, MAGIC, KAFF, THE MOUNTAIN, FUN OLDIES. \$3.5K at 35% of budget.
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	We did not use TV in 2024.
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	Prescott Daily Courier, Prescott Valley Tribune, KUDOS. Posters, Fliers, Mailers, Signage, Event Banners, Stage Banners, Awards, Certificates. Amount Spent \$1.5K at 15% of budget.
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Signals, Cast 11 podcast & digital advertising. Website - local ranking app, blogs written with SEO keywords purchased, Bandsintown promotion platform, Indoor Digital billboards, Video ads, Email marketing. Platforms used: Google, Facebook, Instagram, Twitter, Prescott Daily Courier, AZ Central.com. Targeted advertising: Phoenix, Tucson, Flagstaff, Payson, California, Colorado, Utah, Nevada, etc. Amount Spent: \$5K at 50% of budget.
Other: (list specifics, amount spent and % of total marketing budget)	Nothing to list under Other
Total \$ Value of Placed Media:	\$10,000

Initials of Applicant

JLL

Date of Application

Mar 31, 2025

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

YAVAPAI BROADCASTING = KKLD 95.9 (the Cloud), KVRD 105.7, Yavapai County's Country Station, KQST (The Q102.9), Hottest Hits, KVNA FM 100.ONE

- 4 different commercials that cycled different messages 1 month

- Live Reads

Estimated Value = \$5,000

KQNA

- TWO live interviews

- Live-reads for several weeks

- Their event Calendar

Estimated Value = \$2500

QUAD CITIES BUSINESS NEWS

- Full-page Ad

- Featured article/ Interview

- Hope Fest Arizona was nominated at Organization of 2024 for the Athena Awards

Estimated Value = \$2500

THE PRESCOTT DAILY COURIER

- Articles

- Event Calendar

- Ads – in print and digital

Estimated Value = \$2000

SMART SHOPPER

- Full page ad

Estimated Value = \$800

SIGNALS – TALKING GLASS MEDIA – CAST 11

- 2 Podcast events where Hope Fest Arizona was the Guest.

- 2 Digital Billboards

- First 2 Know advertiser -- mailer

Estimated Value = \$2500

YCCA HAMMER TIME w/ Sandy Griffins – Interview

Estimated Value = \$500

TALK of the TOWN – Prescott Chamber of Commerce – 2 Interviews

Estimated Value = \$1250

UP to the MINUTE with MARNIE -Interview

Estimated Value = \$1250

KYCA – Weekend Events Interview, PSA Live talking points for 2 weeks, promoted on the KYCA and KAHM websites, as well as online event calendars.
Estimated Value = \$6000

Local Estimated Total Value = \$24,300

Regional: (list specifics, amount earned and estimated earned value)

THE MOUNTAIN

Northern AZ signal reach and digital streaming is nationwide, PSA live talking points, and online event calendar. 400 30-sec spots.

Regional Estimated Total Value = \$10,850

State: (list specifics, amount earned and estimated earned value)

ARIZONA HOPE & MAGIC 99.1 - Prescott to Flagstaff

- 15 different commercials that cycled different messages over 3 months.
- 750 30-sec spots
- Digital promotion on their website
- Event Calendar
- On-air staff talked about Hope Fest for 2 ½ months
- Live Reads on every show
- Interviews with the Artists and multiple with Jaye Lene

Estimated Value = \$25,000

MAGIC 99.1

Northern AZ signal reach and digital streaming is nationwide, PSA Live talking points. Promoted on the MAGIC website and online event calendars.

200 30-sec spots

Estimated Value = \$10,850

FAMILY LIFE RADIO – KFLR Flagstaff & Tucson

- Event Calendar
- Live Reads
- Contest Giveaway – 2-night stay at the Residence Inn Prescott
- Socia Media promotion

Estimated Value = \$6,000

DIGITAL BILLBOARDS – KINGMAN, FLAGSTAFF, PHOENIX, MESA, GILBERT to TUCSON

- HUGE beautiful billboards that LAMAR Outdoor Advertising donates to Hope Fest annually because they fully back and believe in what we are doing.

Estimated Value = \$25,000

Estimated State Value Total = \$66,850

National: (list specifics, amount earned and estimated earned value)

Northern Arizona VA Healthcare System – Be Connected live online program – that is heard by all Arizona VA's and their service providers. Interview and event promotion 4x's
Estimated Value = approx. comparable media value \$5,000

K-LOVE RADIO

Heard nationally. 350 30-second spots and digital streaming is nationwide. PSA talking points. Promoted on the KLove website, and online event calendars.
Estimated Value = \$24,000

National Estimated Value = \$29,000

Total \$ Value of Placed Media: 10,000

Total estimate value of earned media: 131,000

Total monetary value of marketing efforts: 141,000

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)

We are not receiving additional funds from the City of Prescott.

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

Hope Fest Arizona is managed by an all-volunteer staff. Financing is provided entirely through donors, corporate sponsors, and trade relationships—working together to positively impact the lives of our neighbors.

The administration, planning, and execution of the event is accomplished through dozens of local volunteer Team Captains and their Assistants who diligently recruit volunteers for their areas of responsibility, such as Planning, Community Outreach, Donor Development, Promotions, the Car Show, and others. Registration takes place online at <https://www.hopefestaz.com/volunteer>.

On the day of HOPE FEST, volunteers donate their time in specific key areas: Hospitality, Greeters, Family Fun Zone, Security, Setup, Tear-Down, Clean-up, etc. Every year we see 100 to 150 volunteers from all over Arizona travel to donate their time and serve our community. Our tribe of volunteers shows up with smiles, lots of hugs, and helpful, welcoming hearts, as well as a lot of muscle. After the event, they assist with post-event wrap-up duties. HFAZ would not happen if not for the generosity of precious giving volunteers.

Volunteers come from:

Teen Challenge AZ, Foothills Bank, Area Churches, Yavapai College ...and many others.

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

Every year, hundreds of community service providers such as the Northern Arizona VA, Yavapai County Community Health Services, CASA, Agape House participate as service vendors in the Hope Serves Family Resource Fair. They offer resources, connections and solutions to the many families that attend. The 2024 Service Providers can be seen here <https://www.hopefestaz.com/hope-serves/our-service-providers>

While every guest has a fun time at HOPE FEST, the most significant gain is providing 'hope' to our community by connecting families to resources they need to address the challenges they face every day. Our objective is to unite, mobilize and serve by connecting people to solutions in the areas of Education, Housing, Recovery, Domestic Violence, Suicide Prevention, Mental, Social & Health Care, Family Support, Veteran & First Responder Family Services, Youth Advocacy, Adoption, Foster & Elder Care, Employment Services, Volunteering Opportunities, and many more change-driven opportunities!

In addition to services, our guests have tons of fun in the free Family Fun Zone and the Car and Motorcycles Show.

We have over 120 service provider organizations that participate annually, including...

American Red Cross
Catholic Charities
Desert Veterans
Horses with Heart
Scottish American Society
Agape House of Prescott
American Foundation for Suicide Prevention
United States Army Recruiting Station
Wreaths Across America
Celebrate Recovery
MATFORCE
Polar Health
Prescott & Prescott Valley Police Department
Stepping Stones Agency
...and so many more.

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

Vanessa Horabuena is a live speed painter who captivates and entralls everyone who watches her paint. She has been with us for 10 years and paints on the stage throughout the day.

The Family Fun Zone includes drama skits from are groups, local youth music talents, interactive lawn games and family crafting.

National and local music talents and speakers are recruited to share their talents with our audience.

We include the Arizona Rangers and other special dignitaries to speak and share during the Opening Ceremony.

Since September is National Recovery Month and National Suicide Awareness Month, the HFAZ Team is proactively increasing access to vital resources and securing National Spokespersons. Public announcements will be made once all of the details are finalized.

Initials of Applicant

JLL

Date of Application

Mar 31, 2025

Submission IP

159.118.131.161

Submission ID

6192698061618086404

37th Arizona Cowboy Poets Gathering

Submission Date

Mar 25, 2025

Signature of Applicant or Authorized Agent



Printed Name & Title

Liz Graham, ACPG Coordinator

Date of Application

Mar 25, 2025

Name of Event

37th Arizona Cowboy Poets Gathering

Event Organization Name

Arizona Cowboy Poets Gathering Inc

Proposed Date of Event

Aug 7, 2025

501 c

170531963160

Location of Event

Yavapai College Jim & Linda Lee Performing Arts Center

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

This is a three day event to be held August 7-9, 2025 showcasing over 40 cowboy poets, storytellers and musicians from all over the US. These authentic performers bring cowboy poetry, storytelling and music to the public in over 50 one hour free sessions, and three ticketed evening performances. In addition, on Friday morning, the performers visit various local nursing home and assisted living facilities and the VA Hospital performing for shut-ins.

Name

Liz Graham

Address

Phone Number

Website (If no website, please type N/A) www.azcowboypoets.org

Email Address

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? Aug 8, 2024

Mark the type of Event - select all that apply. History/Heritage Traditional Event Family Friendly Art & Culture Educational

Initials of Applicant Img

Date of Application Mar 25, 2025

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

Estimated Total Marketing Budget: \$48,282

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

If yes, state the name of the individual or company and their contact information:

Explain in detail how you will use or benefit from the grant assistance for the marketing of your event: Marketing is a huge portion of the Arizona Cowboy Poets Gathering annual budget. Any grants funds received allow for aggressive advertising of this iconic event. Funds from this grant will be used to market the Gathering extensively outside of the Quad cities area, resulting in increased attendance from out-of-town visitors.

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

What % of the grant would be contributed to the total estimated marketing budget? 75-100%

Projected Total Attendance: 4,000 - 5,000

Projected # of Vendors, Volunteers & Staff: 150 Volunteers (No Staff)

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

	% Per Region
% Local Zip Codes	67.40
% Regional	4.40
% Statewide	19.10
% National	9.00
% International	0.10

If international attendance is recorded, list countries represented: Canada

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 86004
89523
92692
85739
85743

Expected # of room nights event attendees will stay in Prescott: 1837

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
Initials of Applicant	Img
Date of Application	Mar 25, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Television Newspaper Digital Outdoor Advertising Print Social Media
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	KDDL \$612 1% KYCA \$367 .5% KVRD \$572 1% KSWG \$600 1% KAFF \$675 1% KMOG \$510 1%
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	Sparklight - \$2500 5% Includes 449 commercials on various channels and programs during the June through August period, and geofencing to determine where best to apply the commercials.
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	True West Magazine - \$500 1% Prescott Frontier Days Program - \$500 1% The Daily Courier - \$659 1% The Daily Courier Rodeo Supplement - \$316 .5% The Daily Courier Hometown Magazine - \$272 .5% The Daily Courier Sponsors - \$1,213 2.5% Prescott Chamber Events Calendar - \$51 0% International Music Association Magazine - \$300 .5% AZ Real Country Magazine - \$800 1.5% Prescott Living Magazine - \$709 1% Cattlemen's Weekend Program - \$270 .5% AZ Cattlegrowers Magazine - \$250 .5%
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Big Picture Promo Video - \$440 .75% Big Picture Video , Video Shows - \$990 2% Google Ad Words - \$394 .75% Facebook Ad Boosts - \$500 1% Signals AZ - \$250 .5% Website - \$150 .5% Vimeo - \$117 .5%

Other: (list specifics, amount spent and % of total marketing budget)

Prescott Frontier Days Rodeo Raffle and Promo Booth - \$650 1.5%
 Street Banners - \$500 1%
 1,000 Window Posters - \$607 1%
 750 18x24 Promo Posters - \$1,219 2.5%
 2,000 Rack Cards - \$606 2%
 20,000 Brochures - \$4,550 9.5%
 Postage Mailing Brochures - \$2,209 4.5%
 Large Banners - \$712 1.5%
 Brochure Works Distribution - \$860 1.5%
 Window/bumper stickers - \$500 1%
 Rodeo Parade Entry - \$100 0%
 Miscellaneous TBD - \$1,758 3.5%

Total \$ Value of Placed Media: 28,801

Initials of Applicant lmg

Date of Application Mar 25, 2025

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

Jersey Lily 2 Banner Display - \$150
 Prescott True Value digital Signboard - \$250
 The Daily Courier Article - \$500
 The Frame & I framing - \$1,000
 Prescott Living Magazine ad and article - \$2,587
 The Daily Courier small ads - \$790
 The Daily Courier sponsor ad - \$1,213
 Signals AZ ads - \$250
 Prescott Women Magazine ad - \$1,000
 Helken& Horn Ad Agency banner & display - \$250
 Total Local: \$7,740 16%

Regional: (list specifics, amount earned and estimated earned value)

Prescott Western Heritage Center - \$500
 Sparklight TV Ads - \$2,500
 KDDL Radio ads - \$2,500
 Olsen's for Healthy Animals ads & radio - \$2,500
 Coors Rodeo Billboard banners - \$500
 Total Regional: \$8,500 17.6%


State: (list specifics, amount earned and estimated earned value)

Arizona Office of Tourism - \$500 1%

National: (list specifics, amount earned and estimated earned value)	None
Total \$ Value of Placed Media:	\$28,801
Total estimate value of earned media:	\$19,481
Total monetary value of marketing efforts:	\$48,282
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)	N/A
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	There are over 70 dedicated volunteer committee members who meet monthly and work all year long for the Gathering. Planning is begun two years in advance utilizing professional project management tools and techniques. This draws volunteers who appreciate the value of being part of a winning team, and a tightly run, cohesive organization. In addition, over 70 volunteers from the community assist with the Gathering weekend, including but not limited to, Backcountry Horsemen, local FFA and 4H members, and Arizona Territorial Society members. There are no paid staff members.
Explain coordination with local community organizations (be as specific as possible):	Volunteer committee members work with other community organizations to effectively compliment their events. "Cowboy Poetry in the Schools" is presented to 4th Grade classrooms in person and online in Prescott, Prescott Valley, Chino Valley and Bagdad. Selected students have the opportunity to present their original poetry during the Gathering. Cowboy poets and musicians will present their material to the VA Hospital and local assisted living and nursing homes. ACPG is partnered with the Western Heritage Center and Phippen Museum to highlight presentations on important cowboy, ranching and family life that has been and still is the heart and lifeblood of Prescott, Arizona and the Southwest. The Arizona Territorial Society lends authenticity and links to the western lifestyle by supporting ACPG during the Gathering with period costumes and able bodies to greet patrons and assist ACPG in other areas.
Describe how you expect this event will provide a cultural, historical or artistic benefit to the community:	Arizona Cowboy Poets Gathering brings original cowboy poetry, storytelling and music to the public. Almost all of the 40+ poets, storytellers and musicians create their own work depicting their life experiences, particularly experiences of the working cowboy. The goal is to provide a western cultural experience by genuinely conveying the life of a working cowboy and ranching family life, which is a significant part of Prescott's history. This experience is a fun, entertaining and family oriented event. For the past 36 years, the public response has been extremely positive. The Arizona Cowboy Poets Gathering is one of the oldest organized cultural event of its kind in the country. ACPG performers consider this event one of the best due to our efforts to pure to the goal of relating authentic cowboy poetry, storytelling, music and history to the public.

Initials of Applicant	Img
Date of Application	Mar 25, 2025
Submission IP	47.176.123.226
Submission ID	6187575346228360085

47th Annual Whiskey Row Marathon

Submission Date	Mar 31, 2025
Signature of Applicant or Authorized Agent	
Printed Name & Title	Jaime DeJoseph-Sports Director & Race Director-Whiskey Row Marathon
Date of Application	Mar 31, 2025
Name of Event	47th Annual Whiskey Row Marathon
Event Organization Name	James Family Prescott YMCA
Proposed Date of Event	Oct 11, 2025
501 c	860119151
Location of Event	Whiskey Row, Cortez and surrounding streets.
Description of the Event (Please limit text to the space provided)	The Whiskey Row Marathon promotes the health and wellness of our participants. The event draws runners from Phoenix, Tucson, Northern AZ, as well as other states and countries. Participants choose from a Full Marathon, Half Marathon, 10K, 5K, and a .3 Mile High Fun run. A finish line expo and refreshment garden are featured as well as the Friday Night Expo & Registration at the James Family Prescott YMCA. Support is provided along the race route thanks to local businesses, organization, and volunteers.
Name	Jaime DeJoseph
Address	
Phone Number	

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

Email Address

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? Oct 12, 2024

Mark the type of Event - select all that apply. Outdoor Recreation

Initials of Applicant JD

Date of Application Oct 11, 2025

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

Estimated Total Marketing Budget: 27,000

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

If yes, state the name of the individual or company and their contact information:

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

The funds from the TAC grant will offset some of our marketing costs associated with this event. The more grant funding, in-kind contributions, and sponsorships we receive , the higher the profit of our WRM. This is our major fundraising event for the year and all profits go to our Annual Scholarship Fund which provides financial assistance to area residents in need so they can benefit from the many programs that our YMCA has to offer.

How many years has your organization relied on this grant? 12

What % of the grant would be contributed to the total estimated marketing budget? 100%

Projected Total Attendance: 5,000

Projected # of Vendors, Volunteers & Staff: 500

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

	% Per Region
% Local Zip Codes	28
% Regional	21
% Statewide	42
% National	8
% International	1

If international attendance is recorded, list countries represented:

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85083, 05086, 08087, 85705, 85710

Expected # of room nights event attendees will stay in Prescott: 2,063

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* No

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

Initials of Applicant JD

Date of Application Mar 31, 2025

Placed Media (advertising): check the purchased media you plan to use: Radio Television Newspaper Digital Outdoor Advertising Print

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

Television: (list specifics stations, TV programs, amount spent and % of total marketing budget) Sparklight-\$3,085

Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)

Digital & Social Media: (list specifics, amount spent and % of total marketing budget) Constant Contact-\$250.00

Other: (list specifics, amount spent and % of total marketing budget) A&B Sign Co-Downtown Banner-\$1,000

Total \$ Value of Placed Media: \$4,335

Initials of Applicant JD

Date of Application Mar 31, 2025

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

Prescott Times Media-Advertising and social media marketing campaign-valued at \$10,000.
 Rox Media Group-Prescott Living Magazine-advertising 4 months full page ads in Prescott Now, Living & Healthy Living (June-Sept) valued at \$9,892
 KQNA radio spots- 2,600
 Talking Glass Media a Fain Signature Group-Media sponsorship including banners, ads, etc valued at \$1,500.00
 Sparklight Advertising-Video Commercial broadcast and creation valued at \$3,600.00 Great Circle Media-Radio promotion valued at \$2500.00
 Prescott Newspapers Inc.- print and online advertising valued at \$5,000.

Regional: (list specifics, amount earned and estimated earned value)

State: (list specifics, amount earned and estimated earned value)

National: (list specifics, amount earned and estimated earned value)

Total \$ Value of Placed Media: \$4,335

Total estimate value of earned media: 27,592

Total monetary value of marketing efforts: \$31,927

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)

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

It takes over 150 volunteers to put on this event. The following local organizations man the water stations - Pinnacle Bank, Findlay Toyota, BloomTree Realty, YRMC Imaging Center, local Church groups, Running groups, YMCA BOD members. The following organizations donate items for our "goodie bags" - Chick-fil-A, Dignity Health, Talking Glass Media, Dude Wipes, Culvers. The Yavapai Exceptional Industries brings a crew to the YMCA to stuff the goodie bags. Matt's Saloon lets us use their facility for our race day headquarters. The following organizations donate water, Gatorade, coolers, cups, oranges, and bananas at the water stations and finish line -Pepsi, Safeway, Cal Ranch. We have food donated for the runners after the race as well as the volunteers by Premier Catering, Chick fil A, and Texas Roadhouse. Spring Hill Suites, St. Michael, and Hassayampa donate rooms and gift cards to the winners. The Hike Shack donates gift cards to the winners. The Area Boy Scouts hand out medals and water bottles to the finishers.

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

We order event T-Shirts and Technical shirts from local vendors as well as our Medals. We employ off-duty Police Officers to manage the safety factors of our event. The Fire Department brings a fire truck to the event and hangs our "Start Banner" from their extended ladder. Several local Doctors volunteer to staff our First Aid tent. One of the priorities of our WRM event is to keep everything local as far as our vendors and service providers.

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

N/A

Initials of Applicant	JD
Date of Application	Mar 31, 2025
Submission IP	24.117.64.174
Submission ID	6192594764717420259

51st Annual Phippen Museum Western Art Show & Sale

Submission Date

Mar 18, 2025

Signature of Applicant or Authorized Agent



Printed Name & Title

Edd Kellerman

Date of Application

Mar 18, 2025

Name of Event

51st Annual Phippen Museum Western Art Show & Sale

Event Organization Name

Phippen Museum

Proposed Date of Event

May 24, 2025

501 c

51-0157597

Location of Event

Yavapai County Courthouse Plaza

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

Outstanding juried western artists from all across the country display and sell their artwork from booths on the Yavapai County Courthouse plaza in historic, downtown Prescott, Arizona. This annual Memorial Day weekend tradition is a much-anticipated art event and popular with western enthusiasts, art collectors, locals and visitors from far and wide. It also features art demonstrations, 2 Quick Draw Challenges with Live Art Auctions, an Artist Meet n' Greet Dinner and an Artist Award Ceremony.

Name

Edd Kellerman

Address

Phone Number

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

Email Address

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? May 25, 2024

Mark the type of Event - select all that apply. History/Heritage Traditional Event Demonstration Fundraiser Family Friendly
 Festival/Party Art & Culture Educational

Initials of Applicant ELK

Date of Application Mar 18, 2025

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

Estimated Total Marketing Budget: \$31,611

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

If yes, state the name of the individual or company and their contact information:

Explain in detail how you will use or benefit from the grant assistance for the marketing of your event: Grant assistance will be utilized for the marketing efforts we pursue outside a 90 mile radius of Prescott, Arizona.

How many years has your organization relied on this grant? 10+ years

What % of the grant would be contributed to the total estimated marketing budget? 100%

Projected Total Attendance: 17-20,000

Projected # of Vendors, Volunteers & Staff: 153

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

	% Per Region
% Local Zip Codes	52
% Regional	25
% Statewide	18
% National	4
% International	-1

If international attendance is recorded, list countries represented:

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85249, 85374, 85234, 85086, 85308

Expected # of room nights event attendees will stay in Prescott: 4,286

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* No

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

Initials of Applicant	ELK
Date of Application	Mar 18, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Newspaper Outdoor Advertising Print Social Media
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	KNAU, KJZZ = \$3,300 or 11%
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	n/a
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	Daily Courier, Prescott Woman, Prescott Living, Prescott Now, Western Art Collector, Southwest Art, True West, and Art of the West = \$20,907 or 66%
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Signals AZ publicity - \$1,650 and Facebook & Instagram (boosted posts) - \$300 or 6%
Other: (list specifics, amount spent and % of total marketing budget)	Street Banners, posters, postcards, event guides and various museum publications - \$5,454 or 17%
Total \$ Value of Placed Media:	\$31,611
Initials of Applicant	ELK
Date of Application	Mar 18, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Prescott Woman, editorial coverage - \$2400 Prescott Living, editorial coverage - \$2100 Prescott Now, editorial coverage - \$800 KDDL, radio promotion - \$850 KYCA, radio promotion & interview x2 - \$3,400 Signals AZ, podcast - \$2,600 Digital Signage - \$1,400 Prescott Chamber of Commerce - \$1,800

Regional: (list specifics, amount earned and estimated earned value)	KNAU - \$500 KJZZ - \$900
State: (list specifics, amount earned and estimated earned value)	Arizona Office of Tourism - \$1,100 AAM - \$500 CAMA - \$400
National: (list specifics, amount earned and estimated earned value)	Western Art Collector, editorial coverage - \$3,700 Art of the West, editorial coverage - \$3,400 Southwest Art, editorial coverage - \$2,700
Total \$ Value of Placed Media:	\$31,611
Total estimate value of earned media:	\$28,550
Total monetary value of marketing efforts:	\$60,161
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 Phippen Museum receives a generous, annual contribution of \$15,000 from the City of Prescott.
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 Phippen Museum only exists through the dedicated efforts of our outstanding and active volunteers. More than 60 participate in this annual event, providing general information to visitors, assisting artists, tending booths, loading in, setting up and taking down the Show, coordinating and assisting at special events and making sales. Also, staff and volunteers at the Mountain Artist continue to present a FREE Kids Art Tent at our annual event.
Explain coordination with local community organizations (be as specific as possible):	This special event is also coordinated with the help of several businesses and community organizations, including the Western Heritage Center, Arizona Cowboy Poets, Arizona Rangers, Prescott Downtown Partnership, Arizona Regulators & Shady Ladies and the Grand Highland Hotel will host the artist welcome reception and the judging process. In addition, various local businesses provide in-kind contributions, including Springhill Suites by Marriott, Starbucks, Bronzesmith Fine Art Foundry, Morgan Sign, Co., and Prescott True Value Hardware. In addition, local Boy Scout Troops and GEM Environmental are also utilized to help artists with setup before the Show & Sale.

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

Our annual Show is a cultural and artistic event, promoting and presenting not only the great art of the American West, but the amazing western artists who create it. It also highlights our local cowboy culture and ranching history. Locals who are unaware of the variety of art and artists involved in western art will be enlightened, along with the art enthusiasts and collectors who frequent this event. In addition, the Memorial Day weekend provides a great opportunity for everyone to visit the Phippen Museum free of charge, learn more about George Phippen and the Cowboy Artists of America, watch live art demonstrations, and interact with fine artists from all across the nation and abroad who create outstanding art of the American West.

Initials of Applicant

ELK

Date of Application

Mar 18, 2025


Submission IP

160.3.139.231

Submission ID

6181363121326060278

2025 19th Annual All Corvette Car Show

Submission Date	Apr 2, 2025
Signature of Applicant or Authorized Agent	
Printed Name & Title	Joe Leffelman
Date of Application	Apr 2, 2025
Name of Event	2025 19th Annual All Corvette Car Show
Event Organization Name	Prescott Vette Sette Charitable Foundation, Inc.
Proposed Date of Event	Sep 27, 2025
501 c	81-0983602
Location of Event	Prescott Courthouse Plaza-Montezuma,Goodwin,&Cortez
Description of the Event (Please limit text to the space provided)	The 19th edition of the All-Corvette Car Show Weekend will begin with early registration on Thursday and Friday evenings, September 25-26, to accommodate out-of-town clubs who plan multiple-night stays in Prescott. On Friday morning we offer four different activities—scenic cruises from Wilhoit to Jerome, golfing, and hiking—for registered guests to choose from. Friday evening’s “Meet & Greet” will take place at the Fire & Sword speakeasy. The car show on Saturday, September 27, begins at 9am and ends with awards handed out mid-afternoon. The closing act is a BBQ dinner, with local band STEFnROCK, at Antelope Hills Golf Club. We are planning for 330 car show entries and expect to attract a crowd of 9,300 Corvette enthusiasts to Saturday’s show—a 6.9% increase over last year’s numbers. We anticipate greater Foundation revenues for charities and increased Economic Impact for City of Prescott (\$2.0M compared to \$1.9M in 2024).
Name	Joe Leffelman

Address

Phone Number

Website (If no website, please type N/A) <https://prescottvettesette.com>

Email Address

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? Sep 28, 2024

Mark the type of Event - select all that apply. History/Heritage Traditional Event Demonstration Outdoor Recreation Fundraiser
Family Friendly Festival/Party Art & Culture

Initials of Applicant JL

Date of Application Apr 2, 2025

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

Estimated Total Marketing Budget: \$29,050

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

If yes, state the name of the individual or company and their contact information: N/A

Explain in detail how you will use or benefit from the grant assistance for the marketing of your event: We will use our Tourism Grant funds to help pay for our marketing outreach efforts—advertising and publicity about the car show weekend and its uniqueness amongst many other regional car shows that Corvette owners can choose to attend. We have increased our advertising and promotional budget for 2025 so that we can

explore possibly more effective ways to reach our target audience. We plan to expand our outreach by identifying new media channels (radio and print) to reach Corvette enthusiasts in nearby states as well as Tucson, Flagstaff, and Valley cities.

In the past several years, we have had tremendous success with social media marketing campaigns, primarily on Facebook where there are many “groups” that identify with organized Corvette clubs and Corvette devotees. In addition to funding appropriate print and radio placements, we will use grant funds to develop appealing images and graphics for digital and social media posts to keep our online presence fresh, up-to-date, and unique.

How many years has your organization relied on this grant? 10 years (excluding Covid Year 2020)

What % of the grant would be contributed to the total estimated marketing budget? Greater than 75%

Projected Total Attendance: 9,300

Projected # of Vendors, Volunteers & Staff: 150

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

	% Per Region
% Local Zip Codes	39.6
% Regional	.5
% Statewide	37.0
% National	22.9
% International	.0

If international attendance is recorded, list countries represented: N/A

List the top five zip codes you expect attendance from outside of 90 miles of Prescott:	85739 Tucson 85086 Phoenix 85331 Cave Creek 93004 Ventura, California 90505 Torrance, California
Expected # of room nights event attendees will stay in Prescott:	2,960
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
Initials of Applicant	JL
Date of Application	Apr 2, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Newspaper Digital Outdoor Advertising Print Social Media Promo Items given, parade participation
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	For our radio promotion (both placed advertising spots and earned publicity through on-air event programming) we have lied heavily on Yavapai Broadcasting's classic hits station KKLD-The Cloud-97.9 FM for many years. Geographically, this station's coverage ranges from Flagstaff and Williams south to North Phoenix/Deer Valley. As we have done in past years, we will purchase several radio spots in the weeks leading up to the show. Also this year, we intend to extend our radio reach and are in the process of identifying and contacting specific stations that meet our audience criteria and offer event calendar and programming appealing to car show enthusiasts in Phoenix, Las Vegas, and Tucson. Spots placed in these markets will urge listeners to visit our website for more details about the show and other weekend activities we plan. We expect our expanded radio campaign to result in broader audience reach, greater awareness of our car show, and opportunities to attract more weekend visitors to Prescott. We will spend \$2,400 on placed radio spots. Radio represents 8.3% of our marketing effort.
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	Not planned at this time
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total	We are working with the advertising sales department at The Daily Courier to develop effective ways to promote our event in their Thursday "Across the Street" entertainment section, beginning several weeks prior

marketing budget)

to the car show. They have several options for event promotion, ranging from front-page “sticky notes” to display advertising and printed flyers that we will explore. In addition, we will purchase a full-page ad in Prescott NOW magazine’s September issue.

We will allocate \$1,500 for our print advertising campaign. Newspaper and print promotion, including publicity, represents 5.2% of our promotional marketing effort.

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

Digital and social media has proved to be a very effective channel for us, primarily in earned publicity placements through our network of more than 130 Facebook groups appealing to sports car enthusiasts and Corvette owners. This year, we plan to explore placed advertising opportunities on Facebook as well as other digital media outlets more thoroughly to identify cost-effective ad placements that drive potential show attendees to our website. These websites include SignalsAZ.com, Prescott eNews, The Prescott Times, and other entertainment sites with online upcoming event calendars.

The National Corvette Museum is a very active communicator of Corvette-related activities available to Corvette owners throughout the country. As a Business Club Member affiliated with the Museum, we will secure a promotional posting for our show in their online event calendar in the months leading up to September.

We will spend \$2,800 on digital and social media advertising and outreach—9.6% of our promotional effort.

Other: (list specifics, amount spent and % of total marketing budget)

Other:

For outdoor advertising, we plan to spend approximately \$1,300—4.5% of our marketing effort for banners, flyers, and signage announcing our car show and thanking our loyal car show sponsors. This effort will include at least one large banner placed along Highway 69 leading into Prescott; we are actively seeking a location with at least two-month placement permission, possibly a joint sponsorship arrangement, that will inform drivers passing by—both locals and out-of-town visitors—of the coming car show throughout the months of August and September.

In addition, we intend to erect a banner acknowledging and thanking our sponsors and community partners at the car show site.

We will distribute flyers at other car shows and events where car enthusiasts gather locally and in Phoenix; flyers are an effective way to spread the word about our event. We will also place these flyers in the windows of local businesses that allow it. Estimated costs for banners, flyers and other printed materials is \$2,400.

We have submitted our entry as the Prescott Vette Sette Charitable Foundation to participate in the 2025 Rodeo Parade on July 5 with six Corvettes. Our script for the announcer as we pass the judging stand salutes the Women of Rodeo—this year’s parade theme—and notes that Prescott Vette Sette was founded 25 years ago by two women as a social club which later established a community-focused charitable foundation. Our parade entry also provides us with an audience-engaging opportunity to announce the date of our car show with reusable signs displayed on each of our six cars.

Another show-related activity—extremely popular with attendees and expected at car shows—is the “goodie bag” we give to registered car show attendees when they check in for the show on Thursday, Friday, or Saturday morning. This year’s goodie bags, as always, will include a “Prescott Car Show” logoed T-shirt (we design a new logo and different graphics for each year’s shirt—they’re collectibles for enthusiasts who return year-after-year.) The cost for these logoed shirts this year is estimated to be \$8,000. The bag will also contain popular car cleaning products, a printed program, other giveaways, and a coupon book for discounts by local restaurants and retailers situated around Courthouse Square, site of the car show.

We maintain a list of approximately 900 email addresses of people who have attended our show or expressed interest in knowing more about it. Every January we send our first “Save the Date” email blast to this list and follow that up periodically with a bit more information about what we’re planning for the show weekend, building enthusiasm leading up to April 1, when registration for the show (online only at our website) opens.

A non-media but nevertheless effective promotion that we expect to bring a larger audience to our show is

the arrangements we have made with several automotive businesses to join our show as vendors. One such entity is Cordes Performance Racing, a premier automotive motorsports shop located in Tempe, AZ. Their business revolves around high-performance engine modifications and after-market upgrade packages. Another is Adams Polishes, a well-known manufacturer of car care products, one of which will be included in the show's goodie bags. We can anticipate significant audience interest in demonstrations conducted by these two vendors throughout the day of the show at their booth. Car care demonstrations and engine modification exhibits are extremely popular at car shows; they often draw large crowds that stick around to watch and ask questions. We expect these activities to boost our crowd numbers significantly. These "Other" marketing and promotional items in total are estimated to cost \$10,500 and represent 36.1% of our marketing effort.

Total \$ Value of Placed Media: \$17,200

Initials of Applicant JL

Date of Application Apr 2, 2025

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

As previously noted, we consider Yavapai Broadcasting's KKLD-The Cloud-97.9 FM an important supporter and our named "On-Site Media and PA System Sponsor" of the car show. For many years, they have brought a mobile broadcast vehicle to the car show at no cost to us. Their presence enables on-site coverage of show events and personalized announcements and interviews with our guests. Their live interviews may range from the group that has traveled the farthest distance to past show winners and first-time Prescott visitors. Between music selections, the announcer also issues reminders to local listeners that the show is in-progress at the Courthouse Plaza.

In past years, the local Prescott newspaper, The Daily Courier, has generously provided us with free publicity for our car show plans just prior to the event. We will continue to work with their editorial people to arrange a feature story on this year's car show prior to the event.

In addition, Prescott NOW magazine will publish a full-page article describing our car show in their September issue. We also intend to suggest a feature story to Prescott Woman magazine on our club as a woman-founded car club established 25 years ago; this effort would be a tie-in to the "Women of Rodeo" theme for the 2025 Rodeo Parade in which we will participate with signs announcing the date of our show.

Other collaboration opportunities for earned publicity that we will explore include event calendars on websites and in print publications such as The Prescott Times, the Prescott Chamber of Commerce's website event calendar, and newspapers in Flagstaff, Phoenix, and Las Vegas.

Car clubs in the Prescott area are very active on social media; their interests range from sports cars to antiques to off-roading, and their members enjoy visiting our car show. Postings on our own Facebook page, "Prescott Vettes", and on our Instagram feed, are often picked up and shared with other Prescott-based clubs' pages.

Also locally, we receive recognition by community partner organizations—non-profits to whom we award donations with funds we raise at our car show. U.S. Vets and Yavapai College—both of which are also sponsors of our show through their volunteers that help with show logistics—will mention our donation and the car show that produces it on their websites and in newsletters. A new recipient of our charitable donations this year is the Heritage Park Zoological Sanctuary; they will include us in their communications with donors as well.

We estimate the earned value of our local media coverage to be \$10,175—35% of our marketing efforts.

Regional: (list specifics, amount earned and estimated earned value)

We will work to secure earned media via event calendar placements in appropriate digital and social media outlets that cover the Southwestern states. Examples include SignalsAZ.com, ArizonaCarCulture.com, UtahCarCulture.org, and NevadaCarCulture.com. Also, a very large group of Corvettes (17 to 25 cars) based in Reno, Nevada, has informed us of their intention to attend this year's car show weekend. Three to four representatives of the group plan to visit Prescott later this Spring on a "reconnaissance" mission to check out the area and to meet with Prescott Vette Sette car show planners. This pre-show meeting will give us the opportunity to tell them more about the lodging, culinary, and entertainment venues available to their group in Prescott during their multi-day stay here. We will also work with them to identify local print publications in the Reno area that might be persuaded to write an article about their group and their visit to Prescott, Arizona. The earned value of connecting with car culture websites in nearby states and working with the Reno group on their trip arrangements and publicity could be as much as \$625—2.2% of our marketing totals.

State: (list specifics, amount earned and estimated earned value)

We've had great success reaching out to statewide car groups, some of whom attend our show with their group and families year after year using social media without having to spend too many marketing \$'s. A large number of car clubs from our state come for multiple night stays and tell us Prescott is one of their favorite places to visit as a vacation spot in the summer. Each year many of the Valley car clubs come to our show and we also have great representation from many other areas in Arizona, including Tucson, Green Valley and Laughlin. These groups actively use Facebook, their club websites, and Instagram to share news about our annual shows with their members. We continue to make many new car club friends each year throughout the state. We use a very cost-effective type of spending and estimate \$125 will be used on this effort--0.04% of our marketing efforts.

National: (list specifics, amount earned and estimated earned value)

The National Corvette Museum, based in Bowling Green, Kentucky, includes our car show in their online event calendar of Corvette car shows held around the country. This year, having heard that our Prescott show is a good one, the Museum will send a representative to check it out. Program Developer Amy Harden will be on hand to act as a guest judge and to see what we do to put on a popular car show weekend year after year. We can expect that her visit will yield significant publicity advantages for our show locally, as well as nationally. We hope that this opportunity will lead to continued tie-ins and with the Museum for our annual car show. We use social media, via our list of more than 130 Facebook groups, to communicate with Corvette clubs in every state across the country. Most Corvette clubs are active communicators on Facebook; very often, postings on our Facebook page get picked up by other clubs and reposted to their members. They may also include the email flyer we send them on the website and/or in their newsletters. We estimate an earned value of \$925 or a very effective 3.2% of our marketing budget for our promotional outreach using these avenues to connect with national audiences.

Total \$ Value of Placed Media:	\$17,200
Total estimate value of earned media:	\$11,850
Total monetary value of marketing efforts:	\$29,050

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)

We do not receive any other funding from the City of Prescott.

An additional disclosure we would like to add, is that we started using surveys from many of our car show participants several years ago. These surveys have been very helpful by allowing us to gather the information we need for # of nights stays, favorite hotels, restaurants, bars, and shops and their many other likes about our area and our show. We've learned our guests come time and time again for multiple nights and love coming here. Thank you for helping us to continue to put on a great show each year!

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

Organizers of a successful Prescott Vette Sette All-Corvette Car Show rely on as many as 150 volunteers to help produce the show every year. Opening ceremonies featuring the presentation of colors and the singing of the National Anthem wouldn't be so stirring and solemn without the presence of an ROTC Color Guard from Embry-Riddle Aeronautical University. In addition, we have no trouble enlisting a talented singer from our community to perform the National Anthem pro bono. And when Prescott's Mayor shows up to welcome our guests to Prescott—as he or she always does—it's an extra thrill.

Embry-Riddle students also help us on Saturday morning with the logistical tasks of carrying boxes, chairs, tables, and erecting pop-up canopies on-site, and then help dismantle everything at the show's conclusion. They also roam the show throughout the day, handing out complimentary chilled water bottles to car show registrants.

Another group of reliable volunteers are automotive students and their instructors affiliated with Yavapai College's CTEC program. They have served as judges of car show entries for many of our shows. This year, a representative of the National Corvette Museum, visiting our show for the first time, will join them. It should be a learning experience for the students as well as an opportunity to gain national media and industry recognition for our car show.

Most of our volunteers are members of our club; Prescott's U.S. Vets organization, one of our non-profit community partners, can also be counted on to pitch in with volunteers. Club members will be local guides for the driving excursions, golf outing, and local hikes planned for Friday morning. All volunteers pitch in to help with show set-up and dismantling, parking, goodie bag distribution, and on-site registration.

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

Our venue for the All-Corvette Car Show, Prescott's iconic downtown Courthouse Square, is courtesy of Yavapai County, which allows us its use for our event. The City of Prescott's police and fire officials are vital contributors to the important job of traffic control and efficient arrangements for parking car show entries safely around Courthouse Square, beginning as early as 5:00am Saturday morning.

Our annual collaboration with the City of Prescott and Yavapai County has been a significant factor in the success of our car show—both from a logistical perspective as well as the community-pride atmosphere that lures visitors to return to our show year-after-year.

Other community organizations with whom we work are the Prescott Chamber of Commerce. This year they will provide a map of the downtown Courthouse Square area that we can reproduce (with credit to the Chamber) on our program agenda that will be placed in each registrant's goodie bag. They will also be given copies of the flyer about the show for distribution to visitors.

Another group of community volunteers who help with show logistics are two of Prescott's most recognizable names in hospitality and tradition. The Hassayampa Inn provides us with lobby space in which to conduct early registration on Thursday and Friday evenings. Last year, the Prescott Regulators & Their Shady Ladies welcomed our guests as they arrived on Thursday and Friday evenings. Last year, the Prescott Regulators & Their Shady Ladies welcomed our guests at early registration both evenings in their role as the official Old West Ambassadors to the City of Prescott.

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

Except for a break due to Covid in 2020, the All-Corvette Car Show has been an annual fixture on the city's event calendar for some time. Next year will be our 20th year of collaboration with local officials to welcome our visitors and plan a weekend of fun spent with us. The city's "Experience Prescott!" tourism website enables us to direct attendees to sources for lodging, dining, and other recreational activities to enjoy their stay in our area. Through surveys we've done with attendees in the past couple of years, we've collected many positive comments about both our show and the city in which it takes place.

One of the unique things about our show is that it is large enough to offer visitors a thorough overview of the 60-year history of "America's Sports Car". Examples of every generation in the Corvette family, from the traditional look of the older models to the space-age appearance of the newer ones will be on display. The new "Corvette E-Ray", the long-awaited electric powered model, will be featured at the 2025 show.

The "Car Culture"* is strong in Prescott; in this area, there are several very active clubs for enthusiasts of every type of automobile ranging from antiques, to hot rods, to sports cars, to offroad vehicles. We are proud that the Prescott Vette Sette All-Corvette Car Show is one of the major cultural experiences in our community.

* DEFINITION: A subculture centered around the aesthetic, cultural, or historical significance of vehicles, where individuals often express themselves through their cars, engaging in activities like modifying, attending events, and building communities around shared automotive interests.

Initials of Applicant

JL

Date of Application

Apr 2, 2025


Submission IP

184.155.147.32

Submission ID

6194420842371724599

Alliance Southwest Championship

Submission Date	Mar 27, 2025
Signature of Applicant or Authorized Agent	
Printed Name & Title	Alfredo Nunez - Owner
Date of Application	Mar 27, 2025
Name of Event	Alliance Southwest Championship
Event Organization Name	43SIXTYAZ LLC
Proposed Date of Event	Jul 10, 2025
501 c	23207604
Location of Event	Prescott, Arizona
Description of the Event (Please limit text to the space provided)	Youth Tournament with over 60 out of state teams coming into town requiring 3 nights of stay.
Name	Alfredo Nunez
Address	
Phone Number	
Website (If no website, please type N/A)	https://www.allianceswregionals.com/

Email Address

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?

Jul 17, 2025

Mark the type of Event - select all that apply.

Traditional Event Family Friendly

Initials of Applicant

AN

Date of Application

Mar 27, 2025

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

\$5,000

Estimated Total Marketing Budget:

\$5,000

Will your organization be employing an event promoter or special event manager?

No

If yes, state the name of the individual or company and their contact information:

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

The grant assistance will be used for opening day ceremonies, skills challenges, awards, bats and gloves for participants.

How many years has your organization relied on this grant?

2

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

25%

Projected Total Attendance: 2730

Projected # of Vendors, Volunteers & Staff: 30

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

	% Per Region
% Local Zip Codes	0
% Regional	1
% Statewide	30
% National	69
% International	0

If international attendance is recorded, list countries represented:

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85641
91911
90005
80014
87101

Expected # of room nights event attendees will stay in Prescott: 3150

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* No


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

Initials of Applicant	AN
Date of Application	Mar 27, 2025
Placed Media (advertising): check the purchased media you plan to use:	Digital Print Social Media Email - Mail Chimp
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	Flyers have been mailed out to players and coaches 35%
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Social Media 35%
Other: (list specifics, amount spent and % of total marketing budget)	Mail Chimp 35%
Total \$ Value of Placed Media:	\$2,000
Initials of Applicant	AN
Date of Application	Mar 27, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	None
Regional: (list specifics, amount earned and estimated earned value)	None

State: (list specifics, amount earned and estimated earned value)	Arizona
National: (list specifics, amount earned and estimated earned value)	West Coast
Total \$ Value of Placed Media:	
Total estimate value of earned media:	
Total monetary value of marketing efforts:	
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)	0
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	We are teaming up with Alliance Fastpitch and Arizona Fastpitch to create a successful event that will have camps hosted by current ASU, UofA and other D1 players bringing an experience to Prescott like none other. We are also working with 20 college coaches to provide college scholarship to student athletes who are looking to compete at the next level and that require guidance on how to prepare for the next level. We will be providing Bats, Gloves, Cleats, Equipment to players and coaches that are needed to be successful.
Explain coordination with local community organizations (be as specific as possible):	We coordinate with NCAA D1 and Union of College Coaches. We also partner with Bownet, Wilson, Evoshield who provide equipment to players and coaches that need it. We are more than open to partnering with local partners who share the same vision as we do to provide our student athletes a safe place to play and grow.
Describe how you expect this event will provide a cultural, historical or artistic benefit to the community:	<p>For too long, young women in fastpitch softball have been overlooked—often getting the leftovers from boys' baseball and adult softball. We're always the last to pick field dates, and many facilities aren't even designed for girls' fastpitch.</p> <p>While Arizona hosts major baseball and adult world tournaments, there has never been a youth girls' national event—until now. My goal is to give Arizona and Southwest athletes the opportunity to compete at a national level without the burden of traveling across the country or paying \$2,500–\$3,500 just to participate.</p> <p>We are making history with the City of Prescott to turn this vision into reality. Thank you for your support in helping us create a home for elite fastpitch right here in Arizona!</p>
Initials of Applicant	AN

Date of Application	Mar 27, 2025
Submission IP	70.190.161.79
Submission ID	6189323479714123806

Arizona Philharmonic Eighth Season

Submission Date	Apr 2, 2025
Signature of Applicant or Authorized Agent	
Printed Name & Title	Henry Flurry
Date of Application	Apr 2, 2025
Name of Event	Arizona Philharmonic Eighth Season
Event Organization Name	Arizona Philharmonic
Proposed Date of Event	May 3, 2026
501 c	83-4652802
Location of Event	(mostly at) Ruth Street Theater
Description of the Event (Please limit text to the space provided)	Arizona Philharmonic is offering a full season of five concerts beginning on 10/5/27 and ending on 5/3/26. In addition, we are planning a Bridgerton themed event at the Elks Theatre in the fall, and we are planning an August 2025 concert at the Highlands Center of Natural History.
Name	Henry Flurry
Address	
Phone Number	

Website (If no website, please type N/A)	AZPhil.org
Email Address	
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?	Apr 27, 2025
Mark the type of Event - select all that apply.	Family Friendly Art & Culture
Initials of Applicant	HSF
Date of Application	Apr 2, 2025
Tourism Grant Requested Amount (Maximum Amount \$5,000)	\$5000
Estimated Total Marketing Budget:	\$25,165
Will your organization be employing an event promoter or special event manager?	Yes
If yes, state the name of the individual or company and their contact information:	LuCorp Marketing
Explain in detail how you will use or benefit from the grant assistance for the marketing of your event:	LuCorp Marketing has experience planning, implementing, and maintaining destination marketing programs that uplift the events of nonprofits, like Arizona Philharmonic. LuCorp Marketing will create a destination marketing package that offers event posting and engagement, social media curation and delivery, and public relations expertise and management to Phoenix Valley areas (primarily northern areas such as Scottsdale, Paradise Valley, etc.). LuCorp Marketing has proven that their marketing packages increase audience engagement with nonprofits, like that of Chamber Music Sedona, which has seen an increase from 100 to over 300 patrons on average per concert—many of them from out-of-town areas. LuCorp Marketing has pricing

that exceeds the marketing budget of AZ Phil. Their destination marketing package is \$850 per month. A \$5,000 grant would provide AZ Phil with nearly 6 months of destination marketing coverage that would increase awareness and engagement across the Phoenix Valley, resulting in more out-of-town patrons traveling to Prescott for concerts and contributing to the local economy through lodging, dining, and retail activity.

How many years has your organization relied on this grant? 2

What % of the grant would be contributed to the total estimated marketing budget? 100%

Projected Total Attendance: 2260

Projected # of Vendors, Volunteers & Staff: 155

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

	% Per Region
% Local Zip Codes	85.5
% Regional	3.1
% Statewide	9.2
% National	2.2
% International	0

If international attendance is recorded, list countries represented:

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85281, 85379, 85284, 86001, 85204

Expected # of room nights event attendees will stay in Prescott: 508

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
Initials of Applicant	HSF
Date of Application	Apr 2, 2025
Placed Media (advertising): check the purchased media you plan to use:	Newspaper Digital Outdoor Advertising Print Social Media
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	N/A
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	N/A
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	Print for local papers, journals, articles, and ads take most of the marketing budget at approximately \$12500. AZ Phil places printed material in The Courier, 5senses, Prescott Woman, and Quad Cities. 50%
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Use of free social media accounts (Facebook and Instagram). Negligible %.
Other: (list specifics, amount spent and % of total marketing budget)	Banners are printed with upcoming concert and event information and are placed at 11 or more locations in Prescott four weeks prior to each event. Banners account for approximately \$3,618 across the season, representing about 14% of our marketing budget.
Total \$ Value of Placed Media:	\$16,118
Initials of Applicant	HSF
Date of Application	Apr 2, 2025

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

The Daily Courier covers all of our past concerts in its entertainment section. Prescott Woman also publishes stories about our events, including the hiring of our Executive Director in summer 2023. The Daily Courier = approximately \$5,000 in earned media, and Prescott Woman = approximately \$3,000. The Prescott Chamber of Commerce includes our upcoming events in their weekly newsletter a week prior to each concert—this is outside of our membership fee and valued at approximately \$500. Prescott Living Magazine has featured Arizona Philharmonic in seasonal issues (estimated at \$1,000). Quad City News occasionally publishes print and online coverage (estimated at \$1,000), 5enses Magazine frequently runs feature articles and concert previews (estimated at \$2,000), and Prescott eNews regularly republishes our press releases and announcements (estimated at \$1,000). Combined, these local outlets contribute an estimated \$13,500 in earned media and provide consistent, wide-reaching visibility in the Prescott area. We tend to have one or two radio interviews a year on various stations (estimated \$1000).

Regional: (list specifics, amount earned and estimated earned value)

(See Below)

State: (list specifics, amount earned and estimated earned value)

Signals AZ regularly includes our press releases in a mailing list that covers local geography but, we're told, has a significant percentage of readers based in the Phoenix area—estimated at \$1,000 in earned media. Additionally, Arizona Philharmonic is occasionally listed in Phoenix-area lifestyle and events magazines under “things to do in Prescott,” which we estimate at \$1,000 in regional earned media value. Combined, these state-level placements contribute approximately \$2,000 in earned media and support our destination marketing goals by encouraging travel to Prescott from audiences beyond the 90-mile radius.

National: (list specifics, amount earned and estimated earned value)

Just occasional alumni news or home town newspapers for folks connected with the orchestra. Estimated value \$500.

Total \$ Value of Placed Media:

\$16,118

Total estimate value of earned media:

\$17,000

Total monetary value of marketing efforts:

\$33,118

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)

We are applying for an Acker grant targeted at educational outreach with 3rd graders in PUSD. Funding from the Acker grant does not affect AZ Phil's concert operations nor generates ticket income.

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

Arizona Philharmonic's dedicated group of nearly 100 volunteers, Board members, and staff work together for rehearsals, concerts, and events. Volunteers assist with housing musicians, providing backstage hospitality, check-in, and catering during each concert cycle. For public events, volunteers distribute marketing materials and introduce AZ Phil to new audiences in an effort to grow our email subscription list. Arizona Philharmonic has a strong history of collaboration with local organizations. This past season, we co-produced a Messiah Sing-Along with Prescott Chorale, blending vocal and orchestral communities in a highly attended holiday event. We also launched a Concert Partner initiative with Mountain Artists Guild, pairing a concert with an art

show and reception featuring local visual artists. Throughout the season, we regularly feature a visual artist from the Guild in our marketing materials, highlighting their work as the face of that concert cycle.

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

Arizona Philharmonic works closely with Prescott Unified School District to create and implement meaningful outreach educational programs. During the 2024–2025 season, AZ Phil partnered with PUSD third grade music teachers on a recorder initiative that culminates in April 2025, with students performing a specially prepared piece alongside Arizona Philharmonic musicians in concert. This project fosters music literacy, ensemble experience, and student engagement with live orchestral performance. We plan to repeat and expand the initiative in the 2025–2026 season based on its success and strong collaboration with district educators.

In addition to educational programs, AZ Phil holds its performances at the Ruth Street Theater on the Prescott High School campus and works with theater staff to create hands-on learning opportunities for high school students to gain experience in stage management and event production. Arizona Philharmonic also has a history of partnerships with organizations such as The Launch Pad, Big Brothers Big Sisters, and Boys2Men, supporting broader community engagement beyond concert audiences. Most recently, Arizona Philharmonic has taken on a leadership role in the newly reactivated Hazeltine Theater, helping to restore arts programming to the former PCA Theater and shape its renewed presence as a hub for community cultural events.

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

Arizona Philharmonic is the only professional orchestra based in Prescott. Our mission is to embody artistic excellence and inspire the growth of symphonic music through diversity in genre, programming, collaboration, audiences, and musicians. We program to fill in the musical “holes” in the Prescott classical arts that are not served by any other orchestras or performing groups in our area. We strive to provide the community with an opportunity to enjoy unique, professional, high-quality musical experiences that they can find nowhere else. Our programming includes all stylistic periods of music from the 1600s to the present, with special attention given to highlighting historically underrepresented composers throughout each season.

For the 2025–2026 season, which honors American composers in recognition of the United States Semiquincentennial, Arizona Philharmonic will present a series of concerts that explore the depth and variety of America’s musical heritage. This includes works by early American composers, 20th-century innovators, and living composers representing a range of American experiences. Through performances, pre-concert lectures, and community partnerships, we aim to offer Prescott audiences an enriched understanding of America’s artistic landscape—its complexity, its voices, and its evolving traditions.

Initials of Applicant

HSF

Date of Application

Apr 2, 2025

Submission IP


159.118.129.50

Submission ID

6193948410592968161

Art in the Pines, 6th Annual Prescott Plein Air Festival

Submission Date Apr 3, 2025

Signature of Applicant or Authorized Agent 

Printed Name & Title Eric Stoff, Grant & Proposal Writer, on behalf of Yavapai College Foundation Chief Development Officer
Nicole Kennedy

Date of Application Apr 3, 2025

Name of Event Art in the Pines, 6th Annual Prescott Plein Air Festival

Event Organization Name Yavapai College

Proposed Date of Event Aug 27, 2025

501 c 23-7232985

Location of Event The festival will take place at the following community-wide Plein Air Painting and demonstration sites: Jim and Linda Lee Performing Arts Center, Sharlot Hall Museum, Yavapai College Prescott Art Gallery, Yavapai College Patty McMullen Milkes Art Gallery

Description of the Event (Please limit text to the space provided) The 6th Annual Prescott Plein Air Festival is a four-day outdoor painting event where artists create original works on location throughout Prescott. Presented by the Yavapai College Art Gallery in partnership with the Yavapai College Foundation, City of Prescott, and Sharlot Hall Museum, the festival invites the public to observe artists painting in real time at scenic sites including Watson Lake, the Courthouse Plaza, and area parks.

“Plein air” is a French term meaning “in the open air,” describing artwork created outdoors using natural light and surroundings. Activities begin in May with public workshops and artist demonstrations, leading up to the main event August 28–31, 2025. A public reception and art sale will be held August 31 at the Yavapai College Art Gallery and Performing Arts Center. Proceeds support student scholarships. The festival draws regional and national talent, promoting Prescott as a destination for arts, culture, and creative tourism.

Name	Timothy Hull
Address	
Phone Number	
Website (If no website, please type N/A)	https://ycvisualarts.com/artinthepines2023-1
Email Address	
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?	Oct 3, 2024
Mark the type of Event - select all that apply.	Demonstration Family Friendly Art & Culture Educational
Initials of Applicant	ES
Date of Application	Apr 3, 2025
Tourism Grant Requested Amount (Maximum Amount \$5,000)	\$5,000
Estimated Total Marketing Budget:	\$13,000
Will your organization be employing an event promoter or special event manager?	Yes
If yes, state the name of the individual or company and their contact information:	Lu Corp - Cindy Woudenberg
Explain in detail how you will use or benefit from the grant assistance for the marketing of	PAAHC funding is critical for event exposure and the growth of the program. With this funding, we can gain baseline data for marketing and evaluation and gain an understanding of our return on investment. The grant

your event: assistance will also allow us to reach out to plein air artists throughout the country, growing the festival and attracting out-of-state attendees who will need accommodation, and will support the local economy.

How many years has your organization relied on this grant? 6

What % of the grant would be contributed to the total estimated marketing budget? 100%

Projected Total Attendance: 3000

Projected # of Vendors, Volunteers & Staff: 200

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

	% Per Region
% Local Zip Codes	25
% Regional	5
% Statewide	40
% National	30
% International	0

If international attendance is recorded, list countries represented:

International attendance is not recorded

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85712
85085
85018
85008
85044

Expected # of room nights event attendees will stay in Prescott: 1200

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

Initials of Applicant

ES

Date of Application

Apr 3, 2025

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

Newspaper Digital Outdoor Advertising Print Social Media

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

N/A

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

N/A

Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)

Plein Air Magazine (half-page ad): \$1,300(17 %)
Prescott Daily Courier ad (half page ad): \$756 (10%)
Senses magazine ads (half page ads): \$500 (7%)
Sedona Monthly magazine ads: \$600 (8%)
Postcards for direct mail: \$400 (5%)
Rack & Hotel cards (3,500 cards): \$600 (8%)
Lu Corp for mass press release distribution \$550 (7%)
Total: \$4,706 (63%)

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

Ads on Facebook and Instagram: \$1,000 (13%)
SignalsAZ web ads: \$1,000 (13%)
Total: \$2,000 (27%)

Other: (list specifics, amount spent and % of total marketing budget)

Call-to-Artist websites: \$350 (5%)
Outdoor advertising: Banner hung outside the YC Performing Arts Center: \$400 (5%)
Total this section \$750 (10%)

Total \$ Value of Placed Media:

\$7,456

Initials of Applicant	ES
Date of Application	Apr 3, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Talk of the Town: \$1,250 Channel 10: \$2,000 Prescott Woman Magazine (story and 1/3 page ad): \$1,500 Prescott NOW (ads): \$1,500 Prescott Courier (press release week of event): \$1,250 Artists, various types of publicity: \$1,000 Total: \$8,500
Regional: (list specifics, amount earned and estimated earned value)	Yavapai College website: \$1,000 Yavapai College campus video screens (billboard advertising): \$1,250 Total: \$2,250
State: (list specifics, amount earned and estimated earned value)	State Chambers: \$500
National: (list specifics, amount earned and estimated earned value)	N/A
Total \$ Value of Placed Media:	\$7,456
Total estimate value of earned media:	\$11,250
Total monetary value of marketing efforts:	\$18,706
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)	None, thank you.
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	More than 200 volunteers will support the festival by promoting the event, surveying attendees, assisting with planning, and delivering educational activities. Volunteer engagement is critical to successful planning and implementation. The 14-member event committee includes five Yavapai College staff members and additional volunteers. The Prescott Art Docents, Arizona Plein Air Painters, and Prescott Studio Art Tour will promote the event to their networks. Participating artists will also promote the festival through their own platforms and audiences.

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

YC, YCF, and the City of Prescott will present the 6th Annual Prescott Plein Air Art Festival. The YC Art Gallery will lead planning, implementation, and evaluation, in collaboration with several community partners.

Painting and demonstration sites will include city parks, the downtown Courthouse Plaza, Sharlot Hall Museum, and other scenic public areas. A post-festival exhibition and sale of completed works will be held at the YC Prescott Art Gallery from September 1–26. The festival’s Best of Show winner will receive a \$1,000 award and a monthlong solo exhibition at the YC Patty McMullen-Milkes Gallery in Clarkdale.

The YC Art Gallery will also open before and during intermissions at Performing Arts Center events. Additional collaborators include Rox Media, Signals AZ, Prescott Public Radio, and others. Pre-festival workshops for artists will be offered at YC’s Prescott and Sedona campuses.

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

Art in the Pines: The 6th Annual Prescott Plein Air Art Festival offers the public a range of opportunities to experience art in nature and nature in art. The festival’s registered name, “Art in the Pines: The 6th Annual Prescott Plein Air Art Festival,” helps introduce the community to the concept of plein air painting—a French term meaning “in the open air,” where artists incorporate natural light, color, and movement into their work.

Activities begin in May and continue through the end of the festival, including hands-on workshops with professional artists, educational demonstrations at Yavapai College for youth, and the four-day public event. These programs support local artist development and position Prescott as a destination for plein air art and cultural tourism.

Initials of Applicant

ES

Date of Application

Apr 3, 2025

Submission IP


107.182.73.17

Submission ID

6194907597138921922

Chalk it Up! Prescott

Submission Date Apr 3, 2025

Signature of Applicant or Authorized Agent 

Printed Name & Title Catherine Robbins

Date of Application Apr 3, 2025

Name of Event Chalk it Up! Prescott

Event Organization Name The Launch Pad Teen Center

Proposed Date of Event Apr 18, 2026

501 c 46-5601468

Location of Event 201 N Montezuma Street, Prescott, AZ 86301 (Parking Lot)

Description of the Event (Please limit text to the space provided) Chalk It Up! Prescott is a FREE, family-friendly, community-centered event intended to cultivate and support creativity in people of all ages and abilities! Participants fire up their imagination and grab a box of chalk – the chalk is free! Artists, both novice and professional, create a temporary museum of pavement chalk art on Saturday, April 18 from 10:00 a.m. to 4:00 p.m. and Sunday, April 19, 2026 from 8:00 a.m. to 1:00 p.m. at 201 N. Montezuma Street – in the City of Prescott's parking lot.

The event includes live entertainment, music and professional artists who who come from areas in Arizona, as well as outside of Arizona.

Name Catherine Robbins

Address

Phone Number

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

<https://thelaunchpadteencenter.org/>

Email Address

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?

May 4, 2025

Mark the type of Event - select all that apply.

Fundraiser Family Friendly Festival/Party Art & Culture

Initials of Applicant

CBR

Date of Application

Apr 3, 2025

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

5000.00

Estimated Total Marketing Budget:

6150.00

Will your organization be employing an event promoter or special event manager?

No

If yes, state the name of the individual or company and their contact information:

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

We took this event over in 2023 and have begun to do paid marketing for Chalk it Up! Prescott, using only the 2025 Tourism Marketing Grant we received. Via our social media platforms, we are targeting in locations Las Vegas, Nevada, Southern California, Maricopa, Coconino and Pima Counties. With the requested funding we would hire Sparklight to help us with digital marketing targeting locations in Arizona including areas of Maricopa, Coconino and Pima Counties.

Currently 7.3% of our Facebook followers reside further than 90 miles from Prescott, and 1.65% are outside of

the United States; while 6.9% of our Instagram followers reside further than 90 miles from Prescott and 4.3% are outside of the United States.

How many years has your organization relied on this grant? 1

What % of the grant would be contributed to the total estimated marketing budget? 75%

Projected Total Attendance: 2,000

Projected # of Vendors, Volunteers & Staff: 102

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

	% Per Region
% Local Zip Codes	91
% Regional	3
% Statewide	5
% National	1
% International	0

If international attendance is recorded, list countries represented:

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85008
85138
85234
85260
85706

Expected # of room nights event attendees will stay in Prescott: 95

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
Initials of Applicant	CBR
Date of Application	Apr 3, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Outdoor Advertising Social Media Online Calendars
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	We will reach out to Great Circle Media to secure a gift-in-kind donation of radio ads for Chalk it Up! Prescott on their radio stations. We will request radio ads on The Mountain 93.9 and Magic 99.1 or Arizona Hope. If we are able to secure gift in-kind advertising, which we have done in the past for our Christmas City Santa Run, we anticipate that the amount of the donation will be \$1,000.00. This amount would be the equivalent of 16.5% of our anticipated marketing Budget.
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	We will contract with Sparklight Advertising to promote our event with 100 commercials on Fox News, CNN, ESPN, Freeform from 6am-Midnight & 6pm to Midnight. the estimated value of the airtime will be \$1,000.00. Which is the equivalent of 16.5% of our overall marketing budget.
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	We will market in Daily Courier for the month leading up to our event, using their new front page sticker which can be removed from the news paper and kept for reference. The estimated cost of this is \$900.00 and comprises approximately 15% of the proposed marketing budget.
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Our plan is to use social media marketing over a four month period to help us build momentum for the event. In addition we will hire Sparklight Advertising to promote the event through banner impressions using Geo Target of areas of Coconino, Maricopa, and Pima Counties. Targeting will be based on household level precision using past participants target addresses to digitally target physical addresses using GPS data to serve ads with unmatched precision. In addition we Sparklight Advertising will create a 30 second video of of the event for use in future campaigns, that will be shared with us for future use on our social media platforms. We anticipate the total of the of these efforts to cost \$2,600.00. Which is 42% of the total budget.
Other: (list specifics, amount spent and % of total marketing budget)	During the two to three weeks leading up to the event we place seven (7) banners throughout the City of Prescott at locations on Willow Creek Rd, The Boulders, The Depot Market Place, Costco Wholesale, and at the Corner of Prescott Lakes Parkway and Willow Lake Rd. The cost of printing the banners is approximately \$650.00, which is 10% of our proposed budget.

Total \$ Value of Placed Media: 6150.00

Initials of Applicant CBR

Date of Application Apr 1, 2025

Local: (list specific medias, outlets, publications, amount earned and estimated earned value) We have had articles about Chalk it Up! Prescott published in The Daily Courier and Prescott Living Magazine about our event in 2024.The estimated value of these two articles was \$1,000.00

Regional: (list specifics, amount earned and estimated earned value)

State: (list specifics, amount earned and estimated earned value)

National: (list specifics, amount earned and estimated earned value)

Total \$ Value of Placed Media: 6150.00

Total estimate value of earned media: 1,000

Total monetary value of marketing efforts: 7,150.00

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)

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

In 2024 we had 95 volunteers registered to help out with and/or perform at the event. In addition one of the 9 featured/guest artists participated without compensation. Last year we worked with Before I Die Chalkboard AZ which is sponsored by Good Samaritan Marley House Hospice, and a local part of the Global Before I Die Art Project (<https://beforeidieproject.com/>)! Before I Die Chalkboard AZ will have a displayed at our event in Prescott, as well as a small scale event we did in partnership with Fain Signature Group in Prescott Valley. We are hoping that Before I Die Chalkboard AZ will display at our 2025 event in May. Free Arts for Abused Children of Arizona was also present at Chalk It Up! Prescott on Sunday, April 21 from 10:00am to 4:00pm with some fun, engaging, resilience-building arts projects. In 2023 and again this year, the Miss Yavapai County Scholarship Organization will Volunteer at the event.

Our planning committee is staffed by volunteers. We had 12 entertainment acts booked to perform at the event in 2024, and all did so as volunteers.

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

- Art teachers at Prescott High School, Chino Valley High School, Skyview School and Northpoint Expeditionary School receive festival information in order to encourage student participation and recruitment of local Youth Featured Artists.
- Local National Honor Societies and Prescott High School Student Council members donate service hours to assist during the two day event.
- Yavapai College art instructors are asked to encourage student participation in the event, and one participates as a guest artist.
- Yavapai County Big Brothers Big Sisters, and local Boy Scout/Girl Scout Troops have participated in the past and are always encouraged to attend.
- Miss Yavapai County Scholarship Organization participants volunteer at the event.
- Foothills Bank employees volunteer at the event each year.
- Pinnacle Bank employees plan to volunteer at the event this year.
- In addition to sending employee volunteers, a number of local businesses sponsor or donate to our event each year, this includes: Hassayampa Inn, Hotel St. Michael, SpringHills Suites by Marriott, 'Tis Art Center and Gallery, Van Gogh's Ear, Massage Envy, Findlay Subaru, Slater & Rutherford CPA's, Purple Clover, Milgard Windows and Doors/Miter Foundation, Yavapai Title, and Renewal by Anderson. The Arizona Commission on the Arts awarded us Festival Grants in the amount of \$5,000.00 in 2024 and 2025.

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

Chalk It Up! Prescott's inaugural event was held in 2009 and exceeded expectations with 544 drawings and an overall estimated attendance of 1,500. The event has achieved prominence among the chalk art community by drawing local, state Phoenix-area, and regional out-of-state featured/guest artists. For our upcoming 2025 Chalk It Up! Prescott event we had 26 Featured and Guest artist application submissions. Thirteen of the 2025 artist applicants were from outside of Arizona, and five were from areas of Arizona 90 or miles from Prescott. Of the twelve confirmed artists for 2025 two are coming from outside of Arizona (California & Utah), and four are coming areas of Arizona which are more than 90 miles away (Chandler, Tempe, and Vail).

Our committee members continue to seek out chalk art events, organizers, and artists from across the country in order to improve our this well recognized local event.

This event not only draws chalk artists from far and wide, we have not had any difficulty recruiting live entertainment for this event. Chalk it Up! Prescott further positions Prescott as a hub of entertainment and art.

Initials of Applicant

CBR

Date of Application

Apr 3, 2025

Submission IP


174.126.134.211

Submission ID

6195556771126434896

Festival of Trees Prescott

Submission Date Mar 21, 2025

Signature of Applicant or Authorized Agent 

Printed Name & Title Alysia McCabe

Date of Application Mar 20, 2025

Name of Event Festival of Trees Prescott

Event Organization Name Festival of Trees Prescott

Proposed Date of Event Nov 19, 2025

501 c 901447873

Location of Event Sam Hill Warehouse, 232 N Granite Street , Prescott

Description of the Event (Please limit text to the space provided) Festival of Trees Prescott is a local nonprofit organization that puts on an annual community event where the proceeds benefit a different local non profit each year. For this annual event, local businesses decorate Christmas trees and wreaths that are then sold to the public and placed in their homes or businesses for the holiday season. This four-day event (Nov 19 - 22, 2025) allows for attendees to learn more about the chosen non profit, purchase the trees and wreaths, vote on their favorites, enjoy live entertainment, crafts, raffles, and more. 100% of the net proceeds from this event this year, will go to this year's chosen local non profit organization, Coalition for Compassion & Justice, whose mission is to end homelessness.

Name Tahna Falk

Address

Phone Number

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

www.FestivalofTrees-Prescott.com

Email Address

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?

Nov 20, 2024

Mark the type of Event - select all that apply.

Traditional Event Fundraiser Family Friendly Festival/Party Art & Culture

Initials of Applicant

Am

Date of Application

Mar 20, 2025

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

\$5,000

Estimated Total Marketing Budget:

\$14,370 Before Grant

Will your organization be employing an event promoter or special event manager?

Yes

If yes, state the name of the individual or company and their contact information:

StarStruck Event Planning
Tahna Falk

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

The grant would allow us to expand our marketing reach into the rest of the State of Arizona. We would like to specifically expand our social media reach, radio advertising and print marketing into the Maricopa County area. Our marketing efforts focus on providing people information about this annual holiday event happening in Arizona's Christmas City, Prescott, and the ultimate goal of

raising as much funds as possible for the nonprofit organization we are supporting. Not only do we want people to attend the event, but it is important to sell all of the trees and wreaths and a huge part of our marketing efforts are to educate the public on this component of the event. This grant would allow us the ability to reach other areas of Arizona and inform the public of this fun annual holiday event happening in Prescott as well as the proceeds are helping support the community and those in need.

How many years has your organization relied on this grant? 1

What % of the grant would be contributed to the total estimated marketing budget? 0% since this would be adding an additional amount to the budget

Projected Total Attendance: 3,500

Projected # of Vendors, Volunteers & Staff: 130

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

	% Per Region
% Local Zip Codes	92
% Regional	1
% Statewide	5
% National	2
% International	0

If international attendance is recorded, list countries represented: n/a

List the top five zip codes you expect attendance from outside of 90 miles of Prescott:	85022 85023 85012 85042 85055
Expected # of room nights event attendees will stay in Prescott:	453
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
Initials of Applicant	AM
Date of Application	Mar 20, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Newspaper Digital Print Social Media
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	Local: Yavapai Broadcasting, Great Circle Media, KNAU, KYCA, AZ Hometown Radio. \$2,500 is currently budgeted for radio advertising within Yavapai County. If we are awarded any grant money, we would like to advertise with several radio stations in the Phoenix area. We have researched the 99.9 KEZ is the Christmas channel during the holidays and has larger % of our demographic. If we are awarded the \$5,000 we are asking for, we would likely put about \$3,000 of that toward additional radio marketing outside the area.
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	N/A
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	Prescott Woman Magazine - \$1,200 paid + \$600 in trade value for sponsorship Rox Media - Luxury Living Magazine & Prescott NOW - \$1,000 paid + \$2,500 in trade value for sponsorship Daily Courier - \$700 20% of our current total marketing budget is being spent on newspaper/ magazine marketing. If awarded the grant, we would like to look into bus shelter advertising in the Phx area and use \$1,000 towards this.

Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Prescott Times - \$1,000 paid + \$1,000 trade for sponsorship Social Media - \$4,000 35% of the current total marketing budget is being used toward digital and social media marketing. If we are awarded the grant, we would increase our social media budget to further our reach outside by \$1,000.
Other: (list specifics, amount spent and % of total marketing budget)	We also place about 20 street-level banners around the quad cities area, which is around \$2,800. Our vertical street light banners line the Findlay Subaru Prescott parking lot along Willow Creek Rd, this cost can flux based on circumstances and can cost \$600. about 24% of total marketing budget
Total \$ Value of Placed Media:	14,370 before the grant
Initials of Applicant	AM
Date of Application	Mar 20, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Rox Media has written various articles about Festival of Trees Prescott in the past outside of any contractual agreements as well as sharing our social media posts - \$1,500 Prescott Times has plugged our event on its various podcasts in the past - \$500 SignalsAZ has placed our event on their event calendar in the past - \$500 Radio - Findlay Hyundai included our event in their radio ads - \$3,000 Prescott Days - created reels and articles on the event - \$500 Prescott City Guide - created reels and a giveaway - \$1,000 Prescott Mountain Neighbor, has written an article on our company with the motioning of this event and how to get involved - \$800
Regional: (list specifics, amount earned and estimated earned value)	n/a
State: (list specifics, amount earned and estimated earned value)	n/a
National: (list specifics, amount earned and estimated earned value)	n/a
Total \$ Value of Placed Media:	14,370 before the grant amount
Total estimate value of earned media:	7,800

Total monetary value of marketing efforts: 22,170

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)

Festival of Trees Prescott is a non profit organization putting on an annual event that raises money for other local non profits. It is quickly becoming a local favorite tradition and we have seen a steady increase in participation, attendance and awareness of the event over these last few years.

With a grant from the City, we will be better able to help introduce this event to people outside of our community and into other cities and counties and create a holiday experience that people will continue to come back for. It is no secret that Prescott draws a large crowd from other parts of the State as Arizona's Christmas City. We want to provide a holiday experience that they will remember, enjoy and return for years to come.

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

This event allows for many different levels of participation from businesses, other nonprofit organizations, and individuals in the community:

- 1) Each year we choose a different local nonprofit to benefit from 100% of the net proceeds. We do this to be able to help our local hero's who are striving to make our community better. We also want to help bring awareness to that non profit and their mission on how they serve our community.
- 2) We have a variety of packages to chose from with different price points and levels of participation that allows for any business or individual to participate. They can decorate a tree or wreath, sponsor a table, and/or provide items for raffling off. We want everyone to feel that they can be apart of this special event in one way or another. This event can only succeed when we have support from the community.
- 3) This event takes up 8 days onsite from start to finish, which requires a need for a lot of volunteer hours. Volunteers help with setting up for the event, helping during the event with ticketing/ registration, restocking of craft table, raffles, merchandise, information and teardown after the event. We have a large handful of volunteers who have come to love this event and each year return to bring the magic of the festival to life.
- 4) We have many local entertainment type organizations in the community who perform during the event from professional dance studios, to choirs, to face painters and balloon twisters. Most volunteer their time and talents and they do it because they believe in our cause and how we want to bring joy to the attendees but overall support the chosen non profit. Our face painter is so kind to participate each year with no charge to us or the attendees. She places out a tip jar at her station and each year donates any tips made to the non profit proceeds.

We are proud to say that we have a lot of returning businesses, volunteers and entertainers each year. Some of the businesses that return each year to sponsor or participate in this event are: Findlay Subaru Prescott, Wilson Aesthetics & Wellness, Findlay Hyundai Prescott, Raskin's Jewelers, El Gato Azul, The Door & Window Store, Staples, Prescott Family Chiropractic and so many more.

Some of the organizations that choose to continue to volunteer for the event each year are: Prescott Area Shelter Services, Yavapai CASA for Kids and Embry Riddle University.

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

Every year, we choose a different local non profit to benefit from 100% of the net proceeds from this event. We work closely with those organizations on marketing, logistics, volunteer needs, presentation for the event and such each year. In the past 4 years of this event we have been able to raise about \$75,000 for some of our local non profits. We supported Prescott Area Shelter Services the first 2 years, Yavapai CASA for Kids, Heritage Park Zoo this past year. This year we have chosen Coalition for Compassion & Justice as the 2025 beneficiary. In addition to raising money for these organizations, we have also been able to raise more awareness about them in the community. Many of our attendees who were able to learn about them through the Festival have been touched by the chosen beneficiary and now volunteer directly with those organization.

There is also a lot of coordination that goes into business participation and decorating of the trees. We have fine tuned our systems and communication tools for this. In total at the event we are coordinating with 29 sponsorships and 46 participation spots that the Festival offers.

There is a lot of additional coordination that goes into communicating with our vendors for the event including the venue, our sound/audio/visual production company, our photographer, our tree delivery drivers, our volunteers and entertainers. Each vendor is given their timeslots and all necessary information in order for them to complete or perform their duties during the festival.

For some of our wreath spots we offer free registration to other non profits who are on a budget and want to participate but may not have the funds to register. We want to create a community feeling where everyone is welcome. Every participant who decorates a tree or wreath has their business /organization name displayed on a sign next to their creation.

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

Our event kicks off the holiday season in Arizona's Christmas City, Prescott! This event is festive, fun, family friendly and brings the community together for a common and important cause during the holiday season. The event is held at the same location each year (the historic Sam Hill Warehouse) and falls the week before Thanksgiving. This is important because we are creating a consistency amongst the community of when and where they can expect this event. We know that most people decorate their Christmas Trees the week after Thanksgiving. Because we time this the week before, it allows people to kick off their holiday spirit and gives them the option to purchase a fully decorated tree or wreath and have it delivered right to their door. (skip the decorating, your tree is done!)

Artistically, this event is absolutely stunning from the beautifully decorated forest of Christmas trees and wreaths to the well designed Santa and Selfie stations and the talented entertainers that perform during the event. Many of our returning sponsors/participants plan their tree designs months in advance and search and source ornaments that are unique and one of a kind.

Initials of Applicant

Am

Date of Application

Mar 20, 2025

Submission IP

72.24.245.197

Submission ID

6183982497919528017

NYE Whiskey Row Boot Drop

Submission Date

Apr 3, 2025

Signature of Applicant or Authorized Agent



Printed Name & Title

Matt Brassard- Organizer

Date of Application

Apr 3, 2025

Name of Event

NYE Whiskey Row Boot Drop

Event Organization Name

Prescott Chamber Foundation

Proposed Date of Event

Dec 31, 2025

501 c

204235039

Location of Event

Whiskey Row (Gurley to Goodwin)

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

This will be the 15th Annual NYE Boot Drop where a 6-foot illuminated cowboy boot will drop down the flagpole of the historic Palace Building at both 10pm and midnight with fireworks from the parking garage at both drops. This is a festival style block party with food and beverage vendors, live and recorded music, street dancing and carnival games and rides. This is a family friendly, free event for locals and tourists to celebrate and ring in the New Year.

Name

Matt Brassard

Address

Phone Number

Website (If no website, please type N/A)	www.bootdrop.com			
Email Address				
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?	Dec 31, 2024			
Mark the type of Event - select all that apply.	Traditional Event	Food & Beverage	Family Friendly	Festival/Party
Initials of Applicant	MLB			
Date of Application	Apr 3, 2025			
Tourism Grant Requested Amount (Maximum Amount \$5,000)	\$5000.00			
Estimated Total Marketing Budget:	\$14,000.00			
Will your organization be employing an event promoter or special event manager?	Yes			
If yes, state the name of the individual or company and their contact information:	M&M Entertainment & Productions organizes the event free of charge			
Explain in detail how you will use or benefit from the grant assistance for the marketing of your event:	Although we are partnered with Arizona's Christmas City to have a cohesive approach to marketing, this grant has allowed us to focus on the demographic specific to the Boot Drop outside of 90 miles, especially through our Phoenix New Times campaign, which has proven to give us our biggest boost in out-of-town attendance.			
How many years has your organization relied on this grant?	13			

What % of the grant would be contributed to the total estimated marketing budget? 100%

Projected Total Attendance: 18,000 +

Projected # of Vendors, Volunteers & Staff: 75

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

	% Per Region
% Local Zip Codes	50
% Regional	20
% Statewide	25
% National	4
% International	1

If international attendance is recorded, list countries represented: Canada, Mexico

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85257, 85383, 85044, 85142, 85345

Expected # of room nights event attendees will stay in Prescott: 1500+

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

Initials of Applicant	MLB
Date of Application	Apr 3, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Television Newspaper Digital Outdoor Advertising Print Social Media
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	Great Circle Radio (Kaff, 93.9, Shine) Kyca and Magic 99.1, AZ Hometown radio Group (Jack FM, KQNA) \$3400 24%
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	Sparklight, AZTv \$1000 7%
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	Phoenix New Times, Daily Courier, Prescott Living, Prescott Now, Prescott Women's Magazine \$5200 37%
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Phoenix New Times, Signals AZ, Geo targeted social media ads \$2900 21%
Other: (list specifics, amount spent and % of total marketing budget)	12 Banners throughout Tri City area, 100 distributed posters \$1500 11%
Total \$ Value of Placed Media:	\$14,000.00

Initials of Applicant	MLB
Date of Application	Apr 3, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Quad City Business News and other local publications. \$1500
Regional: (list specifics, amount earned and estimated earned value)	Daily Courier and affiliates papers, front page article and coverage. \$8000

State: (list specifics, amount earned and estimated earned value)	ABC 15, FOX 10, AZTV, Arizona Republic, AZ Star	
	News coverage, features and NYE Listings of NYE Events.	\$30,000
National: (list specifics, amount earned and estimated earned value)	The 24/25 CNN NYE Live programming had a viewership of nearly 16 million worldwide and the Boot Drop was featured for a total of 8 minutes. We anticipate an uptick in national attendance from this coverage for this year's drop.	
	Priceless!	(\$500,000)
Total \$ Value of Placed Media:	\$14,000.00	
Total estimate value of earned media:	\$539,500.00	
Total monetary value of marketing efforts:	\$553,500.00	
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)	As one of the 5 signature events of Arizona's Christmas City, we do benefit from the city sponsorship of Arizona's Christmas City in both monetary and street closure form. However, this grant allows us to have a robust marketing plan for outside 90+ miles, above and beyond the Christmas City marketing.	
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	Planning and day of event is all volunteer based and we have utilized a number of organizations over the years for various needs, including Boys & Girls Club, Yavapai Big Brothers Big Sisters and Primavera school. The Arizona Rangers provide security throughout the event.	
Explain coordination with local community organizations (be as specific as possible):	We work very closely with the Prescott Chamber Foundation and the Arizona Christmas City Organization, which is all volunteer based, to implement this event. We have created strong partnerships with local businesses who continue to support the Christmas City events. Our partnership with AZ Christmas City has given us the opportunity to give these businesses greater exposure for a longer period of time and in turn a greater benefit to their business.	
Describe how you expect this event will provide a cultural, historical or artistic benefit to the community:	Prescott is proud of its western heritage, and this is embraced and showcased by the dropping of a cowboy boot on NYE for the past 14 years. This has now become tradition here and we can only hope to be continuing this tradition in 117 years, just as the New York City ball drop has.	
Initials of Applicant	MLB	
Date of Application	Apr 3, 2025	

Submission IP


174.126.186.127

Submission ID

6195384577216202764

Prescott Area Artist Studio Tour

Submission Date Apr 3, 2025

Signature of Applicant or Authorized Agent 

Printed Name & Title Cynthia Shaffer

Date of Application Apr 3, 2025

Name of Event Prescott Area Artist Studio Tour

Event Organization Name Prescott Area Artist Studio Tour

Proposed Date of Event Oct 3, 2025

501 c DLN # 260534

Location of Event Quad Cities: Prescott, Prescott Valley, Chino Valley & Paulden

Description of the Event (Please limit text to the space provided) The 18th annual Prescott Area Artist Studio Tour is a three-day, free, family-oriented, self-guided tour of local artists' private studios and local Art Centers held the first weekend in October, October 3, 4 & 5. Art Centers are organizations that encourage arts practice and provide the facilities for ongoing art education. Most artists, either at private studios or in Art Centers, will be demonstrating their craft – a fabulous way for the public to learn about how the work is created, the materials and techniques used and the time it takes. It also provides visitors with the opportunity to buy art directly from the artists. The Tour is an avenue to foster appreciation of the arts, encourage art education by donating funds to art programs for local children, to draw visitors from the region and beyond, and to establish the Prescott Area as a premier art destination in Northern Arizona.

Name Cindi Shaffer

Address

Phone Number

Website (If no website, please type N/A) <https://www.prescottstudiotour.com/>

Email Address

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? Oct 4, 2024

Mark the type of Event - select all that apply. Demonstration Art & Culture Educational

Initials of Applicant CS

Date of Application Apr 3, 2025

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

Estimated Total Marketing Budget: \$31,000 – \$34,000

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

If yes, state the name of the individual or company and their contact information:

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

The majority of the Studio Tour budget is used to market the event, and while we actively seek advertisers in our printed guide and solicit donations to raise funds, Tourism Grant assistance has been instrumental in expanding our marketing reach. Funding from the Tourism Grant allows us to increase targeted promotions to key metropolitan areas such as Phoenix and Tucson, and to neighboring states such as New Mexico, Nevada, and Southern California attracting a broader audience of art enthusiasts and cultural tourists. These efforts

consistently increase the number of travelers from more than 90 miles away from Prescott who come for the Tour and who also enjoy local restaurants, shops and hotels. Currently, approximately 45% of our marketing is focused on regional, statewide and national media. With the 2025/2026 Tourism Grant funds we plan to increase that to over 50%, further enhancing the Studio Tour’s visibility in and impact on strategic markets outside the Prescott area.

How many years has your organization relied on this grant? 7 years

What % of the grant would be contributed to the total estimated marketing budget? 100%

Projected Total Attendance: 13,000 – 15,000

Projected # of Vendors, Volunteers & Staff: 254

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

	% Per Region
% Local Zip Codes	75
% Regional	3
% Statewide	21
% National	1
% International	0

If international attendance is recorded, list countries represented: N/A

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85254, 85255, 85258, 85351, 85375

Expected # of room nights event attendees will stay in Prescott: 3,045 – 3,505

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*	No
If the event is recurring, have the event numbers and sales:	Increased
Initials of Applicant	CS
Date of Application	Apr 3, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Newspaper Digital Outdoor Advertising Print Social Media
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	\$1,500 – 5% of marketing budget KNAU day sponsor KAHM – 30-second ads during the 3 weeks leading to the Tour KKLD (Yavapai Broadcasting) – 30-second ads during the 3 weeks leading to the Tour
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	N/A
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	\$22,917- 71% of marketing budget Ads in Across the Street Prescott Courier, Prescott NOW, Kudos Verde Valley News, 5enses, Sedona Monthly, Phoenix Home & Garden, Phoenix Magazine, Phoenix New Times. 10,000 copies of 40-page, full color booklet distributed throughout Arizona, including mailing to 5,500 Services of LuCorp sending press releases & calendar insertions
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	\$5,452 – 17% of marketing budget Tour Website Email service for year-round emails Services of SlackerWriter for year-round posts on Facebook and Instagram
Other: (list specifics, amount spent and % of total marketing budget)	Outdoor Advertising - \$2,550 – 8% of marketing budget Yellow directional signs pointing to all the locations in the Studio Tour
Total \$ Value of Placed Media:	\$31,869

Initials of Applicant	CS
Date of Application	Apr 3, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	<p>\$11,665 – 61% of total earned media Radio Interview: KQNA Talk of the Town Articles: 5enses, Prescott Courier, Prescott Enews, Prescott NOW, Prescott Women, Prescott Times, Signals AZ Press releases sent 3 times to: 5enses, The Prescott Times, The Daily Courier, Prescott Woman Magazine, Prescott NOW Magazine, Lonesome Valley Newspaper, visit-prescott.com, Prescott Enews, Quad Cities Business News, ExperiencePrescott.com, My Radio Place.com, Prescott Valley Chamber, visit-prescott.com, prescottlocalevents.com, signalsAZ.com</p>
Regional: (list specifics, amount earned and estimated earned value)	<p>\$3,958 – 21% of total earned media Articles: Sedona.Biz, Sedona Monthly, City Sun Times, yourvalley.net Press releases sent 3 times to: Sedona Monthly, Sedona.biz, patch.com, nextdoor.com, phoenixonthecheap.com, phoenixlocalevents.com, visitphoenix.com, onstageaz.com, verdevalleyevents.com, fhtimes.com, citysuntimes.com, yourvalley.net, So Scottsdale Magaxine, Valley Vibe News, YourValley.net (multiple publications), North Tatum Times, Paradise Valley View, Scottsdale North News, The Upper Westsider, East Valley Tribune, Gilbert Sun News, North Valley Magazine, Scottsdale Airpark News, West Valley View, The Glendale Star, Peoria Times, AARP.org/sedona</p>
State: (list specifics, amount earned and estimated earned value)	<p>\$2,920 – 15% of total earned media Articles: Phoenix Magazine Press releases sent 3 times to: Arcadia News, Arizona foothills Magazine, Phoenix Magazine, Phoenix Home & Garden Magazine, AZ Big Merdia, CitySun Times, Frontdoors Media, Arizona Highways Magazine, AZ Parenting, Images AZ, Arizona Republic/AZ Central, Epic Kids, 5085 Magazine, 85086 Magazine, Ahwatukee Foothills News, College Times Magazine, The Entertainer! Magazine, Lovin' Life after 50, Nearby News, SanTan Sun News, KAFF News, Flagstaff Business News, Tucson Weekly, Arizona Daily</p>
National: (list specifics, amount earned and estimated earned value)	<p>\$525 – 3% of total earned media Press releases sent 3 times to: True West Magazine, AllTrips.com, wanderwithwonder.com, wegoplaces.com, yelp.com</p>
Total \$ Value of Placed Media:	\$31,869
Total estimate value of earned media:	\$19,068
Total monetary value of marketing efforts:	\$50,937
Additional comments clarifications or disclosures: (If you or your organization is	N/A

receiving any other funding from the City of Prescott, please disclose that information here)

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 2024 Studio Tour included 74 juried artists displaying their works in 53 private studios throughout the Quad-City areas of Prescott, Prescott Valley, Chino Valley and Paulden. In addition, over 75 additional artists displayed their work at the four Art Centers – Mountain Artists Guild, 'Tis Annex Art Educational Building, The Town of Prescott Valley, Arts & Culture Commission and Yavapai College Visual Arts. Over 120 dedicated volunteers from the community assist with tasks such as assisting artists in their studios during the Tour by greeting visitors, managing sales and providing logistical support; volunteering for Tour information distribution ensuring printed guides and marketing materials reach key locations such as visitor centers, hotels, libraries and local business; as well as welcoming guests, providing event information and assisting with set up, support and coordination at the participating Art Centers during the Tour.

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

The Studio Tour is excited to announce it is partnering with the 'Tis Art Center to present and promote a Pre-Tour Art Exhibition entitled Beyond the Studio from August 21 to September 23 to generate public anticipation for the Tour (October 3-5) In addition, the exhibition will bring more visitors to Prescott, allow visitors to see the work of participating artists in one place, encourage visitors to select studios to visit when they return for the Tour, and generate sales of artwork.

The Studio Tour is a member of the Prescott, Prescott Valley, and Chino Valley Chambers of Commerce, ensuring strong ties with the local business community.

Participating Art Centers for 2025 include Mountain Artists Guild, 'Tis Annex Art Education Building and Yavapai College Visual Arts. We are pleased to have a reciprocal advertising agreement with The Elks Performing Arts Center which includes email blasts, print advertising and social media posts.

Many local businesses and individuals support the Tour by advertising in the Tour guide and on the Tour website, helping to fund and promote the event. The Tour supports local businesses by banking with OneAZ Credit Union and utilizing printing services from A&E Reprographics.

By working with these organizations and engaging volunteers, the Studio Tour strengthens community connections, expands public access to the arts, and ensures it continues to grow its reach and economic impact each year.

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

The Prescott Area Artist Studio Tour is a vibrant celebration of the arts highlighting the craftsmanship and creativity of artists in the Prescott Quad-City area. In a time when mass-marketed, machine-made products dominate the market, this event offers a rare and valuable opportunity for the public to experience fine, handmade artwork firsthand. Visitors gain insight into the dedication, skill and time that artists invest in their creations, providing a deeper appreciation for the artistic process.

A key component of the Studio Tour's Mission is arts education. The event serves as a dynamic learning experience for attendees of all ages, including families with children. Artists engage the public by demonstrating a wide range of techniques in various mediums, including ceramics, digital art, fiber & wearable art, glass, jewelry, metal working. These demonstrations offer an immersive educational experience, fostering a greater understanding of artistic materials, tools, and techniques.

The Tour also plays a crucial role in supporting local children's art programs, which supplement or, in some

cases, entirely replace underfunded school arts programs. Proceeds from artist raffles directly contribute to these initiatives, ensuring continued arts education for the next generation. In 2024 the Tour donated \$1,000 to each of the following art programs which are available to children throughout the Quad Cities: The Mountain Artist Guild Youth Art Program, The 'Tis STEPS Art Education Program for Kids and The Launch Pad Art Club.

Beyond its artistic and educational impact, the Studio Tour strengthens community connections by bringing together artists, residents, and visitors in a shared appreciation of creativity. It also bolsters the local economy by supporting working artists, encouraging art sales, and drawing visitors to the region.

Through hands-on demonstrations, arts education, and direct community engagement, the Prescott Area Artist Studio Tour continues to be a cornerstone event that nurtures the artistic and cultural vitality of the Quad-City area.

Initials of Applicant	CS
Date of Application	Apr 3, 2025
Submission IP	66.193.195.57
Submission ID	6195015847558906880

Prescott Chamber of Commerce Foundation Bluegrass Festival

Submission Date	Mar 24, 2025
Signature of Applicant or Authorized Agent	
Printed Name & Title	Sheri Heiney
Date of Application	Mar 24, 2025
Name of Event	Sheri L Heiney
Event Organization Name	Prescott Chamber of Commerce Foundation
Proposed Date of Event	Jun 20, 2026
501 c	3
Location of Event	Goodwin Street
Description of the Event (Please limit text to the space provided)	The Prescott Bluegrass Festival is dedicated to preserving and celebrating the rich tradition of bluegrass music by providing a free, family-friendly event that brings the community together and attracts visitors from across the region. Our mission is to enhance Prescott's cultural and tourism landscape by showcasing top bluegrass talent, fostering a love for live music, and creating an inclusive atmosphere where people of all ages can enjoy high-quality entertainment. As the only free Bluegrass Festival of its kind in the Western U.S., we are committed to supporting local businesses, driving economic growth, and strengthening Prescott's reputation as a premier destination for arts and culture. Through this annual event, we strive to honor the heritage of bluegrass music while creating lasting memories for attendees, ensuring that this beloved festival continues to thrive for future generations.
Name	Sheri Heiney

Address

Phone Number

Website (If no website, please type N/A) www.prescott.org

Email Address

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? Jun 22, 2024

Mark the type of Event - select all that apply. Traditional Event Family Friendly Art & Culture

Initials of Applicant SLH

Date of Application Mar 24, 2025

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

Estimated Total Marketing Budget: \$17,000

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

If yes, state the name of the individual or company and their contact information:

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

The Prescott Bluegrass Festival is a cherished, free event that attracts visitors from outside the area while offering a high-quality, family-friendly experience for the local community. As the only free Bluegrass Festival of its kind in the Western U.S., it plays a vital role in promoting Prescott as a cultural and tourism destination. The TAC/PAAHC Grant Assistance is essential for marketing the festival beyond Prescott, helping draw

attendees who support local businesses and the economy. Without this grant, we would not be able to effectively promote and sustain the event.

How many years has your organization relied on this grant? Over 8 years

What % of the grant would be contributed to the total estimated marketing budget? 100

Projected Total Attendance: 12,000

Projected # of Vendors, Volunteers & Staff: 125

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

	% Per Region
% Local Zip Codes	65
% Regional	25
% Statewide	8
% National	1
% International	1

If international attendance is recorded, list countries represented: Canada, Germany

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 86001, 86336, 85382, 85340, 85268

Expected # of room nights event attendees will stay in Prescott: 4,547

Do you expect admission sales (\$), product sales and/or food & beverage sales (Please Yes

answer yes or no) *If event does not have these items, it will not be counted against you*

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

Stayed the same

Initials of Applicant

SLH

Date of Application

Feb 24, 2025

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

Radio Television Newspaper Digital Outdoor Advertising Print Social Media

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

Radio – \$2,500 (15% of total budget, 36% of paid media budget)
• Advertising will air on [List Specific Stations, e.g., KQNA, KYCA, KPPV] during morning and afternoon drive times to reach commuters and local listeners.
• Includes a mix of live mentions, recorded spots, and potential sponsorships on community-focused programs.

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

Television – \$1,500 (9% of total budget, 21% of paid media budget)
• TV ads will be placed on [List Specific Networks, e.g., AZTV7, FOX10, or local Prescott-area stations] featuring 15- and 30-second commercial spots leading up to the event.

Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)

Print – \$1,500 (9% of total budget, 21% of paid media budget)
• Advertisements will appear in [List Specific Publications, e.g., Prescott Daily Courier, Sun City Times, The Arizona Republic, and other regional magazines] to attract local and statewide visitors.

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

Social Media & Digital PR – \$1,500 (9% of total budget, 21% of paid media budget)
• Paid social media ads will be placed on Facebook, Instagram, and YouTube to target potential attendees.
• Google Display Ads will run to boost visibility on local and regional websites.
• Funds will also cover boosted posts, event promotion, and retargeting ads on social media platforms.

Other: (list specifics, amount spent and % of total marketing budget)

Placed Media (Advertising) – \$7,000 (41% of total budget)
The paid media campaign will target local, regional, and statewide audiences using a strategic mix of radio, television, print, and digital advertising.

Total \$ Value of Placed Media:

7,000

Initials of Applicant

SLH

Date of Application	Mar 24, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Local - \$3,500.00 of Earned & Estimated Value Printed event fliers are displayed at Chamber events and in local businesses, Visitor Information Center, emails, radio, newspaper, magazines, website, social media, printed ads, TV, radio, Chamber website, Bluegrass website, and in press releases submitted to local
Regional: (list specifics, amount earned and estimated earned value)	Regional - \$1,500.00 of Earned & Estimated Value Quad cities and Northern AZ., including Flagstaff The Bluegrass Festival was promoted in a variety of ways leading up to the day of the event.
State: (list specifics, amount earned and estimated earned value)	Statewide - \$2,500 Earned & Estimated Value List: State - Promoted on other Arizona Chambers of Commerce websites, statewide newspapers and magazines, statewide radio stations and statewide television stations, Arizona Bluegrass Association (ABA) website and at ABA
National: (list specifics, amount earned and estimated earned value)	National - \$2,500 Earned & Estimated Value List: National - Promoted at the Arizona Bluegrass Association concerts throughout the Southwest region of the United States. Performing bands promoted the Prescott Bluegrass
Total \$ Value of Placed Media:	7,000
Total estimate value of earned media:	10,000
Total monetary value of marketing efforts:	17,000
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 Chamber of Commerce receives funding from the City of Prescott for the Arizona Christmas City initiative as part of an ongoing partnership. Additionally, funding is provided for the Minor Home Repair & Prescott Program, which was awarded through a competitive bidding process. The Chamber also receives support for the Visitor Center to assist in promoting tourism and economic development in the region as a sponsorship.
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 Chamber partners with many local organizations to assist with the Prescott Bluegrass Festival. We are extremely proud of our event Volunteers: Chamber Ambassadors; Prescott Area Young Professionals; Arizona Bluegrass Association; Prescott Regulators and Their Shady Ladies; Frontier Days Rodeo Court; students from Prescott area high schools; Arizona Rangers; Recovery in the Pines; and the Launch Pad Teen Center.

Our wonderful volunteers serve our bands and guests. Volunteers arrive very early on event mornings and work late after the event to provide physical labor such as erecting and securing canopies; hanging and securing signage; loading and unloading vehicles; setting up tables and chairs; checking equipment; positioning and emptying trash receptacles, etc. During the Festival, volunteers greet guests and offer information about Prescott. They host band

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

The Chamber also partners with many other local organizations to assist with the Prescott Bluegrass Festival. Frontier Days Rodeo Royalty Court - Rodeo queens volunteer for several hours both days selling raffle tickets and going on stage welcoming visitors to Prescott, to the Bluegrass Festival and promoting the World's Oldest Rodeo.

Prescott Chamber Staff, Chamber Ambassadors and Visitor Information Center

Volunteers -This group provides services for the performing bands, answers visitors' questions, and handles transactions in the Official Bluegrass tent.

Student volunteers from local high schools - Student volunteers that help in the Official Bluegrass tent are able to earn community service hours to meet their club and organization requirements.

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

The Prescott Bluegrass Festival provides cultural, historical, and artistic enrichment to the community by preserving and promoting bluegrass music—a genre deeply rooted in Appalachian folk, gospel, and country traditions. As one of the only free bluegrass festivals in the Southwest, it offers an authentic musical experience, featuring talented performers who educate and entertain audiences of all ages.

Set in historic downtown Prescott, the festival enhances the city’s Western charm and fosters a sense of tradition.

Beyond music, the festival supports the local arts community by providing a platform for artisans, vendors, and musicians to showcase their work. Attendees can explore handcrafted goods and musical instruments, reinforcing Prescott’s reputation as a hub for arts and culture.

The event also encourages musical appreciation among younger generations, inspiring future artists while strengthening community engagement. Through its blend of live performances, historical elements, and artistic expression, the Prescott Bluegrass Festival remains a cherished annual tradition that brings lasting cultural and economic benefits to Prescott.

Initials of Applicant

SLH

Date of Application

Mar 24, 2025

Submission IP

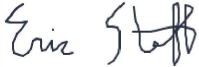
174.126.188.54

Submission ID

6186571674589157912

Prescott Film Festival

Submission Date Apr 3, 2025

Signature of Applicant or Authorized Agent


Printed Name & Title Eric Stoff, Grant & Proposal Writer, on behalf of Yavapai College Foundation Chief Development Officer
Nicole Kennedy

Date of Application Apr 3, 2025

Name of Event Prescott Film Festival

Event Organization Name Yavapai College Foundation on behalf of the Prescott Film Festival

Proposed Date of Event Jul 16, 2025

501 c 23-7232985

Location of Event YCPerforming Arts Center, Hazeltine Theatre, Hendrix Auditorium, and Elks Theatre

Description of the Event (Please limit text to the space provided)
The 15th Annual Prescott Film Festival (PFF) is a multi-day celebration of film, storytelling, and humanities. Presented by the Yavapai College Film & Media Arts (FMA) program, the festival will feature independent films, free public workshops, and curated pre-show talks. FMA Director Helen Stephenson (M.A., American Media and Popular Culture, ASU) will deliver researched curtain talks before each film, offering behind-the-scenes insights and social context for audiences.

New this year, the festival expands beyond the Yavapai College Performing Arts Center with workshops at The Hazeltine Theatre and screenings at Hendrix Auditorium and The Elks Theatre—including the Silent Symphony event, a silent film with live musical accompaniment. Student short films from the FMA program will premiere on opening night, and the festival will mark its 15th anniversary with a special focus on downtown Prescott venues. Programming highlights storytelling craft, fosters critical thinking, and supports regional filmmakers and film audiences.

Name	Helen Haxton-Stephenson
Address	
Phone Number	
Website (If no website, please type N/A)	http://www.prescottfilmfestival.com/
Email Address	
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?	Jul 20, 2024
Mark the type of Event - select all that apply.	Art & Culture Educational Film, workshops, and discussion
Initials of Applicant	ES
Date of Application	Apr 3, 2025
Tourism Grant Requested Amount (Maximum Amount \$5,000)	\$5,000
Estimated Total Marketing Budget:	\$44,000
Will your organization be employing an event promoter or special event manager?	No
If yes, state the name of the individual or company and their contact information:	N/A
Explain in detail how you will use or benefit from the grant assistance for the marketing of	These funds will support digital marketing to promote the 15th Annual Prescott Film Festival beyond the 90-mile radius. Targeted social media ads will be created and managed by a dedicated team, including a student

your event: from a Colorado film school serving as our Social Media Coordinator. Ads will be designed to reach audiences by location, age, and interest—maximizing value and visibility.

How many years has your organization relied on this grant? 14

What % of the grant would be contributed to the total estimated marketing budget? 100%

Projected Total Attendance: 2500

Projected # of Vendors, Volunteers & Staff: 200

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

	% Per Region
% Local Zip Codes	71
% Regional	12
% Statewide	12
% National	5
% International	0

If international attendance is recorded, list countries represented:

International attendance is not recorded at the Prescott Film Festival.

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85712
85716
85711
85266
92877

Expected # of room nights event attendees will stay in Prescott: 50

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
Initials of Applicant	ES
Date of Application	Apr 3, 2025
Placed Media (advertising): check the purchased media you plan to use:	Newspaper Social Media Event calendars, Save-the-date bookmarks / film strips sent to Chandler and Tucson, AZ
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	N/A
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	N/A
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	Prescott Daily Courier: \$1,000 (12.5%)
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Ads on Facebook, TikTok, Instagram: \$5,000 (62.5%)
Other: (list specifics, amount spent and % of total marketing budget)	Direct emails: \$2,000 (25%)
Total \$ Value of Placed Media:	\$8,000
Initials of Applicant	ES
Date of Application	Apr 3, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated	Daily Courier (we typically get 3 - 4 articles): \$5,000 Senses, cover and article: \$5,000

earned value)	<p>Live with Leza: \$1,000 KPPV: \$1,000 Signals AZ: \$1,000 Prescott Chamber: \$500 Experience Prescott: \$500 Total: \$14,000</p>
Regional: (list specifics, amount earned and estimated earned value)	<p>AZTV: \$5,000 (working to get on the Phoenix area show) AZ Republic: \$5,000 (working to get coverage from them, especially Bill Goodykoontz!) KNAU: \$500 Total: \$10,500</p>
State: (list specifics, amount earned and estimated earned value)	<p>AZ Office of Tourism: \$3,000 AAA Magazine: \$1,000 AZ Highways: \$1,000 KJAZZ: \$500 AZ Daily Star: \$1,000 Total: \$6,500</p>
National: (list specifics, amount earned and estimated earned value)	<p>HARO (Help A Reporter Out): \$ 5,000</p>
Total \$ Value of Placed Media:	\$8,000
Total estimate value of earned media:	\$36,000
Total monetary value of marketing efforts:	\$44,000
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)	None, thank you.
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	<p>The Prescott Film Festival engages more than 150 volunteers annually. This includes 100 film reviewers who begin work six months in advance, an eight-member Advisory Board and eight department Coordinators who plan the event over nine months, and 40 event-week volunteers.</p> <p>This year, through a new partnership with Osher Lifelong Learning Institute (OLLI), we've gained a professional team of festival volunteers — including a Marketing Lead, Volunteer Coordinator, and Advertising Sales Coordinator. OLLI members will receive discounted student pricing and will help promote the festival across their networks. The event also receives volunteer support from Yavapai College FMA students and community members who contribute to outreach, logistics, and audience engagement.</p>

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

The festival works with local nonprofits to provide free access to specific screenings. Each year, we reserve tickets for youth-focused organizations such as the Boys & Girls Club and Big Brothers Big Sisters for a Saturday family-friendly film. If a film resonates with veteran audiences, we coordinate with veteran-serving organizations to provide free admission.

This year, our partnership with OLLI includes shared marketing, discounted tickets for their members, and cross-promotion through the OLLI Magazine. We also collaborate with The Elks Theatre, Hazeltine Theatre, and Prescott Mile High Middle School to bring programming downtown — expanding access and community presence.

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

The Prescott Film Festival fills a cultural gap in the region by offering curated, independent films in a community without an art house theater. Now celebrating its 15th year, the festival elevates diverse voices and provides a platform for emerging and established filmmakers. It also offers free workshops, educational programming, and an opening night showcase of Yavapai College student films — highlighting local talent and hands-on learning.

The festival draws filmmakers from across the U.S. and Canada who are often surprised by Prescott's beauty and production potential. With Arizona's new film tax credit in place, this exposure is more valuable than ever. When filmmakers visit, they stay in local hotels, dine in restaurants, rent equipment, and purchase props — investing in the local economy. By introducing Prescott as a film-friendly community, the festival serves both cultural and economic goals and helps position the city as a destination for future film production.

Initials of Applicant

ES

Date of Application

Apr 3, 2025

Submission IP

107.182.73.17

Submission ID

6194922937136408729

Prescott Fine Art and Wine Festival

Submission Date Apr 2, 2025

Signature of Applicant or Authorized Agent 

Printed Name & Title Dawn Zintel, Treasurer

Date of Application Apr 2, 2025

Name of Event Prescott Fine Art and Wine Festival

Event Organization Name Mountain Artists Guild, Inc.

Proposed Date of Event Aug 2, 2025

501 c Yes

Location of Event Yavapai County Courthouse Plaza

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

The 2025 Prescott Fine Art & Wine Festival will be held August 2 and 3 on the historic Yavapai County Courthouse Plaza. This exciting outdoor event has been hosted annually since 1953 by The Mountain Artists Guild and will feature up to 125 artists. We will showcase a juried exhibition of outstanding fine artists who will sell various goods including original artwork, photography, wearable art, jewelry and more. Volunteers will host art projects for youth in the Kids Art Zone.

A variety of food items will be available from BBQ, samosas to hot dogs with something for everyone! One of our most popular attractions, the Wine Garden, will be returning. It will feature a fine selection of regional wines. Beer will also be available to purchase in the Wine Garden.

The Guild has also hosted the Mother's Day Fine Art and Wine Festival in Prescott every year since the early 1950s.

Name Dawn Zintel

Address

Phone Number

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

Email Address

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? Aug 4, 2024

Mark the type of Event - select all that apply. History/Heritage Traditional Event Food & Beverage Demonstration Family Friendly
Art & Culture Educational

Initials of Applicant DZ

Date of Application Apr 2, 2025

Tourism Grant Requested Amount (Maximum Amount \$5,000) \$5000.00

Estimated Total Marketing Budget: \$12000

Will your organization be employing an event promoter or special event manager? Yes

If yes, state the name of the individual or company and their contact information: Vermillion Promotions and AZ Wine Distributors

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

The funds provided by the Experience Prescott Grant will give us the ability to market the festival outside of our 90 mile radius. We will use an event promotions company and wine distributor that reach targeted audiences on a statewide, regional and local level. The funds provided by the grant will allow us to advertise using radio, newspaper, print, digital and social media advertising. In August, 2024 over 12,000 people attended our Fine Arts and Wine Festival. Our goal is to increase that number and overall event attendance by strategically utilizing the Grant funds we receive.

How many years has your organization relied on this grant?

5+

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

100%

Projected Total Attendance:

13000

Projected # of Vendors, Volunteers & Staff:

145

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

	% Per Region
% Local Zip Codes	40
% Regional	20
% Statewide	30
% National	9.5
% International	.5

If international attendance is recorded, list countries represented:

Germany
Canada

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

85351
85027
85022
89052
85383

Expected # of room nights event attendees will stay in Prescott:	4930
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
Initials of Applicant	DZ
Date of Application	Apr 2, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Newspaper Digital Print Social Media
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	<p>For our August festival, Mountain Artists Guild uses radio for local advertising and for stations that reach over 90 miles from Prescott.</p> <p>KAHM-FM Beautiful Music 30 Ads Drive-time 6AM to 7PM \$400 KNAU FM Public radio/newstalk Flagstaff & Northern Arizona - \$300 KPPV and KDDL, Arizona Hometown Radio - \$250 KKLD (The Cloud) FM 100,000 Watt - \$250</p> <p>TOTAL = \$1200 OR 10% OF TOTAL MARKETING BUDGET</p>
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	None
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	<p>The Daily Courier - \$480 Quad City Business News - \$310 CitySunTimes - Zip codes 85028, 85032, 85050, 85054, 85085, 85086, 85087, 85253, 85254, 85255, 85258 - \$310</p> <p>TOTAL = \$1100 OR 9.2% OF TOTAL MARKETING BUDGET</p>

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

The Guild will boost its Facebook and Instagram pages - \$200.00
Mailchimp notices and newsletters- \$235

TOTAL = \$435 OR 2% OF TOTAL MARKETING BUDGET

Other: (list specifics, amount spent and % of total marketing budget)

Vermillion Promotions -
Ads and promotions to Phoenix H&G, Images, Visit Phoenix (255,000) - \$1500
10 Social media ads and campaign to 100 Facebook and Instagram groups (350,000) and American Art Collector (600,000) - \$1500
PR to 200 media outlets

AZ Wine Distributors -
Ads, promotions and social media to Facebook and Instagram wine enthusiasts (300,000) - \$2000

TOTAL = \$5000 OR 22.9% OF TOTAL MARKETING BUDGET

Total \$ Value of Placed Media:

\$7735

Initials of Applicant

DZ

Date of Application

Apr 2, 2025

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

Print: The Daily Courier PR article - \$500
Print: Quad City Business News PR article - \$480
Yavapai Symphony 4-up flyers in their office - \$100
Arizona Philharmonic 4-up flyers in their Festival booth for next festival - \$100
Sparklight - 4-up flyers in their Festival booth for next festival - \$100
Prescott Art Docents newsletters - \$50

TOTAL = \$830 ESTIMATED VALUE EARNED OR 6.9% OF TOTAL MARKETING BUDGET

Regional: (list specifics, amount earned and estimated earned value)

Guild 4-ups flyers in local hotels/motels - \$250
80 Guild members Facebook and Instagram posts - \$400
100 Festival vendors' Facebook and Instagram posts - \$500
Radio: PV Chamber of Commerce radio program - \$100

TOTAL = \$1250 ESTIMATED VALUE EARNED OR 10.4% OF TOTAL MARKETING BUDGET

State: (list specifics, amount earned and estimated earned value)

Print, Digital and Audio: SignalsAZ PR article - \$400
Print: Phoenix Home and Garden Magazine - \$70
Television - AZTV7 - \$250
Radio: Arizona Hometown Radio - \$500
Arizona Art Alliance Newsletter - \$100

TOTAL = \$1320 ESTIMATED VALUE EARNED OR 11% OF TOTAL MARKETING BUDGET

National: (list specifics, amount earned and estimated earned value) None

Total \$ Value of Placed Media: \$7735

Total estimate value of earned media: \$3900

Total monetary value of marketing efforts: \$11,635

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)

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

Forty or more members of the local and regional art community will volunteer during the 2025 Prescott Fine Art & Wine Festival weekend to offer direction and information to vendors and to sit in their booths to provide breaks. They will be passing out water to vendors on a regular schedule. The volunteers will promote and answer questions about Prescott to both vendors and attendees and will conduct in-person Visitor Surveys. They will direct the visitors to local accommodations and culinary and entertainment options as needed. There will be a first aid and medical tent. The volunteers will be helping with the maintenance of the Courthouse Plaza facilities and assisting in the information booth. Through the Veteran's Administration partner program, veterans will help with festival set up and tear down. Sparklight, Renewal by Anderson, Cutco, First Impressions Iron Doors and Findlay Subaru are business sponsors of the August Festival.

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

We will be coordinating with the Prescott Downtown Partnership and local food vendors will provide food available for purchase. The Arizona Rangers will be providing our security and a Yavapai County business will provide portable restrooms and handwashing sinks. Trafficade's northern Arizona division will provide traffic management and street closures for the Fine Art & Wine Festival. Our vendors with RVs, trucks and trailers will park at the Mile High Middle School field from whom we rent the space. The Prescott Area Woodturners will be demonstrating their craft during the festival. We will be providing the Arizona Philharmonic, a 501c3 non-profit, and Sparklight, our VetsArt exclusive sponsor, with information booths. The Sparklight booth will also display Veterans' art. Local and regional musicians will be performing during the festival in the winetasting area.

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


Art is powerful. It can entertain, educate, influence and inspire. Since 1953, Mountain Artists Guild has held art festivals in Prescott to showcase our talented population artists and artisans. Our Mother's Day Fine Art and Wine Festival is the first one of the Spring season to kick off the Plaza festivals each year. The Fine Art & Wine Festivals provide local and nationally recognized artists with a venue to display their work and discuss their inspirations and techniques with the public. Many of the artists involved create work during the festival. These demonstrations provide insight into the creative process and can inspire and nurture imagination. It is

our hope that exposing festival visitors to the visual arts will motivate them to explore and express their own creativity. Creative expression is a compelling tool that connects people, broadens perspective, encourages thoughtful observation, heals those going through trauma by promoting physical and mental well-being. We will be hosting the Kids Art Zone at both festivals. The opportunity to provide arts and crafts fun is a very popular event for children and their parents.

Initials of Applicant	DZ
Date of Application	Apr 2, 2025
Submission IP	67.60.36.33
Submission ID	6194381043367678560

Prescott Highland Games and Celtic Faire

Submission Date Mar 30, 2025

Signature of Applicant or Authorized Agent 

Printed Name & Title Andrew Hamilton

Date of Application Mar 30, 2025

Name of Event Prescott Highland Games and Celtic Faire

Event Organization Name Prescott Area Celtic Society

Proposed Date of Event Sep 26, 2025

501 c 30-0341924

Location of Event Watson Lake Park

Description of the Event (Please limit text to the space provided) Come out and enjoy our 19th Annual Prescott Highland Games and Celtic Faire ant "Loch Watson" Watson Lake Park on Hwy 89. Truly a FAMILY event there is something for EVERYONE. WE will have music, dancing and athletic events. As well as food and merchandise vendors. Piping Events, Children's Glen, Genealogy, Scottish Clans and Information Center. and many more attraction for the whole family.

Name Andrew Hamilton

Address

Phone Number

Website (If no website, please type N/A) www.prescottareacelticsociety.com

Email Address

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? Sep 27, 2024

Mark the type of Event - select all that apply. History/Heritage Traditional Event Food & Beverage Demonstration Outdoor Recreation
Fundraiser Family Friendly Festival/Party Art & Culture Educational Live Music

Initials of Applicant AJH

Date of Application Mar 30, 2025

Tourism Grant Requested Amount (Maximum Amount \$5,000) 5000.00

Estimated Total Marketing Budget: 20,000.00

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

If yes, state the name of the individual or company and their contact information:

Explain in detail how you will use or benefit from the grant assistance for the marketing of your event: Grant Assistance, will provide additional funding to assist with Radio Advertising and live Remote from the Festival Newspaper and Magazine Advertising, Television Advertising, banners signs and posters. Rack card, business cars, social media exposures, Promotions at multiple Celtic events out of the area, as well as across the entire state of Arizona and Western region.

How many years has your organization relied on this grant? 18

What % of the grant would be contributed to the total estimated marketing budget? 100%

Projected Total Attendance: 4500 - 5500

Projected # of Vendors, Volunteers & Staff: 350 - 450

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

	% Per Region
% Local Zip Codes	50
% Regional	15
% Statewide	25
% National	7
% International	3

If international attendance is recorded, list countries represented: United Kingdom Scotland and Canada

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 86005, 86004,85207,85021,85395

Expected # of room nights event attendees will stay in Prescott: 650 - 750


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: Decreased

Initials of Applicant	ajh
Date of Application	Mar 30, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Newspaper Digital Outdoor Advertising Print Social Media Similar events attended in the region.
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	KPPV, KDDL, KQMA, JACK, ABC, CBS ..30% = 6000.00
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	ABC(KNXV), CBS(KPHO), NBC(KPNX), PBS(KAET)= 40% = 8000.00
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	Daily Courier, Arizona Republic, Las Vegas Sun Review Journal, Association of Scottish Clans and Festivals(National), Scottish American Military Society(National) Daughters of the British Empire(National), Daughters of Scotia(National) = 12% = 2200.00
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Facebook, Instagram, Multiple Websites, etc 10% = 1800.00
Other: (list specifics, amount spent and % of total marketing budget)	
Total \$ Value of Placed Media:	20,000.00
Initials of Applicant	AJH
Date of Application	Mar 30, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Local Radio Stations, State-wide Publications, etc 1100.00
Regional: (list specifics, amount earned and estimated earned value)	Regional Newsletters from multiple National Organizations. Listings and attendance in programs at , and with , multiple other Celtic Events and we attend and participate with 1650.00

State: (list specifics, amount earned and estimated earned value)	As stated above
National: (list specifics, amount earned and estimated earned value)	As stated above
Total \$ Value of Placed Media:	20000.00
Total estimate value of earned media:	2750.00
Total monetary value of marketing efforts:	22750.00
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)	We are not receiving any other funding from the City of Prescott
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	Multiple local volunteers in various areas of positions, the vast majority of our members, the Scottish American Military Society Post #1314, Daughter of Scotia, Victoria Territorial Society, Honor Roll Students from multiple high school and universities. The Young Marines, Yavapai Jeep Posse, The Arizona Rangers, Southwest Skye Pipe and Drum Band, Glendale Pipe and Drum Band, 7th Company Brigade of Guards. Mary - Queen of Scots, AZHDA - Arizona Irish Highland Dancers, Prescott Irish Step Dancers.
Explain coordination with local community organizations (be as specific as possible):	We are continually, annually and on-going, involved in multiple local community organizations. Our Traveling Educational volunteers at local school and Universities. We also participate with multiple non-profit organizations in their fund-raising efforts.
Describe how you expect this event will provide a cultural, historical or artistic benefit to the community:	Our event connects our guests with their cultural heritage. Inviting people to learn more, and obtain enthusiasm about their ancestry that they may be unaware of. Our many varied vendors bring their artistic talents and wares to our Festival as well as our Entertainers, Dancers, Pipers, Educational displays and information booths.
Initials of Applicant	AJH
Date of Application	Mar 30, 2025
Submission IP	107.77.229.194
Submission ID	6191837654915207659

Prescott Indian Art Market (PIAM)

Submission Date	Apr 2, 2025
Signature of Applicant or Authorized Agent	
Printed Name & Title	Corinne Harmon, Grants Coordinator
Date of Application	Apr 2, 2025
Name of Event	Prescott Indian Art Market (PIAM)
Event Organization Name	Sharlot Hall Museum
Proposed Date of Event	Sep 20, 2025
501 c	860113854
Location of Event	Sharlot Hall Museum Campus
Description of the Event (Please limit text to the space provided)	<p>The Prescott Indian Art Market (PIAM) at Sharlot Hall Museum is a vibrant annual event that celebrates Indigenous art, culture, and traditions. Featuring over 80 juried Native American artists from across the Southwest, PIAM showcases diverse art forms, including jewelry, pottery, textiles, and paintings.</p> <p>The event is presented in partnership with the Yavapai-Prescott Indian Tribe (YPIT), whose cultural contributions enrich the experience for visitors. PIAM also features interactive elements such as traditional music, dance, and storytelling, deepening the community's understanding of Native heritage. The event attracts both local attendees and visitors from across Arizona and neighboring states, contributing to Prescott's tourism economy. By drawing out-of-town guests, PIAM bolsters local businesses while providing artists a vital platform to share their work. With its strong community ties and cultural significance, PIAM fosters meaningful connections between Indigenous artists and the wider community, making it a cherished tradition that strengthens Prescott's cultural landscape.</p>

Name	Corinne Harmon
Address	
Phone Number	
Website (If no website, please type N/A)	www.sharlothallmuseum.org
Email Address	
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?	Sep 21, 2024
Mark the type of Event - select all that apply.	History/Heritage Traditional Event Demonstration Family Friendly Festival/Party Art & Culture Educational
Initials of Applicant	CH
Date of Application	Apr 2, 2025
Tourism Grant Requested Amount (Maximum Amount \$5,000)	5000
Estimated Total Marketing Budget:	45,000.00
Will your organization be employing an event promoter or special event manager?	Yes

If yes, state the name of the individual or company and their contact information:

Tracey Horn
Helken & Horn

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

Marketing Strategy for Out-of-Town Visitors

Grant assistance will be vital in expanding our marketing efforts to reach visitors from outside Prescott's immediate area, particularly those traveling from beyond a 90-mile radius. We plan to utilize targeted digital advertising, social media campaigns, and strategic print promotions to engage these audiences.

Our strategy includes:

- Targeted Digital Ads: We will invest in geographically focused digital advertisements on platforms such as Google, Facebook, and Instagram to promote the Prescott Indian Art Market (PIAM) to potential visitors in key regional markets, including Phoenix, Flagstaff, and neighboring states.
- Collaborations with Tourism Partners: We partner with regional tourism organizations, such as Experience Prescott and the Arizona Office of Tourism, to extend our reach through their established networks and travel promotions.
- Print & Radio Advertising: We plan to place ads in select travel magazines, cultural publications, and regional newspapers to engage readers actively seeking unique cultural experiences. In addition, we plan to promote the event on radio and our own "Arizona Roundup" YouTube Podcasts.
- Event Listings and Online Calendars: We will promote PIAM on popular travel and event websites that cater to tourists planning trips to Northern Arizona, including Experience Prescott and VisitArizona.com. These efforts will not only increase awareness of PIAM but also encourage cultural tourism to Prescott, supporting local businesses, and enriching the visitor experience. With this grant support, we can strategically expand our reach and attract a broader audience eager to experience this vibrant celebration of Native American art and culture.

How many years has your organization relied on this grant?

5

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

100

Projected Total Attendance:

2500

Projected # of Vendors, Volunteers & Staff:

245

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

	% Per Region
% Local Zip Codes	27.17
% Regional	29.25

	% Per Region
% Statewide	38.58
% National	4
% International	1

If international attendance is recorded, list countries represented:

From last year's event:

Australia
France
England

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

From last year's event:

85259
85260
85286
86337
86004

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

843.75

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

Initials of Applicant

CH

Date of Application

Apr 2, 2024

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

Radio Newspaper Digital Outdoor Advertising Print Social Media

Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	The museum will acquire sponsorships for selected programs, to be decided by the marketing team, to run on radio stations including; KNAU, KKLD, KVRD, KAFF, and KYCA targeting statewide audiences during the 30 days leading up the the event weekend. The estimated cost for radio advertising is \$3,700 and represents 26.06% of our budget.
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	N/A
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	We will secure advertising space in local and statewide magazines, newspapers, and companies that distribute printed material online and via mail. The duration of the advertisements will vary between one to four months, depending on the publication schedules of these outlets. Our chosen publications include Prescott Now, Prescott Living, The Daily Courier, Signals AZ, and Rack Cards. The estimated budget for these endeavors is \$4,000 and represents 28.17 % of our budget.
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Content and promotions regarding PIAM will be featured across various platforms, including Sharlot Hall Museum's website, Facebook, and Instagram, alongside its E-Newsletter. Advertisements will be showcased on additional social media channels such as Phoenix Home & Garden's E-Newsletter and Sedona Monthly's Facebook page. To enhance visibility outside Prescott's 90 mile radius, we will leverage Hibu Digital Marketing, with targeted boosts in California, Nevada, and New Mexico. The estimated cost of this is \$4,500 and represents 31.69% of our budget.
Other: (list specifics, amount spent and % of total marketing budget)	This category includes banners, banner placement, targeted Rack Cards, and brochures. The estimated cost is \$2,000 and represents 14.08% of our budget.
Total \$ Value of Placed Media:	14,200.00
Initials of Applicant	CH
Date of Application	Apr 2, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Local and Regional - We will generate Earned Media through various channels: Articles published in the Daily Courier, Signals AZ, Prescott Living, and Prescott Woman, estimated to be valued at \$3,500, alongside organic posts on Facebook and Instagram, expected to generate Earned Media valued at \$1,500. Press releases distributed to radio stations will lead to radio interviews as they did for last year's event. This will generate an estimated Earned Media valued at \$2,500. Furthermore, radio interviews facilitated by the Prescott Valley and Prescott Chambers of Commerce, as well as Sharlot Hall Museum's own Podcast (Arizona Roundup) are anticipated to generate Earned Media valued at \$1,500. Earned Media will result from E-Newsletter articles, website articles, PIAM webpage, distribution of banners and Rack Cards, and our widely listened to Podcast, collectively valued at \$9,000.

Regional: (list specifics, amount earned and estimated earned value)

Please see response above which incorporates Regional.

State: (list specifics, amount earned and estimated earned value)

As we did for last year's event, we will send News Releases with accompanying video footage statewide to the following agencies with an estimated Earned Media value of \$8,000:

Flagstaff: Arizona Daily Sun
Payson: Payson Round-Up
Show Low Area: White Mountain Independent

Eastern Arizona -
Bullhead City: Mojave Daily News; Laughlin Times; Needles Desert Star; Laughlin Entertainer
Lake Havasu: Today's News-Herald

Southern Arizona -
Phoenix: Arizona Republic / Republic Media; New Times; East Valley Tribune; The Foothills Focus; Phoenix Magazine; Valley Guide
Tucson: Arizona Daily Star; Tucson Lifestyle; Ak-Chin O'odham Runner; Navajo Times; The Fort Apache Scout; The Tohono O'odham Nation, also known as the Papago; Navajo Times; Hopi Action News; and the Indian Country Today (ICT) is a daily digital news platform that covers the Indigenous world.

National: (list specifics, amount earned and estimated earned value)

We will send News Releases with accompanying video footage to the following National agencies:

Sunset Magazine
Arizona Highroads (AAA)
Arizona Highways
FoxNews
ABC & CBS Affiliates in Phoenix
VisitArizona.com
The Indian Country Today (ICT) is a daily digital news platform that covers the Indigenous world.
At present, we do not have the means to calculate the Earned Media Value of these placements.

Total \$ Value of Placed Media:

14,200.00

Total estimate value of earned media:

17,000.00

Total monetary value of marketing efforts:

31,200.00

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)

Sharlot Hall Museum receives an annual stipend from the City of Prescott, originally designated for the care and maintenance of the Museum. This agreement dates back to an arrangement made with Sharlot Hall herself, intended to be received 'in perpetuity.' However, the stipend amount has been reduced, and we are told that this year's allocation will be \$15,000.

We have budgeted \$45,000 for marketing efforts, but given the uncertainty surrounding our stipend and fluctuating costs, the actual expenses may exceed this amount.

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

Volunteers play a pivotal role in the success of the Annual Prescott Indian Art Market, embodying the spirit of community engagement at every stage of the event. Their dedication begins well before the market opens its doors, with volunteers actively involved in the planning process, assisting the jury to select the more than 80 participating artists, and contributing to the administration of the art awards program. The Museum's Volunteer Advisory Council collaborates closely with the event coordinator, offering invaluable support in logistics and various other capacities.

Throughout the event, our dedicated volunteers provide essential services, from extending warm hospitality to participating artists and their families, to assisting artists in setting up and dismantling their booths. They oversee children's activities, manage entrance gates, coordinate artist and volunteer check-ins, assist with parking logistics, and offer guidance to visitors as knowledgeable docents across the campus.

In addition to our committed team of volunteers, employees from local businesses and sponsors of the market generously contribute their time and expertise, further enhancing the collaborative effort to ensure the event's resounding success.

Through the collective efforts of volunteers and partner organizations, the Prescott Indian Art Market continues to thrive as a vibrant celebration of indigenous artistry and community spirit.

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

PIAM engages in a collaborative partnership with the Yavapai-Prescott Indian Tribe, fostering a reciprocal relationship. Our organization offers space for tribal representatives to interact with the public, sharing their cultural narratives. In turn, the tribe extends support to our artist awards program, illustrating the symbolic nature of our collaboration.

Moreover, PIAM serves as a platform for two prominent Hopi nonprofits, namely the Hopi School and Hopi Education Endowment, to advance their youth education and arts training initiatives. These organizations maintain outreach booths at our venue, enabling them to further their vital missions within our shared community.

Furthermore, we are fortunate to have the backing of corporate sponsors like APS, Bennett Oil, Blue Cross Blue Shield of Arizona, Findlay Toyota of Prescott, Foothills Bank, KYCA Radio (in-kind), SpringHill Suites by Marriott (in-kind), and the Yavapai-Prescott Indian Tribe.

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

PIAM stands as one of Sharlot Hall Museum's most significant events, renowned nationwide among artists and collectors alike as one of the premier Indian Art Markets in the country.

Participation from the Department of Interior Indian Arts and Crafts Board enriches the experience for attendees, providing invaluable insights and education for the public on the procurement of authentic Indian artwork. This esteemed reputation not only enhances the Museum's standing, but also contributes to the cultural fabric of Prescott.

Attendees, whether local residents or visiting tourists, derive immense cultural and artistic benefits from engaging with world-renowned artists, participating in artist demonstrations, enjoying music and dance performances, and savoring traditional cuisine. Moreover, the event offers family-friendly arts and crafts activities, granting access to the Museum's extensive array of historic buildings and exhibits. As a result, visitors leave with a positive perception of Prescott as a vibrant cultural hub with a variety of enriching activities throughout the year.

Initials of Applicant

CH

Date of Application	Apr 2, 2025
Submission IP	159.87.68.2
Submission ID	6194353462862980450

Prescott Shootout

Submission Date

Mar 24, 2025

Signature of Applicant or Authorized Agent



Printed Name & Title

Steve Gottlieb Tournament Director

Date of Application

Mar 24, 2025

Name of Event

Prescott Shootout

Event Organization Name

Prescott Friends of Scouting

Proposed Date of Event

Mar 21, 2025

501 c

84-4892421

Location of Event

Prescott High and various other gyms in the area

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

Volleyball tournament on the last weekend of Spring break. The tournament focus is on 13-14, 15-16, 17-18 year old players. That weekend is the National Qualifier for 11-12s. Every team 13-18 is available to play from the state level. First year 2025 tournament hosted over 1700 people. 417 players from 32 teams; 9 courts tournament. We turned back 21 teams due to venue repairs. We are expanding to 48 Teams next year.

Name

Steve Gottlieb

Address

Phone Number

Website (If no website, please type N/A)	Prescottshootout.com
Email Address	
Has this event received funding from the City before?	No
Is this a new event or a recurring event?	Recurring
If event is recurring, what date was your last event?	Mar 21, 2025
Mark the type of Event - select all that apply.	Traditional Event Outdoor Recreation Fundraiser Family Friendly Festival/Party
Initials of Applicant	Sg
Date of Application	Mar 24, 2025
Tourism Grant Requested Amount (Maximum Amount \$5,000)	3500
Estimated Total Marketing Budget:	2500
Will your organization be employing an event promoter or special event manager?	Yes
If yes, state the name of the individual or company and their contact information:	Steve Gottlieb Eagle Management pand Events
Explain in detail how you will use or benefit from the grant assistance for the marketing of your event:	We will be able to put together a social media Campaign that target
How many years has your organization relied on this grant?	0

What % of the grant would be contributed to the total estimated marketing budget? 50

Projected Total Attendance: 2500

Projected # of Vendors, Volunteers & Staff: 75

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

	% Per Region
% Local Zip Codes	10
% Regional	10
% Statewide	70
% National	10
% International	0

If international attendance is recorded, list countries represented:

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85250
85641
85365
85142
85218

Expected # of room nights event attendees will stay in Prescott: 2

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:	N/A
Initials of Applicant	SG
Date of Application	Mar 24, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Outdoor Advertising Print Social Media Direct email to Coaches and Club Directors. Shaking hands as their referee..
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	KYCA Leeza 0% Great Circle Media 5%
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	Prescott Courier
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Facebook 40% Instagram 40%
Other: (list specifics, amount spent and % of total marketing budget)	Banners at PHX / Tucson Volleyball clubs Parking lots 10%
Total \$ Value of Placed Media:	\$3500
Initials of Applicant	SG
Date of Application	Mar 24, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	

Regional: (list specifics, amount earned and estimated earned value)

State: (list specifics, amount earned and estimated earned value)

National: (list specifics, amount earned and estimated earned value)

Total \$ Value of Placed Media:

Total estimate value of earned media:

Total monetary value of marketing efforts:

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)

None

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 Event employs;
Az Medical Responders EMT's at all gyms
Printing from Madshirtz Prescott AZ
Sampling Sparkling Ice Hensley Distribution
Bradshaw Mountain Volleyball Team Concessions
Prescott High School Volleyball Concessions
Prescott scouting

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


Bradshaw/Prescott High Schools assist in pre Tournament setup and break down. they sell concessions to support their respective teams.
Scouting gets a fundraiser to go to camp.
Everything purchased locally.
We will be expanding into a reach out programs with local restaurants to help support and service the large groups that go out to eat.

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

Prescott was one known for its softball tournaments. We have the ASA Hall of Fame at the armory. I believe that the Volleyball community will embrace the customer focus, small town approach, spacious gyms, non-stay and play approach will develop into the most sought after tournament in the southwest. We are starting a tradition in Prescott.

Initials of Applicant	SG
Date of Application	Mar 24, 2025
Submission IP	160.3.129.60
Submission ID	6186770220691500111

Prescott's Doc HolliDaze

Submission Date	Apr 4, 2025
Signature of Applicant or Authorized Agent	
Printed Name & Title	Wendi Courtney, Volunteer
Date of Application	Mar 26, 2025
Name of Event	Prescott's Doc HolliDaze
Event Organization Name	Prescott Western Heritage Foundation
Proposed Date of Event	Aug 16, 2025
501 c	27-3076815
Location of Event	Downtown Prescott
Description of the Event (Please limit text to the space provided)	Prescott's Doc HolliDaze will be a 3-day event from August 15-17, 2025. It celebrates Prescott's history and early days, with an emphasis on the periods that Doc Holliday and the Earps lived in Prescott. On Friday evening there will be an open house at the Western Heritage Center, followed by a speakeasy crawl. On Saturday morning a History Forum will be held at the Hassayampa Inn, with several noted Western authors and artists presenting. Saturday afternoon will be a visit to Sharlot Hall Museum with skits by local volunteers in costume. Saturday evening will be a grand party (1880's attire encouraged) with Western entertainers, faro table, music and dancing, contests and a fashion show, at the Marina Room at the Hassayampa Inn. The weekend will conclude with a brunch on Sunday morning in the 1927 Salon. The intention is to grow into an annual publicly attended event every mid-August.
Name	Wendi Courtney

Address

Phone Number

Website (If no website, please type N/A) www.visitwhc.org

Email Address

Has this event received funding from the City before? No

Is this a new event or a recurring event? New

If event is recurring, what date was your last event?

Mark the type of Event - select all that apply. History/Heritage Food & Beverage Demonstration Fundraiser Family Friendly
Festival/Party Art & Culture Educational

Initials of Applicant WC

Date of Application Mar 26, 2025

Tourism Grant Requested Amount (Maximum Amount \$5,000) \$3500

Estimated Total Marketing Budget: 4000

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

If yes, state the name of the individual or company and their contact information:

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

To promote Prescott to those who want to learn more about the area and its history, we will place ads in publications that appeal to history enthusiasts, such as True West Magazine, Cowboys and Indians, the Tombstone Epitaph, and Facebook ads targeting historical groups.

How many years has your organization relied on this grant?

0

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

87.5%

Projected Total Attendance:

250

Projected # of Vendors, Volunteers & Staff:

25

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

	% Per Region
% Local Zip Codes	23
% Regional	15
% Statewide	38
% National	22
% International	2

If international attendance is recorded, list countries represented:

Australia
Germany
Czech Republic
England

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

85638 Tombstone
85635 Sierra Vista
85737 Oro Valley
86381 Peoria
92805 Anaheim

Expected # of room nights event attendees will stay in Prescott: 165

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:

Initials of Applicant WC

Date of Application Apr 4, 2025

Placed Media (advertising): check the purchased media you plan to use: Newspaper Digital Print Social Media

Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget) Radio programs (KDDL, KYCA, & KOLT) will be free

Television: (list specifics stations, TV programs, amount spent and % of total marketing budget) No paid television ads or programs

Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget) Tombstone Epitaph, \$900, 22.5%
True West Magazine, \$1600, 40.%
Cowboys and Indians Magazine, \$1200, 30%

All these publications provide national and international coverage

Digital & Social Media: (list specifics, amount spent and % of total marketing budget) Facebook ads, \$300, 7.5%

Other: (list specifics, amount spent and % of total marketing budget)

Total \$ Value of Placed Media: \$4000

Initials of Applicant	WC
Date of Application	Apr 4, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Prescott News SignalsAZ, podcast Arizona Roundup podcast, through Sharlot Hall Museum Press releases to Prescott Daily Courier, Prescott Living Magazine, Prescott Woman Magazine, Prescott Times \$1500 estimated value
Regional: (list specifics, amount earned and estimated earned value)	Verde Independent, JournalAZ \$200 estimated value
State: (list specifics, amount earned and estimated earned value)	AZ Republic, Arizona Daily Star, Phoenix New Times, Tucson Weekly \$500 estimated value
National: (list specifics, amount earned and estimated earned value)	Articles in Tombstone Epitaph, True West Magazine \$1800 estimated value
Total \$ Value of Placed Media:	4000
Total estimate value of earned media:	4000
Total monetary value of marketing efforts:	8000
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)	
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 goal of this event is to raise funds for the Prescott Western Heritage Foundation, and about half of their 50+ volunteers will participate, either working on the event or as guests. The Wild West History Association will also participate, as will many of their members. A quote from their website "Our membership includes many prominent and aspiring authors, historians, researchers and collectors. But the majority of the WWHA's members, both inside and outside of the United States, simply are those who enjoy learning how it really was in the Wild West!"

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

In addition to the Western Heritage Foundation, Sharlot Hall Museum will participate by hosting an afternoon event. Western re-enactor groups from around the country will also be invited to take part. Local groups such as the AZ Frontier Legends, the Whiskey Row Social Club and Historical Society, the Prescott Regulators and Their Shady Ladies, John Ford Fourth Cavalry, the Arizona Territorial Society, Elks Opera House, and others will participate in promoting the Old West history of our community.

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

The seeds for this event were planted last year when the event was a smaller one-day celebration. Brad Courtney is the Whiskey Row Historian - he has written five books on the history of the Prescott area. In 2024, Brad discovered exactly where Doc Holliday had lived in 1879-1880, prior to his move to Tombstone. That location is now the parking lot behind Bashford Courts, off Montezuma St. We began a fundraising effort, and with the help of the City of Prescott, purchased and installed a plaque commemorating the location. To celebrate the plaque unveiling, we held a reception afterward at the Hassayampa Inn, which brought in about 175 paid attendees and raised several thousand dollars for the Western Heritage Center. It was held on a Wednesday evening, August 14th, since that was Doc Holliday's birthday. The goal is to grow this mid-August gathering into a larger annual weekend event to promote Prescott and its fascinating history to not only history buffs, but also the general public. The intention is to expand into a more publicly attended annual festival, complete with vendor booths and Western performances on or near the Courthouse Plaza.

Initials of Applicant

WC

Date of Application

Apr 3, 2025


Submission IP

24.119.149.149

Submission ID

6196076479412796642

Riddle Rally for Veterans

Submission Date	Apr 4, 2025
Signature of Applicant or Authorized Agent	
Printed Name & Title	Adam Nance
Date of Application	Apr 4, 2025
Name of Event	Riddle Rally for Veterans
Event Organization Name	Lower 22 Foundation
Proposed Date of Event	Mar 14, 2026
501 c	92-1097700
Location of Event	Downtown Prescott on Whiskey Row
Description of the Event (Please limit text to the space provided)	Join us for an afternoon of fun, excitement and teambuilding as we journey through downtown Prescott solving puzzles and learning history both about Prescott and the military. As Lower 22 Foundation teams up with a service-disabled veteran business bringing a pub crawl like no other to this wonderful town. Teams and visitors will get a chance to solve mysteries, patronage local businesses, and learn about important military events. Visitors will be able to enjoy food from vendors from hotdogs to pizza and everything in-between. The Riddle Rally of Veterans is amped up to be an adventure for the whole family.
Name	Adam Nance
Address	

Phone Number

Website (If no website, please type N/A) www.L22F.org

Email Address

Has this event received funding from the City before? No

Is this a new event or a recurring event? New

If event is recurring, what date was your last event?

Mark the type of Event - select all that apply. Food & Beverage Outdoor Recreation Fundraiser Festival/Party

Initials of Applicant AN

Date of Application Apr 4, 2025

Tourism Grant Requested Amount (Maximum Amount \$5,000) 5000

Estimated Total Marketing Budget: 4000

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

If yes, state the name of the individual or company and their contact information:

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

1. Radio (\$1,000)
 - Channels: Local radio stations in Prescott and surrounding areas.
 - Activities: Develop and air engaging radio ads that highlight event details, the cause, and how to participate. Arrange for interviews with event organizers and veterans to share personal stories and the importance of the event.
 - Benefits: Reach a broad local audience, including those who may not be active on social media or other digital platforms. Enhance community awareness and drive attendance through compelling audio content.

2. Social Media (\$1,500)

- Platforms: Facebook, Instagram, Twitter, and LinkedIn.
- Activities: Create engaging content, including event teasers, participant testimonials, and promotional videos. Utilize paid advertisements to target specific demographics, such as veterans, local residents, and supporters of veteran causes.
- Benefits: Increased visibility and engagement, reaching a broader audience and driving higher attendance. Social media allows for interactive communication, fostering a sense of community and excitement leading up to the event.

3. Local (\$500)

- Channels: Local newspapers, community bulletins, and TV channels.
- Activities: Develop press releases, coordinate interviews with event organizers, and arrange for coverage of the event. Engage with local community groups and organizations to spread the word.
- Benefits: Enhanced credibility and awareness within the local community, attracting attendees from Prescott and surrounding areas. Local media coverage can also highlight the importance of the cause and encourage community support.

4. Other (Flyers and Posters) (\$1,000)

- Distribution: Key locations around Prescott, including community centers, libraries, cafes, and local businesses.
- Design: Professionally designed materials that highlight event details and sponsorship opportunities.
- Benefits: Direct engagement with the local community, encouraging participation and support. Flyers and posters are tangible reminders of the event, increasing the likelihood of attendance.

How many years has your organization relied on this grant? First Year

What % of the grant would be contributed to the total estimated marketing budget? 80%

Projected Total Attendance: 2000

Projected # of Vendors, Volunteers & Staff: 65

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

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

	% Per Region
% International	0

If international attendance is recorded, list countries represented:

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

- 85001 - Phoenix, AZ
- 85251 - Scottsdale, AZ
- 85301 - Glendale, AZ
- 85281 - Tempe, AZ
- 86001 - Flagstaff, AZ

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

2

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:

Initials of Applicant

AN

Date of Application

Apr 4, 2025

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

Radio Newspaper Digital Outdoor Advertising Print Social Media

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

Yavapai Broadcasting = 25% The Cloud 95.9. The Peak 100.1, and KVRD Country 105.7

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

Newspaper & Print: (list specific papers, print organizations, amount spent and % of total

Local = 12.5% Signals, The Prescott Times, and Daily Courier

marketing budget)

Digital & Social Media: (list specifics, amount spent and % of total marketing budget) Instagram, Facebook, LinkedIn and Twitter = 37.5%

Other: (list specifics, amount spent and % of total marketing budget) Flyers and Posters = 25%

Total \$ Value of Placed Media: 4000

Initials of Applicant AN

Date of Application Apr 4, 2025

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

Regional: (list specifics, amount earned and estimated earned value)

State: (list specifics, amount earned and estimated earned value)

National: (list specifics, amount earned and estimated earned value)

Total \$ Value of Placed Media: 4000

Total estimate value of earned media: 2000

Total monetary value of marketing efforts: 6000

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)

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

Volunteer Involvement

Event Coordination: Volunteers will assist with event setup, registration, and coordination of activities. They will ensure participants have a smooth and enjoyable experience.

Puzzle Guides: Volunteers will act as guides during the scavenger hunts and pub crawls, helping teams navigate the puzzles and challenges.

Safety and Support: Volunteers will be stationed at various points to provide assistance, ensure safety, and offer support to participants.

Veteran-Owned Businesses

Golf Cart Drivers: Veteran-owned businesses will provide drivers for the golf carts used in the scavenger hunts and pub crawls. This involvement not only supports veteran entrepreneurs but also adds a personal touch to the event, highlighting the connection to the veteran community.

Participating Bars and Establishments

The event will feature a pub crawl that includes visits to several local bars and establishments, each offering a unique experience:

Lazy G: Known for its relaxed atmosphere and craft beers, Lazy G will be a key stop where participants can enjoy a cold drink while solving puzzles.

Jersey Lilly's: This historic saloon offers a glimpse into Prescott's past, providing a perfect backdrop for puzzle-solving and socializing.

Matt's Saloon: A lively venue with a rich history, Matt's Saloon will host teams as they compete for points in the pub crawl.

Founding Fathers: This bar will offer participants a chance to unwind and enjoy some classic rock music while working on their puzzles.

The Palace: As one of Prescott's oldest bars, The Palace will add a historical element to the event, enhancing the overall experience.

County Seat: Known for its welcoming atmosphere, County Seat will be another stop where participants can relax and enjoy the challenge.

Bird Cage: This unique venue will provide a fun and engaging environment for puzzle-solving and team-building.

Glass Bar: Participants will visit Glass Bar to enjoy its modern vibe and creative cocktails while competing in the pub crawl.

Oogie's Hotdogs: A stop at Oogie's Hotdogs will offer participants a chance to refuel with delicious hotdogs and snacks, adding a culinary twist to the event.

Overall Involvement

By involving volunteers, veteran-owned businesses, and local bars, the "Puzzle Rides for Veterans" event will:

Enhance Community Engagement: Foster a sense of community and support for veterans.

Support Local Businesses: Promote local establishments and veteran entrepreneurs.

Create a Memorable Experience: Offer participants a unique and enjoyable event that combines fun, history, and community spirit.

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

1. Prescott Chamber of Commerce

Role: The Chamber of Commerce will assist in promoting the event through their network, including local businesses and community members.

Activities: They will help distribute flyers, share event details in their newsletters, and feature the event on their website and social media platforms.

Benefits: Increased visibility and engagement from the local business community, fostering broader support for the event.

2. Prescott Veterans Affairs Office

Role: The Veterans Affairs Office will help connect us with local veterans and veteran organizations.

Activities: They will assist in outreach efforts, ensuring that veterans are aware of the event and encouraging their participation.

Benefits: Enhanced engagement from the veteran community, ensuring the event's focus on supporting veterans is well-received.

3. Prescott Unified School District

Role: The school district will help involve students and families in the event.

Activities: They will promote the event through school newsletters, social media, and community bulletins. They may also encourage student volunteer participation.

Benefits: Increased community involvement and awareness, fostering a sense of unity and support for veterans among younger generations.

4. Local Rotary Clubs

Role: Rotary Clubs will provide volunteer support and help with event logistics.

Activities: Members will volunteer to assist with event setup, registration, and coordination of activities. They will also help promote the event within their networks.

Benefits: Reliable volunteer support and increased community engagement through Rotary's extensive network.

5. Prescott Area Young Professionals (PAYP)

Role: PAYP will help attract young professionals to participate in and support the event.

Activities: They will promote the event through their social media channels, newsletters, and networking events. PAYP members may also volunteer to assist with event activities.

Benefits: Engagement from the young professional community, bringing fresh energy and support to the event.

6. Local Businesses and Establishments

Role: Local businesses, including the participating bars (Lazy G, Jersey Lilly's, Matt's Saloon, Founding Fathers, The Palace, County Seat, Bird Cage, Glass Bar, Oogie's Hotdogs), will play a crucial role in the event.

Activities: These establishments will host teams during the pub crawl, providing a venue for puzzle-solving and socializing. They will also help promote the event through their own marketing channels.

Benefits: Support from local businesses enhances the event's reach and provides participants with a diverse and engaging experience.

Overall Coordination

By working closely with these local community organizations, we aim to:

Maximize Outreach: Ensure the event is widely promoted and reaches a broad audience.

Enhance Volunteer Support: Secure reliable and enthusiastic volunteers to assist with event logistics and activities.

Foster Community Engagement: Create a sense of unity and support for veterans, encouraging participation from various segments of the community.

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

Cultural Benefits

Community Engagement: The event fosters a sense of community by bringing together local residents, veterans, and supporters. It encourages social interaction and collaboration, strengthening community bonds.

Celebration of Local Culture: By incorporating local bars and landmarks into the activities, the event highlights Prescott's unique cultural heritage and vibrant social scene.

Historical Benefits

Veteran Recognition: The event honors veterans and raises awareness about their contributions and sacrifices. It serves as a reminder of the historical significance of veterans in shaping the nation's history.

Educational Opportunities: Participants will learn about the history of Prescott and its connection to the military through themed scavenger hunts and puzzles. This educational aspect enriches the community's understanding of its historical roots.

Artistic Benefits

Creative Puzzles: The event features creatively designed puzzles and challenges that stimulate participants' minds and encourage artistic thinking. These puzzles often incorporate elements of local history and culture, adding an artistic dimension to the experience.

Visual Appeal: The use of golf carts, themed decorations, and engaging visuals throughout the event adds to its artistic appeal, creating a visually stimulating environment for participants.


Overall Impact

By combining fun, education, and community engagement, the "Puzzle Rides for Veterans" event provides a multifaceted benefit to Prescott. It not only supports a worthy cause but also enriches the community's cultural, historical, and artistic landscape.

Initials of Applicant	AN
Date of Application	Apr 4, 2025
Submission IP	45.86.210.104
Submission ID	6196109234014560882

Solstice Flute Camp and Concert

Submission Date Apr 2, 2025

Signature of Applicant or Authorized Agent 

Printed Name & Title Kelly Kennedy, Executive Director

Date of Application Apr 2, 2025

Name of Event Solstice Flute Camp and Concert

Event Organization Name Where Passion Meets Purpose dba Solstice Flute Camp

Proposed Date of Event Aug 17, 2025

501 c Where Passion Meets Purpose a 501(c)(3) non-profit organization registered in AZ and UT. Federal tax ID #82-3375659

Location of Event Flute Camp – Chapel Rock Camp and Conference Center, 1131 Country Club Dr, Prescott, AZ 86303 Concert - Trinity Presbyterian Church, 630 Park Ave, Prescott, AZ 86303

Description of the Event (Please limit text to the space provided) Join us at Solstice Flute Camp. A unique, fun and transformative 5-day immersive learning experience for adults wanting to play the Native American flute. Our students gather from across the US and around the globe at Chapel Rock, a historic camp in the pines of Prescott, AZ. World-renowned instructors tailor learning tracks for those new to the Native American flute, intermediate players gaining confidence and mastery, and advanced and master level musicians. The week ends with a concert performed by our instructors at Trinity Presbyterian Church that is open to the public. The week is filled with Magical Moments!

Name Kelly Kennedy

Address

Phone Number

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

Email Address

Has this event received funding from the City before? No

Is this a new event or a recurring event? Recurring

If event is recurring, what date was your last event? Aug 18, 2024

Mark the type of Event - select all that apply. History/Heritage Food & Beverage Demonstration Outdoor Recreation Fundraiser
Family Friendly Art & Culture Educational Healing

Initials of Applicant kk

Date of Application Apr 2, 2025

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

Estimated Total Marketing Budget: \$14,200

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

If yes, state the name of the individual or company and their contact information: N/A

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

Twelve years ago, Solstice Flute School and Festival began in Utah. In August 2023 the non-profit came to Prescott on a trial basis and returned again in August of 2024. At the end of the 2024 school, the annual Board of Directors meeting was held, which resulted in the following changes:

- There was a turnover of Board members due to retirements and end of terms
- A decision was made that Prescott would be the new, permanent home of the organization
- We updated our name to Solstice Flute Camp to better reflect what we do, the feel and location at Chapel

Rock Camp and Conference Center in the Bradshaw Mountains of Prescott

- We reviewed our entire program and set out to update, enhance, and take Solstice Flute Camp to the next level

Receiving grant assistance for marketing at this time would assist us with the following expenses:

- Development of a new logo
- Developing a whole new updated website with a new company
 - Adding a Discussion Board to our site which is currently being looked at in the US, Mexico, Germany, Netherlands, United Kingdom, Ireland and Pakistan
- Updating our social media outreach to Attendees (students), Participants (performers, instructors, vendors, volunteers), flute circles, flute organizations, sponsors, and partners across the country and around the globe through:
 - Constant Contact e-blasts
This also allows us to select target audiences and provides us statistical information on our rate of opening and clicks which we have found are above industry standards
We are able to set up direct connections to other social media networks so our followers can share the information with just a click to a direct link
 - Setting up a Whereby account to provide us ways to host on-line meetings with others
This will also allow us to create a virtual flute circle that will help promote Solstice Flute Camp, our concert and future projects that are in the works
 - Digital feeds to share on social media from Flute Camp, at promotional events, etc.
 - Facebook redo, postings and follow-up
 - Support the cost of having social media coordinator who creates and sends out all of our social media posts on a weekly basis. Social media is our #1 source of promotion and has proven to be very effective now that we are actively working it.
 - Purchase of:
 - New business cards
 - Roadside banners and installation throughout the Prescott area for the concert
 - Portfolios and ink pens for students with our logo and contact information printed on them
 - Printer ink for promotional items
 - Laser jet printer
 - Flute Camp promotional banner for use at events
 - Promotional handouts and window signage for:
Flute camp and the flute concert which is open to the public that are distributed and posted at:
 - Local businesses
 - Sponsors and Partners
 - Southwest Flute Festival in Apache Junction, AZ
 - Voyager Flute Festival in Tucson, AZ
 - Galleries that sell flutes in Sedona and Flagstaff
 - Promoted at festivals and events by our instructors, vendors, board members, students, and flute circles across the country
 - Included in custom flute orders shipped by our vendors
 - Promoted at Prescott Chamber of Commerce events
 - Busking events
 - Prescott Chamber of Commerce Membership
 - Development of our new programs to include:
 - Mutual Promotion Partnership Program with:
Flute Circles across the country
Native American, Native American style, and World Flute Vendors
Businesses that sell Native American, Native American style, and World Flutes

- o A virtual flute circle that would be held monthly and open to all flute players across the country and around the world hosted by Solstice Flute Camp
- o Sponsorship/Partnership Packet for mutual promotion
- o Media Packet to be sent out to:
 - Local and state media i.e. television, radio, print, podcasts
 - Magazines
 Media packet will include suggestions of other community events happening at the same time to enhance coverage opportunities for the media as well as our local community
- Benefits we would expect to achieve through the additional funding for marketing include:
 - Becoming well known in the Local and Regional community which allows for more opportunities in:
 - o Building partnerships for current and future projects that benefit the community
 - o Additional referrals to flute camp
 - o Increased Attendees at the concert
 - o Volunteer recruitment
 - o Additional sponsorships
 - Enhanced recognition at state, national and international levels
 - o Increase in Attendees (students)
 - Increase in Attendees (spouse/guest accompanying students, vendors, staff)
 - o Increase in Participants (staff, volunteers, vendors)
 - o Building partnerships for new projects in the future that would be based in the Prescott area
 - o Increased revenue for:
 - Staff, program enhancements, new projects, and additional promotions

How many years has your organization relied on this grant?

Zero, this is the first year we have applied for this grant.

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

100%

Projected Total Attendance:

60 Flute Camp, August 17th-23rd 200 concert, August 22nd

Projected # of Vendors, Volunteers & Staff:

28 for Flute Camp, August 17th-23rd 27 for Concert, August 22nd

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

	% Per Region
% Local Zip Codes	14.8
% Regional	2.5
% Statewide	22.2

	% Per Region
% National	58.0
% International	2.5

If international attendance is recorded, list countries represented:

Netherlands, registered
Columbia, registered
UK, in contact with
Germany, in contact with
Canada, in contact with

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

#1 Salt Lake City, UT - Metro Area: 84124
Park City: 84060
Mapleton: 84664
Highland: 84003
Vineyard: 84059
Cedar Hills: 84062
Spanish Fork: 84660
#2 Phoenix, AZ - Metro Area:
Scottsdale: 85250
Fountain Hills: 85268
Paradise Valley: 85253
Anthem: 85086
Buckeye: 85396
San Tan Valley: 85144
#3 Tucson, AZ - Metro Area:
85757
85748
85750
Vail: 85641
#4 Santa Fe, NM – Metro Area:
87507
87505
#5 Grand Junction, CO – Metro Area:
81506
Clifton: 81520

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

444 room nights for Flute Camp Step One: (A) 60 + (B) 14 = (C) 74 Step Two: (C) 10 / 2 = (D) 10 Step Three: (D) 10 x (E) 6 = (F) 60 Step Four: (F) 444 room nights (actual numbers) Room nights for Concert Fri-Sat 10 rooms x 2 nights = 20 room nights for Fri/Sat of concert night

Do you expect admission sales (\$), product sales and/or food & beverage sales (Please

Yes

answer yes or no) *If event does not have these items, it will not be counted against you*

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

Increased

Initials of Applicant

kk

Date of Application

Apr 2, 2025

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

Digital Outdoor Advertising Print Social Media

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

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

Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)

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

All Digital will go local, regional, statewide, national and international:

Bluehost – Website Provider:	\$ 375.00
WordPress Add-ons for website:	
Login/signup Popup – Single Site License	\$ 10.00
WP Code – Basic:	\$ 100.00
SECURi – Website Security Software	\$ 100.00
Discussion Boards	\$ 50.00
Whereby Video Conferencing:	\$ 290.00
Constant Contact	\$ 670.00
Social Media Coordinator	\$ 1490.00
Total Cost of Digital:	\$ 3085.00
% of the media budget:	21.7%

Other: (list specifics, amount spent and % of total marketing budget)

Outdoor Advertising
All Outdoor Advertising will be local:

Banners (local printing and installation)	
Better Deals Printing (banner printing)	\$ 200.00

The Banner Guy, Pete Walker (installation)	\$ 250.00
Total Cost of Outdoor Advertising	\$ 450.00
% of the Media budget: 3.2%	
Print	
Print that will be local, regional and statewide:	
Flute Camp promotional flyers and business cards	
Vista Print	\$ 115.00
Concert promotional flyers	
Vista Print	\$ 75.00
Concert window posters	
(Vendor unknown)	\$ 75.00
Sandwich sign	
(Vendor unknown)	\$ 150.00
Cannon Laser Printer MF656Cdw	
(Vendor to be determined)	\$ 400.00
Printer Ink	
(Vendor to be determined)	\$ 365.00
Print that will be local, regional, statewide, national, and international:	
Promotional logo pens	
(Vendor unknown)	\$ 135.00
Portfolios, 2-pocket with logo	
(Vendor unknown)	\$ 150.00
Total Cost of Print	\$ 1465.00
% of the Print budget: 10.3%	

Total \$ Value of Placed Media: \$5,000

Initials of Applicant kk

Date of Application Apr 2, 2025

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

Print and Digital Magazines:
 Prescott Living Magazine – 2-full page article promoting Flute Camp
 Estimated Value: \$1000.00 (NEW)
 Prescott Now Magazine – 1 full page article promoting our Concert
 Estimated Value: \$500.00 (NEW)
 Prescott Now Magazine – Monthly Calendar
 Estimated Value: \$200.00 (NEW)

Radio Interviews
 Talk of the Town Radio Show: 3 spots
 Estimated Value: \$500.00 (NEW)

Public Relations:

Yavapai Flute Circle events in town, flyer distribution and public contact
Estimated Value: \$300.00

Chamber of Commerce
Mixer events
Public relations contacts
Calendar of events
Estimated Value: \$500.00

Local businesses actively promote our Flute Camp and Concert:

Black Arrow Gallery
Estimated Value: \$1500.00
Earth and Herb
Estimated Value: \$ 1500.00 (NEW)
Summerhill Suites
Estimated Value: \$200.00 (NEW)

Local businesses post our concert flyers
Approximately 75 local businesses allow us to post concert flyers in their storefront windows
Estimated Value: \$200.00

Digital promotion via emails to membership:
Yavapai Flute Circle
Estimated Value: \$500.00
Trinity Presbyterian church
Estimated Value: \$300.00

Regional: (list specifics, amount earned and estimated earned value)

(See Local above for Estimated Value)
Prescott Living Magazine – 2-full page article promoting Flute Camp
Prescott Now Magazine – 1 full page article promoting our Concert
Talk of the Town Radio Show: 3 spots

Digital promotion via emails to membership:
Kokopelli Flute Circle, Cottonwood, AZ
Estimated Value: 0

State: (list specifics, amount earned and estimated earned value)

Television Coverage:
We are in the process of sending out Press Packets to all of the major news channels in the Phoenix area to invite them out to visit Flute Camp and/or the Concert which would reach local, regional, and state audiences. This is the first time our organization had done this so we do not know what type of impact it will have
Estimated Value: (NEW)

Businesses promoting Solstice Flute Camp and Concert 2025 in their stores
Sacred Rites, Sedona, AZ
Sacred Rites, Flagstaff, AZ
Estimated Value: (NEW)

Public Relations:

Attended the Southwest Flute Festivals in Apache Junction, AZ and the Voyager Flute Festival in Tucson, AZ to promote Flute Camp and the Concert. First time doing this
Estimated Value: \$500.00 (NEW)

Digital promotion via emails to membership:
Arizona Flute Circle, Apache Junction
Flutes for Vets
Estimated Value: (NEW)

National: (list specifics, amount earned and estimated earned value)

Website Promotions:
World Flute Society, SD
High Spirits Flutes, AZ
Native Sunrise Flutes, UT
Flutes by Nash, CA
Woodsounds Flutes, UT
Horizons Flute Store, IA

Website promotions from our staff of national and international recording artists/instructors and performers for Solstice Flute Camp and Concert 2025
Kalani Das
Shelley Morningsong and Fabian Fontenelle
Rona Yellow Robe
Suzanne Teng and Gilbert Levy
Estimated Value: \$2000.00. (NEW)

Total \$ Value of Placed Media: \$5,000

Total estimate value of earned media: \$9200

Total monetary value of marketing efforts: \$14,200

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)

In prior years, there was never an actual marketing budget. \$800.00 was absorbed into the overall general budget last year for minimal marketing. Under the direction of the new Board of Directors, we are now planning marketing into our annual budget. We have been focusing on developing as much earned media this year as possible as we restructure our organization.

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

This year we are working with volunteers and other organizations in the following ways:

Volunteers:

- Yavapai Flute Circle (YFC) in Prescott members volunteer to assist us with:
 - Promotion to their members through email, at meetings and events
 - Forwarding email and Facebook posts to others
 - Promotion to the general public at performance events
 - Distribution to local businesses of Flute Camp promotional handouts
 - Attending flute festivals in-state and assisting in promotion

- o Distribution of concert flyers to approximately 75 local businesses
- o Flute Camp
 - Preparing student packets
 - Set-up
 - Registration at Flute Camp
 - Directing students to their rooms
 - Assisting vendors and instructors with table set-up
 - Creating signage
- o Concert night
 - Ticket sales
 - Greeters
 - Ticket takers at the door
 - Silent auction
- o Beverage sales for attendees
- o Take-down and clean-up
- o Solstice in turn provides YFC:
 - Promotional at all flute events in the state, on our website, and at Prescott Chamber events
 - Assists YFC in obtaining professional instructors and performers to participate in and offer training to its members
 - YFC has a large banner featured at our concert venue
- Sponsorships/Partnerships:
 - Summerhill Suites, Prescott
- o Partnered with the hotel to offer:
 - Optional and additional lodging for our students and their guests
 - Students and their guests who wish to arrive early or stay after flute camp to add on an extended vacation in Prescott
 - Provide lodging to concert goers coming into town to attend the concert
 - Provided a direct link for use on our website so our attendees could utilize the discount at the hotel for lodging needs
 - Hotel is promoting the Solstice Concert by posting flyers and through their concierge services
 - Hotel donated a room package for the Solstice Concert silent auction fundraiser
- o Solstice Flute Camp list the hotel on their website to promote attendee bookings and has them listed as a sponsor and partner
 - We have offered to display a promotional banner for the hotel at our concert venue
 - Black Arrow Native American Jewelry & Art, Prescott
- o Sells Native American style flutes and promotes their customers to attend Solstice Flute Camp and Concert
- o Provides discount coupons for our attendees and participants to shop at their store
 - A number of our attendees and participants made early purchases at the store last year and came back to show off their treasures which resulted in many more going in to shop after seeing the beautiful items others had returned with
- o The store is a sponsor of Solstice Flute Camp and Concert and is listed
- o Solstice Flute Camp has assisted them by:
 - Providing instruction to employees on flutes and how to sell them
 - Assisting them in identifying quality flute vendors to enhance their selection of flutes for customers
 - Black Arrow has a large banner featured at our concert venue
- o This is our second year to work with Black Arrow as both a sponsor and a partner and they are promoted on our website
 - Classy & Sassy Boutique, Prescott
- o The boutique owner has offered to host an afternoon event for our attendees with refreshments and

discounts

- o We are currently working on a sponsorship/partnership opportunity
- Earth and Herb, Prescott
- o Currently working with the owner on a sponsorship/partnership opportunity

- Safeway, White Spar Road
- o Supports us by providing gift cards to help with the cost of the Staff meeting dinner
- o We encourage our attendees and participants to stop by their convenient location to pick up any incidentals they might need during the week
- o This is our second year working with them and they are listed as a sponsor on our website
- The Spice & Tea Exchange of Prescott
- o In discussions with the owner on a possible sponsorship/partnership
- Private individual sponsors
- o Recognized on our website and at the concert unless requested otherwise

All of our Volunteers, Sponsors and Partners are recognized:

- On our website
- At the concert
- Are given the opportunity to have their banner, poster, etc. displayed at the concert

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

Chapel Rock Camp and Conference Center (non-profit)

- Has been the host site of our Flute Camp since 2023
- Going into this year, we have developed a very good working relationship with them
- o This year, we have added the camp as a feature on our new website. It not only promotes Flute Camp but also promotes this wonderful non-profit organization that offers so much to the community as well. This creates awareness of the work that they do and encourages financial support for them to help keep this historic location in repair for generations to come
- Trinity Presbyterian Church (non-profit)
- o Our concert site since 2024
- o As the coordinator for Yavapai Flute Circle (YFC) since 2024 and the new Executive Director of Solstice Flute Camp for 2025, I have worked with the church and their staff on numerous projects to include:
 - Hosting the monthly YFC flute circle meetings at the church
- Coordinating special events for the YFC flute circle held at the church
 - Coordinating the concerts for 2024 and 2025 with them to include:
 - Office Manager
 - Music Director
 - o Coordinating with YFC and Solstice Flute Camp members to play prior to church services and/or during the offering
 - A/V Director
 - Pastor
 - Coordinating a pre-concert market in 2024
- The church is a strong supporter and promotes both Flute Camp and the Concert and YFC through their network that includes:
 - Events calendar
 - Flyers for all events posted all around the property
 - Church bulletin
 - Announcements during services

- In their weekly ads in the Prescott Courier
- We have a 3-way partnership with the two non-profits of the Church and Flute Camp and Concert along with YFC to support each other's work
 - The church is very reasonable in pricing with our non-profit and this year we doubled the fee paid to them as a donation due to their outstanding work in helping us put on the concert. Again, the church is another non-profit steeped in history here in Prescott
- Prescott Western Heritage Museum (non-profit)
 - The museum reached out to us for assistance in an educational program for 3rd-6th grade field trips hosted at the museum. The goal was to educate the children on the history of the Native American flute and teach them how to mimic the playing of the flute with recorders
 - Acker provided a grant to purchase the recorders
 - The museum hosted the event
 - Solstice and YFC (volunteers) worked together to provide the instruction
- This resulted in three non-profits working together with a 4th volunteer organization to bring culture and history together with the music of the Native American flute to the youth in our community
- Youth choir and teen musicians
 - We are currently looking to invite a youth choir in grades 5-8, a teen guitar player, and a teen base player to work with world renowned musician, Kalani Das and participate with him in this year's concert
- In an effort to support Prescott and our Regional area, we encourage our attendees and participants to experience all that the area has to offer and recommend they add on a few days before or after Flute Camp to really experience Prescott. We include recommendations on our website and offer concierge service to everyone at camp on information that includes the following:
 - Bars and restaurants
 - Shopping options in town
 - Museums and historical sites to visit
 - Hiking
 - Organized kayak trip
 - Local tourism activities with direct links to visitaz.com for Prescott and the surrounding area
 - List of local transportation options
 - How to get to Prescott including airline and airport options

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

historical, or artistic benefit to the community:
 It is difficult to separate these three topics. As you will see when reviewing the documentation below, the lines blur together in so many ways. Each of our instructors bring different cultural and diverse musical backgrounds to Solstice Flute Camp and again to the concert where they will be performing for the public. From the Blessing Ceremony, Drum Circle, to the workshops and classes themselves, each provides our students with a diverse experience. With a blend of Native American flute music, storytelling, and dance, to World Music with a mix of Jazz, Blues and Percussion thrown in, our pros take us on a spectacular journey of cultural heritage with a blend of musical and performance artistry that is seldom found in one place. The locations for Flute Camp at Chapel Rock and the concert venue at Trinity Presbyterian Church, both began on Yavapai Indian land and are rich in historical value that is honored to this day. Both are fitting locations that enhance the overall feeling at Flute Camp and the concert here in Prescott. Our attendees (students and their guests) and participants (staff) excel in this magical environment of culture, history, and artistry as their journey leads them on pathways, they never dreamed of achieving. The final concert is open to the public as our gift to the community. We want to share the joy, healing, music and magic that happens when culture, history and artistry are woven together. It is our hope that our students and concert attendees leave with the magic of the flute in their hearts, share it with others, and are drawn back to Prescott and Solstice Flute Camp year after year.

Cultural:

- Blessing Ceremony

- We end our first day of Flute Camp with a traditional Blessing Ceremony lead by Rona Yellow Robe and Shelley Morningsong. This moving ceremony is a wonderful way to begin our flute journey together. Afterwards, many of our students spend the rest of the evening playing flutes together. Word is that flute magic starts here and continues every night around the campfire.

- Drum Circle

- Experience a Solstice event at our Drum Circle on the second night of Flute Camp. Kalani Das will lead us on our journey as we feel the rhythm, experience the energy and let our spirit's soar. Each drum circle is a unique experience full of fun, joy and healing. We will provide drums and percussion instruments, from Sedona Wellness Drumming and you can bring your own as well.

- Buckskin Flute Bag Making Workshop with Fabian Fontenelle - Create your own flute bag under the instruction of Fabian Fontenelle

- Fabian is Zuni/Omaha. He was born in Zuni Pueblo, New Mexico but he also has family in Nebraska. Fabian is the great-great-grandson of the famed Chief Big Elk of the Omaha people. Fabian compliments The Shelley Morningsong Band by adding what has been a long history of delighting audiences from his countless travels around the world.

- With powerful dance performances intertwined with traditional storytelling, Fabian depicts a profound imagery of a "Spirit World" pronouncing the spoken word of his ancestors in his fluent Native Zuni Language. A performance by Fabian Fontenelle is a show in itself, a captivating display of ancient sacred songs, dancing, drumming and hand-crafted regalia adorned with the intricacy of hand-beading and more. Fabian is an original member of the American Indian Dance Theatre, and also provided master-work choreography and performances with two-time Grammy Award Winning Taos Pueblo, NM acclaimed artist Robert Mirabal on tour in "Music from a Painted Cave" which was also featured on PBS television under "Great Performances".

- Fabian is also an educator on the history of Native America and has done consulting work and acting for the History Channel, "Into the West" produced by Stephen Spielberg and other productions, as well as education for public schools and museums. Learn more about Fabian here.

- World Music

- Rim Blown Flutes Workshop with Joe L Young - discover the many unique differences among rim blown flutes, including Pueblo (Basketmaker & Mojave), Japanese Shakuhachi, Andean Quena, and Chinese Xiao. Come to understand their distinctive styles and techniques for expressing each flute's emotive voice, including tools for improving embouchure, tone and volume.

- The Healing Flute, Expressing the Warrior, Teacher, Healer, & Visionary Workshop with Kalani Das - Explore fundamental qualities of the four Shamanic Archetypes of the Warrior, Healer, Visionary, and Teacher, as informed by the Angels Arrian book, The Four Fold Way. Participants will express traits such as Leadership, Honor, and Showing Up, as part of the Warrior; History, Wisdom, and Acceptance, as part of the Teacher, and so on. We will examine how we can embody and express these traits through our intentions and actions, as well as through the music we create, on our own and with others. This program is suited for facilitators, workshop leaders, practitioners, and individuals who wish to connect their work with qualities that we all value, inside and beyond music making. A solid musical foundation is advised in order to take full advantage of these teachings. All levels are welcome, and each student will learn according to their own training, experience and potential.

- Healing Inside & Out with the Native American flute Workshop, with Rona Yellow Robe - In this transformative workshop, Rona Yellow Robe will guide participants on a journey of healing and self-discovery through the power of the Native American flute. Delving into the heart of the instrument's spiritual essence, Rona will share her insights and techniques for harnessing its soothing, therapeutic qualities. Participants will learn to create a meditative environment using music as a tool for stress relief, emotional release, and personal growth.

By attending this workshop, you will not only enhance your understanding of the Native American flute but also discover its potential to bring peace, balance, and harmony to your life. Embrace the opportunity to deepen your connection with yourself and the music, opening the door to a more fulfilling and enriching musical experience.

Gain a deeper understanding of the healing power of the Native American flute and its impact on emotional well-being.

Learn techniques to create a meditative and therapeutic environment through music, promoting relaxation and stress relief

Discover ways to use the flute as a tool for personal growth, fostering a stronger connection between music and the self.

o Discover The Indonesian Suling Workshop with Suzanne Teng - The Suling is a beautiful bamboo flute from Indonesia that is easy to learn and play. With 4 holes, it produces a beautiful Javanese pentatonic scale & plays 2+ octaves. Suzanne will show you how to play the full range of the flute (over two full octaves!) and get you going on your Suling journey! All flutes come with a custom-made cloth case. Flutes will be delivered to you at school.

Historical:

- Chapel Rock Camp and Conference Center

o Before Chapel Rock - Chapel Rock stands on the unceded land of the Yavapai people. Acknowledging the Yavapai and other indigenous people as original stewards of this land, we give thanks for our ancestors, our elders, and for all indigenous peoples who are present with us today.

o Early 1900s - The property served as a tuberculosis sanitarium owned by Dr. Albert Wilson.

o August 18, 1931 - The Arizona Church Conference Center was bought for \$13,972.85 by Bishop Mitchell to serve as his summer residence and a place where retreats and camps could take place. He said, "We could have called it 'Episcopal' but Arizona Church seemed a bigger idea." And it continued to grow from there

o 2021 - Chapel Rock celebrates its 90th anniversary

o Trinity Presbyterian Church - Sicutuva History

Trinity Presbyterian Church is unique in that it began as a Yavapai Indian Mission whose members later invited Anglos of the community to worship with them.

Sica-tuva (Born Quickly) was born on the reservation, in early summer, she eventually chose June 15, 1878, as her birth date. Around age 15, Sica-tuva attended the Indian school in nearby Rice, Arizona. By this time her father had died, and her mother had married a man named Pelhame. Sica-tuva enrolled in school as Viola Jimulla. She continued her education by attending Phoenix Indian School, learning the refinements of cooking, and sewing while improving her mastery of the English language and gaining an understanding of Christianity.

In 1872, a Yavapai Indian mission was established in the Prescott area although rarely active until 1922 when a small building run by the Presbyterian Church served the Yavapai people. Every other Sunday, a minister from Clarkdale attended the congregation relying on Sam and Viola to act as interpreters. Viola became the first Yavapai baptized in the Yavapai Indian Presbyterian Church.

She was part of the community that helped revitalize the Yavapai Indian Mission and joined with the Presbyterian Church to form the Trinity Presbyterian Church for the Yavapai people. She represented the congregation at the Southwest Missionary Conference in Flagstaff in 1938 and again in 1940. She was a delegate to a meeting in Albuquerque, New Mexico, that was comprised of 14 different tribes.

1876, Trinity Presbyterian Church is unique in that it began as a Yavapai Indian Mission whose members later invited Anglos of the community to worship with them. Actual mission work had begun in 1872. It was strengthened in 1876 when Sheldon Jackson came to Prescott and was instrumental in the start of Presbyterian work. But from 1884 until 1951 there was no organized Presbyterian work in Prescott, the first small group having affiliated with the Congregationalists. The Yavapai Indians, however, remained steadfast in the faith under the remarkable leadership of Viola Jimulla, Chiefess of the Tribe, Chaplain Forry, Don Mitchell and others.

Formal organization took place in 1951 with the election of Elders, Deacons, and the adoption of Bylaws. It was at this time that Viola Jimulla offered the name of Trinity to the new church, recognizing both the Holy Trinity and the relations of Indians, Anglos, and God.

In 1951, ground was broken by Chiefess Viola for the first building project at 630 Park Avenue. In 1964, the two-story classroom addition was added as the church continued to grow and take an active part in the community. And in 1989 construction began for a new sanctuary. On September 9, 1990, Don Mitchell, charter Yavapai member, and three generations of other Yavapai families led the way into the new sanctuary fulfilling a much-desired milestone.

With faithful commitment and financial support from its members, the Church was able to hold a mortgage burning ceremony on November 13, 1994, to receive clear title to the newest building effort. In 1997 construction to convert the lower level of the sanctuary into the Ballard Learning Center with classrooms and meeting rooms was completed.

Viola died Dec. 7, 1966. Her daughter, Grace Jimulla Mitchell, succeeded her as Chiefess and later Lucy Jimulla Miller filled those dusty, history-laden shoes. Her granddaughter Patricia McGee followed as president of the Yavapai-Prescott tribe.

Former U.S. Sen. Barry Goldwater once said of Viola. "To me Viola was never an old person; she was forever young ... endowed with a calmness of heart and kind to all. ... Viola was one of those rare people whose walk down the pathway of life raised a fine dust, which falling on those who travel the trail at the same time was beneficial to them. She was generous of heart and kind to all."

Artistic:

- Masterpiece Recording Session with Suzanne Teng & Gilbert Levy - Suzanne and Gilbert will work with you to create, prepare, arrange and record your own masterpiece! Suzanne will help you flesh out a musical idea from hearing you play just a few notes or from preconceived musical ideas. She'll serve as music producer as she helps clarify the vision of the piece, helping you to develop the idea, create a structure, and guide you through the entire recording process.
 - o Gilbert, an award-winning engineer, will have you sounding better than you've ever heard yourself. He will also perform and record a selection of drums, percussion, stringed instruments, hand-pan, and synthesizer pads to accompany your flute part. During this session, you will become a recording artist/composer, learning about mic technique, overdubs, song development/arranging, and mixing techniques.
 - o You will witness the blossoming of your musical idea into a completed composition, and leave with a fully produced and professionally recorded masterpiece!
 - o Includes a two-hour recording session plus one-hour post production mixing session, all supporting musical performances by Gilbert and Suzanne, and MP3, MP4 and WAV files emailed to you within a week following Flute Camp
 - o A more complex masterpiece can have multiple overdubs, fine-tuned mixing for commercial-ready release, tuning of pitches, additional accompaniment, all done in post-production after camp.

About the facilitators: Suzanne and her husband/music partner Gilbert Levy – a New Orleans born drummer who has performed with jazz greats Wynton and Branford Marsalis – have released seven critically acclaimed albums. They have won numerous awards including the Independent Music Awards (twice), International Acoustic Music Awards, Los Angeles Music Awards, New Mexico Music Awards, Native America Style Flute Awards Album of the Year, Akademia Music Awards, Global Music Awards (Gold Medal), Peace Song Awards, and InterContinental Music Awards. Suzanne was recently awarded the Best Multiple Flutes Player Award from the World Flute Society.

Their music has been licensed for hundreds of films, television, commercial and video productions and was featured on NBC's America's Got Talent. Appreciated for its sacred, relaxing and heart opening qualities, their works have been used in numerous healing recordings, films and videos, including a special CD compilation of their music created by the pharmaceutical company Genentech that was distributed to over 50,000 cancer patients to aid in their recovery. "Mystic Journey...lifts the listener to a place where beauty, ecstasy and

tranquility reside” (Whole Life Times) both in recordings and live performances, as demonstrated in venues where they have performed such as the Dalai Lama’s International World Festival of Sacred Music, where they were featured artists each year of the festival. Suzanne and Gilbert have also composed and recorded music for yoga and acupuncture DVDs and several films including the documentaries “Raw for 30” and “Beirut Rising.”

o Joseph L Young - Instructor | Intermediate, Advanced, and Master Levels

Joseph L Young is an accomplished composer and recording artist, a dynamic improvisational musician and lifelong performer, an instructor of Native American and world flutes, and a professional sound engineer. Joe has spent his entire life intimately involved with music. He composed his first song at age eleven, continued with classical training on saxophone from sixth grade through college, then fell in love with the Native American style flute.

As a versatile and gifted multi-instrumentalist, Joe embraces the belief that art should have no restrictions. He is known for his mastery on saxophones and a wide variety of ethnic flutes from around the world — Native American style flutes, the “prayer rock” end-blown flute, Irish pennywhistle, Chinese xiao, the modern mathematical Phi flute, South and Central American clay drone flute and others. Joe artfully weaves together his world flutes with saxophone, percussion, keyboards and synthesizer.

Joe’s compositions have received multiple awards and have garnered accolades from recognized critics around the globe. His six self-produced albums continue to receive worldwide acknowledgments, radio airplay, and top chart placements. Some of his awards and nominations include the Echoes Radio Top 10, Global Music Awards, Hollywood Music in Media Awards, New Age Notes Music Awards, Indian Summer Music Awards, Independent Music Awards, International and USA Songwriting Competitions, Zone Music Reporter Awards, One World Music Radio Awards, and International Acoustic Music Awards. “Breathtakingly gorgeous,” “mesmerizing,” “beautifully relaxing” and “soulfully rejuvenating” are some of the words used to describe his music. He will take your heart and soul on a musical journey beyond the boundaries of space and time.

Bringing his broad musical perspective into the classroom, Joe has a passion for inspiring creativity in his students by expanding their musical boundaries and building confidence through encouraging experimentation.

o Kalani Das, Instructor | Intermediate, Advanced, and Master Levels

Kalani Das, MT-BC, is a multi-platinum recording and touring musician who has worked with the likes of Barry Manilow, Yanni, and can be heard on numerous Film and TV sound tracks.

He is the author of over eleven books, a Board-Certified Music Therapist, Orff-Schulwerk Music Educator, and the creator of The Healing Flute program.

Kalani has visited over 15 countries and the majority of US States as an educator and presenter. He currently publishes on the World Drum Club, Ukulele Club, and Kalani Music YouTube channels and offers exclusive content to members

o Rona Yellow Robe is a Cree and African American Woman, born and raised in Havre, Montana, and is an enrolled member of the Chippewa Cree Tribe of Rocky Boy, Montana.

Rona picked up her first flute in 2002 and has been on a musical and spiritual journey ever since. Rona is known for her powerful vocal ability, Native American flute style, and heart-filled presence.

Rona Yellow Robe and Bruce Witham have been creating music together since May, 2008. They have recorded four award winning albums, “Voice of the Trees” (2009), “The Gathering” (2012), a Christmas album entitled “Lighting Our Way” (2013), “Shoot For The Moon” (2016), and their latest album, “Sunday’s Child”.

Along with winning Native American Music Awards 2014 and 2016 Flutist of the Year, Rona and Bruce received the Native American Music Awards nominations as Songwriters of the Year for their song, “Voice of the Trees.” Their album, “The Gathering” was Nominated for Album of the Year, and Female Vocalist for their Christmas CD, “Lighting Our Way”.

Rona also won the award for North American Indigenous Flute Player from the Native American Style Flute

Association for their song, "Caterpillar & Butterfly."

Rona and Bruce perform concerts on stages nationwide, and internationally. Over the years they continue to perform for the surrounding tribes, and events including festivals, art shows, schools, museums, weddings, memorial services, powwows and holiday celebrations. They have honored military veterans and their families with their music. Rona has been engaged with hospice with her flutes for over 19 years, and she and Bruce have worked in close partnership with Multicare Hospice, and CHI Franciscan Hospice in Washington State for 13 years. Rona is also in demand as a music teacher and workshop facilitator.

They have always said, "We will perform for 5 or 1,500." They have done both. For Rona and Bruce, it's all about blessing people's lives with their music. Their music is created with the intention to inspire, uplift, and fill the listener with peace, hope and happiness; leading to visions of joy, love, and prosperity.

o Shelley Morningsong

2019 Native American Music Awards "Artist of the Year" Singer, Songwriter, Native American flute player, Grammy Member, Photographer and Painter, Shelley Morningsong (Northern Cheyenne) is a Multiple Music Award Winner! With seven prestigious Native American Music Awards to her credit Shelley Morningsong sings, writes and performs soulful and powerful Native American Contemporary music. She has also authored her very first children 's book called She Talks to the Animals based on a song she wrote for her album Love Medicine.

Thank you for your consideration of our grant request.

Initials of Applicant

kk

Date of Application

Apr 2, 2025

Submission IP

97.202.3.220

Submission ID

6194586050226685577

TCB Curates / Decompositions & Whale Fall

Submission Date Apr 1, 2025

Signature of Applicant or Authorized Agent 

Printed Name & Title Jay Ruby - Executive Director The Carpetbag Brigade

Date of Application Mar 17, 2024

Name of Event TCB Curates / Decompositions & Whale Fall

Event Organization Name The Carpetbag Brigade

Proposed Date of Event Nov 7, 2025

501 c 86-0970556

Location of Event Hazeltine Theater

Description of the Event (Please limit text to the space provided)
TCB Curates is excited to present original performances designed to enrich Prescott's cultural landscape and attract outside visitors. Our 2025-26 season features compelling performances at the Hazeltine Theater: Decompositions by Tannis Kowalchuk of the Farm Arts Collective (November 7-9, 2025) and Whale Fall by Mayfield Brooks (June 19-21, 2026). The performances provide a unique cultural experience for Prescott residents and visitors.

Decompositions is an original song-filled multimedia performance that digs into birth, death, farming, art, decay (aging) and transformation.

Whale-Fall is an interactive theater experience exploring the romance and demise of our majestic sea mammals through dance, song and music.

These performances provide cultural enrichment for the local community and attract out-of-area visitors, creating a positive economic impact and enhancing Prescott's reputation as a cultural hub. With a targeted

marketing strategy and compelling performances, we anticipate a significant boost in tourism and community engagement, benefiting Prescott's economy and cultural landscape.

Name	Jay Ruby
Address	
Phone Number	
Website (If no website, please type N/A)	carpetbagbrigade.com
Email Address	
Has this event received funding from the City before?	Yes
Is this a new event or a recurring event?	New
If event is recurring, what date was your last event?	
Mark the type of Event - select all that apply.	History/Heritage Outdoor Recreation Festival/Party Art & Culture Educational
Initials of Applicant	JR
Date of Application	Mar 17, 2024
Tourism Grant Requested Amount (Maximum Amount \$5,000)	5000
Estimated Total Marketing Budget:	10000
Will your organization be employing an event promoter or special event manager?	Yes

If yes, state the name of the individual or company and their contact information:

Helen Goodrum - Marketing Director goodrumhl@gmail.com 510-543-4994

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

TCB Curates is dedicated to bringing renowned national performance artists to Prescott, AZ, at the Hazeltine Theater. The requested grant funds will enable us to expand our marketing reach and promote these performances in Phoenix, Tucson, and Flagstaff, attracting audiences from outside the 90-mile radius. We plan to place print ads in key publications, including a 15% allocation for the Phoenix New Times, 10% for Flagstaff Live, and 10% for Tucson Weekly. These ads will feature TCB Curates performances, raising awareness and positioning Prescott as a cultural destination. Additionally, an article in the Arizona Republic (15%) and a 10% article placement in Flagstaff Live and Tucson Weekly will further amplify our reach.

Digital advertising will play a significant role, with 10% of the grant dedicated to a digital ad with a reel in the Phoenix New Times, 5% for a digital ad promo in Flagstaff Live, and 5% for Tucson Weekly. Social media will also be a key focus, with 15% of the grant allocated to Facebook and Instagram ads and reels, targeted throughout the state to build excitement and engagement. Additionally, we will form strategic partnerships with regional arts organizations to cross-promote these events, broadening our audience base. These efforts will establish a loyal following that will continue to return to Prescott for future performances, boosting local tourism and benefiting hotels, restaurants, and shops, while solidifying Prescott's growing reputation as a cultural hub.

How many years has your organization relied on this grant?

Zero!

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

100%

Projected Total Attendance:

910

Projected # of Vendors, Volunteers & Staff:

15

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

	% Per Region
% Local Zip Codes	50
% Regional	20
% Statewide	15
% National	10

	% Per Region
% International	5

If international attendance is recorded, list countries represented:

Colombia - Canada - Mexico

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

85287
85004
85712
85721
86001

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

484

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*

No

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

Initials of Applicant

JR

Date of Application

Apr 1, 2025

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

Newspaper Digital Print Social Media

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

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

Newspaper & Print: (list specific papers, print organizations, amount spent and % of total)

Phoenix New Times - Print ad for TCB Curates shows 15%
Arizona Republic - Article for TCB Curates shows 15%

marketing budget)	Flagstaff Live - Print ad and article for TCB Curates shows 10% Tucson Weekly - Print ad and article for TCB Curates shows 10%
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Phoenix New Times - Digital ad with reel for TCBCurates show10% Flagstaff Live Digital ad promo for TCBCurates show5% Tucson Weekly Digital ad promo for TCBCurates show 5% Facebook 15% Reels and Ads for TCB Curates targeted throughout state Instagram 15% Reels and Ads for TCB Curates targeted throughout state
Other: (list specifics, amount spent and % of total marketing budget)	
Total \$ Value of Placed Media:	10000
Initials of Applicant	JR
Date of Application	Mar 27, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	TCB Curates already works with 5senses and Prescott Woman magazine and sends press releases to the Prescott Courier. All of our events this year have been covered by these media entities and we expect that to continue. Estimated Value \$3000 We also do radio interviews with Prescott Palette, which are then translated into articles that occur in the Prescott Courier. \$1500
Regional: (list specifics, amount earned and estimated earned value)	The Carpetbag Brigade has previously worked with Sedona Red Rock News, The Verde Independent, and the Cottonwood Journal in the Verde Valley for articles about our cultural events. We would share press releases with these entities and target then for articles if the presenting artists were doing any work in the Verde Valley as part of their TCB Curates residency. Estimated value \$2500 For Mayfield Brooks' Whale Fall we anticipate auxiliary Verde Valley events that help to drive attendance at the Hazeltine Theater productions. We would use our press contacts in the Verde Valley to support these events. Estimated value \$1500
State: (list specifics, amount earned and estimated earned value)	As part of our advertising package with Phoenix New Times, AZ Republic, Tucson Weekly, and Flag Live we would garner articles that constitute earned media. Estimated Value \$5000
National: (list specifics, amount earned and estimated earned value)	We would promote the event nationally through Network of Ensemble Theaters, Theater Communications Guild and Contemporary Performance Network online. The long term goal is to create awareness of Prescott, Arizona as a vibrant theater milieu and to turn it into a destination. TCB Curates helps that process by bringing in professional artists who share their experience of Prescott with people around the country. \$1500

Total \$ Value of Placed Media: 10000

Total estimate value of earned media: \$16000

Total monetary value of marketing efforts: 26000

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)

Experience Prescott's support will be instrumental in building recognition for the TCB Curates series at the Hazeltine Theater, specifically in Flagstaff, Phoenix, and Tucson. This partnership will enable us to create a long-term branding strategy that positions Prescott as a premier destination for unique theatrical experiences, driving audiences from across the state to enjoy the rich cultural offerings of the city.

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 Carpetbag Brigade, as part of its TCB Curates series, actively collaborates with a wide range of local organizations and volunteers to enhance the impact of the event. Key partners include 4th Wall Productions and the Hazeltine Theater, which serve as critical venues for the performances. The series also works closely with 5enses Magazine and Prescott Woman Magazine for promotional support, ensuring wide visibility and engagement for the events.

In addition, the Carpetbag Brigade is part of an informal cultural network that includes TBD Show, Endeavor Theatre, Halfwit Shakespeare, Basin Lake Theater Project, Delicious Earth Farm, The Galactogogues, House of Hues, and Cosmos Theater. These groups collectively contribute to developing a vibrant theatrical milieu in Prescott, AZ, and are actively involved in the interactive workshops at the Hazeltine Gallery.

These workshops provide a space for collaboration, skill-building, and community engagement, where local artists and volunteers can come together to share their craft and learn from visiting professionals.

Additionally, the Carpetbag Brigade has secured grant support from AZ Humanities to facilitate panel discussions following the TCB Curates performances. These discussions will involve local volunteers, artists, and community members, fostering dialogue about the cultural and historical themes presented in the performances. This collaboration not only enriches the audience's experience but also strengthens the ties between local organizations and the wider community, making the event a truly collective cultural endeavor.

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

The Carpetbag Brigade works closely with several local community organizations to bring the TCB Curates series to life in Prescott. The series is presented at the Hazeltine Theater, a venue contracted by the Carpetbag Brigade for its events. As a board representative for 4th Wall Productions, the nonprofit organization that administers the Hazeltine Theater, the Carpetbag Brigade is actively involved in the management and coordination of events at this key venue.

Additionally, AZ Humanities has provided grant support to the Carpetbag Brigade to create civic engagement opportunities that encourage community reflection, particularly through panel discussions and interactive workshops following the performances. This support plays a vital role in fostering community dialogue on contemporary social issues explored in the series.

The Carpetbag Brigade also engages with a number of other creative organizations in Prescott, such as TBD Show, Endeavor Theatre, Halfwit Shakespeare, Basin Lake Theater Project, Delicious Earth Farm, The Galactogogues, The Forbidden Garden Experience, and House of Hues. Through these collaborations, the Carpetbag Brigade shares event information and builds a network of artists and cultural groups in the

community.

The Cosmos Theater, a sister theater to the Hazeltine Theater, also plays a role in the network, and the Carpetbag Brigade collaborates with them to strengthen the local theatrical community. This coordination between the Carpetbag Brigade, local organizations, and venues helps to create a thriving cultural environment in Prescott, fostering deeper community involvement and artistic exchange.

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

TCB Curates offers original perspectives on contemporary issues through interactive performances by professional artists, providing culturally unique experiences for Prescott, AZ, and Yavapai County. The series brings distinct learning opportunities for students of performance, offering both artistic and educational value.

Decompositions by Tannis Kowalchuk addresses existential themes of life and death through an aesthetic and deeply personal lens, while Whale Fall by Mayfield Brooks examines our country's historical legacy and economic foundations, particularly through the lens of race and the demise of sea mammals. These performances create opportunities for cultural exploration, community engagement, and educational growth.

By presenting these thought-provoking works, TCB Curates encourages transformational reflection on complex issues that resonate on both a personal and societal level. The series contributes to the cultural vibrancy and well-being of Prescott and the surrounding areas, fostering a deeper understanding of contemporary issues, artistic expression, and the role of performance in addressing and reflecting on our collective history.

Initials of Applicant

JR

Date of Application

Apr 1, 2025

Submission IP

172.56.80.95

Submission ID

6193242885903819031

Watson Lake Car Show & Swap Meet

Submission Date Mar 26, 2025

Signature of Applicant or Authorized Agent 

Printed Name & Title Tom Holden, PAAC Show Director

Date of Application Mar 25, 2025

Name of Event Watson Lake Car Show & Swap Meet

Event Organization Name Prescott Antique Auto Club, Inc

Proposed Date of Event Aug 2, 2025

501 c 237288886

Location of Event Watson Lake Park

Description of the Event (Please limit text to the space provided) This year will be the Prescott Antique Auto Club's 50th annual Classic Car Show which averages 185 show cars and 140 swap meet vendors. In addition, we support Cars for Sale in our (Car Corral) with approximately 40 vehicles and an Old Engine Start-up and Display with an average of 30 spaces from the local area including Prescott Valley, Dewey, Cottonwood, Chino Valley, Meyer, Ash Fork and Flagstaff. We also have a Food Court with 5-6 food vendors. The event brings in 4,000 to 6,000 attendees from in and out-of-state.

Name Tom Holden

Address

Phone Number

Website (If no website, please type N/A)	paacaz.com
Email Address	
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?	Aug 3, 2024
Mark the type of Event - select all that apply.	History/Heritage Traditional Event Food & Beverage Demonstration Outdoor Recreation Family Friendly Art & Culture Educational
Initials of Applicant	TRH
Date of Application	Mar 25, 2025
Tourism Grant Requested Amount (Maximum Amount \$5,000)	\$5,000
Estimated Total Marketing Budget:	\$3,500 to \$5,000
Will your organization be employing an event promoter or special event manager?	No
If yes, state the name of the individual or company and their contact information:	
Explain in detail how you will use or benefit from the grant assistance for the marketing of your event:	It will make possible a wider area of quality coverage to include radio and several newspapers (i.e. Arizona Daily Star, Arizona Republic, Arizona Daily Sun, Arizona Highways) in addition to several automotive magazines (i.e., Hemmings Motor News (worlds largest collector car marketplace), Car and Driver, Phoenix Escape to the Coast, Phoenix A to Z.
How many years has your organization relied on this grant?	11

What % of the grant would be contributed to the total estimated marketing budget? 90%

Projected Total Attendance: 4,000 to 6,000

Projected # of Vendors, Volunteers & Staff: 200

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

	% Per Region
% Local Zip Codes	60
% Regional	20
% Statewide	20
% National	0
% International	0

If international attendance is recorded, list countries represented:

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 86001, 85251, 85716, 86401, 85375

Expected # of room nights event attendees will stay in Prescott: 1950

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

Initials of Applicant	TRH
Date of Application	Mar 25, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Television Newspaper Digital Outdoor Advertising Print Social Media
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	KKLD, KQNA, KYCA, KAHM, KNAU
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	AZTV , CH 7,
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	Prescott Courier, Mojave Daily News, Daily News Sun City, HOW VW's, AZ Highways, Street Scean magazine, Depot Marketplace. In addition the following items directly supported advertising: T-shirts - \$4,039; PAAC Newsletters - \$875, Car Cruise-in/Office Flyers - \$415. Amount Spent = \$5,329 % of Budget = 81%
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Facebook, PAAC website update/development, AZ Car Clubs, KKLD website, Hemmings Motor News, Nextdoor app. Amount Spent = \$90 % of Budget 1%
Other: (list specifics, amount spent and % of total marketing budget)	Watson Lake Car Show fliers distributed at several car shows including Clarkdale Car Show, Sun City West Car Show, Cruise-in for Veterans Car Show, and Williams Route 66 Run to name a few. Amount Spent = \$1,195 % of Budget = 18%
Total \$ Value of Placed Media:	\$6614
Initials of Applicant	TRH
Date of Application	Mar 25, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	KKLD, KQNA, KYCA, KAHM radio stations to support interviews and on-site club interviews. Estimated Value: \$1,000

Regional: (list specifics, amount earned and estimated earned value)	Prescott Courier, Mojave Daily News, Daily News Sun City, Automotive Restoration Club (ARC) in Sun City, AZ, Williams Annual Car Show, Flagstaff Annual Car Show, Seligman Annual Route 66 Car Run, Chino Valley Car Cruise Nites, PAAC Car Cruise Nights. Estimated Value: \$1,200
State: (list specifics, amount earned and estimated earned value)	HOT VW's, AZ Highways, Street Scean magazines. Estimated Value: \$1,100
National: (list specifics, amount earned and estimated earned value)	Hemmings Motor News, National Street Rod Association. Estimated Value: \$1,100
Total \$ Value of Placed Media:	\$6614
Total estimate value of earned media:	\$4400
Total monetary value of marketing efforts:	\$11,014
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)	No other funds are received.
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	<ol style="list-style-type: none"> 1. The Arizona Rangers provide security in direct support of the Watson Lake Car Show (5) 2. Members from the Recovery in the Pines (RITP) support parking, etc. at the Car Show. (10) 3. We support several assisted living facilities such as: Haven Health and Willow Wind with approximately 20 members/vehicles for shows at their facilities
Explain coordination with local community organizations (be as specific as possible):	<ol style="list-style-type: none"> 1. The Prescott Veteran's Medical Center, Yavapai VA Center 2. We contact over 68 vendors in our community to sponsor trophies. We have over 40 categories for selections (Best of Show, Mayor, County Supervisor & Chamber of Commerce to name a few) and have their representatives make the selections, announcing their names, business, & associations from the community. 3. We have awarded several scholarships for Yavapai College students in the automotive field. 4. In the past 10 to 15 years, we have supported the Annual Territorial Days Parade at Chino Valley, Prescott Frontier Day Rodeo Parade, and Veteran's Day Parade with the "Pride of Prescott 1931 Segrave Ladder #1 Fire Truck" which we restored for the City.
Describe how you expect this event will provide a cultural, historical or artistic benefit to the community:	Our Old Engine Fire up Area includes demonstrations of antique equipment used by many Prescottonians in the past. In addition, we have assisted Sharlot Hall Museum by restoring some of their historical equipment. We also display the 1931 Segrave Ladder #1 Fire Truck at the event which was restored for the city. We are

currently restoring the Prescott Unified School District Bus #4 to which some of our members rode in while attending school. This event includes the display of almost 200 antique vehicles ranging from Model A's & Model T's to hot rods and muscle cars.

Initials of Applicant	TRH
Date of Application	Mar 26, 2025
Submission IP	71.209.202.133
Submission ID	6188202753317338204

Wildlights & Animal Sights

Submission Date

Apr 2, 2025

Signature of Applicant or Authorized Agent



Printed Name & Title

Raquel Gardner

Date of Application

Apr 2, 2025

Name of Event

Wildlights & Animal Sights

Event Organization Name

Heritage Park Zoological Sanctuary

Proposed Date of Event

Nov 28, 2025

501 c

3

Location of Event

1403 Heritage Park Road, Prescott AZ 86301

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

The holiday light display will be open to the public every Friday & Saturday evening from 6:00 pm - 9:00 pm, beginning on November 28th and 29th and running through January 2nd & 3rd, 2025. This annual family event includes festive holiday decorations, music, and spectacular light displays. We'll have light concessions available with items such as hot cocoa, cider, and cookies. Two weekends will include "Holiday Cheers" nights where adult beverages will be available. Last year's event was our biggest yet and we're making 2025 even stronger!

Name

Raquel Gardner

Address

Phone Number

Website (If no website, please type N/A) <http://heritageparkzoo.org/>

Email Address

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? **Nov 29, 2024**

Mark the type of Event - select all that apply. **Food & Beverage Outdoor Recreation Fundraiser Family Friendly Festival/Party Educational**

Initials of Applicant **RLG**

Date of Application **Apr 2, 2025**

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

Estimated Total Marketing Budget: **7,800**

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

If yes, state the name of the individual or company and their contact information:

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

We rely on the TAC grant to assist with marketing this event. We have a very limited budget for print & digital media and that is shared with all other programming throughout the year. This grant will allow us to purchase additional ad space to promote this program and visitation.
For the next 2 questions:
We have relied on the TAC Grant for 12 years and we dedicate 75% of the grant funds toward Marketing.

How many years has your organization relied on this grant? 12 years

What % of the grant would be contributed to the total estimated marketing budget? 75%

Projected Total Attendance: 1850

Projected # of Vendors, Volunteers & Staff: 80

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

	% Per Region
% Local Zip Codes	45
% Regional	23
% Statewide	19
% National	12
% International	1

If international attendance is recorded, list countries represented:

This data is not recorded, however we have historical conversations of family members returning home to Prescott from international destinations.

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

86322, 86325, 86326, 86331, 86336

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

723

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
Initials of Applicant	RLG
Date of Application	Apr 2, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Television Newspaper Digital Outdoor Advertising Print Social Media
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	13.3% Yavapai Broadcasting
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	0%
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	69.9% Daily Courier, Rox Media, Holiday Marketing Ads, Flyers
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	13.3% Signal, Facebook, Email Blasts
Other: (list specifics, amount spent and % of total marketing budget)	3.5% Outdoor Banners
Total \$ Value of Placed Media:	3,000
Initials of Applicant	RLG
Date of Application	Apr 2, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	\$800 - Radio Stations- Leeza Live, Talk of the Town, Chamber Interviews Print - Rox Media, Funny Bone

Regional: (list specifics, amount earned and estimated earned value)	\$1000- Social Media, Constant Contact, Website
State: (list specifics, amount earned and estimated earned value)	\$3,000 TV AZPHO-TV, CW Channel 7
National: (list specifics, amount earned and estimated earned value)	
Total \$ Value of Placed Media:	3000
Total estimate value of earned media:	4,800
Total monetary value of marketing efforts:	7,800
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)	Heritage Park Zoological Sanctuary leases land from the City of Prescott for the 10 acres that the zoo sits on.
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	WildLights requires 100's of hours of staff and volunteers decorating the park with lights in advance of the event. In addition to volunteering & hosting the event on scheduled nights. We have a strong volunteer team in house of adults and teens. We also utilize the volunteer teams from Embry Riddle and other community groups.
Explain coordination with local community organizations (be as specific as possible):	We offer local companies sponsorship opportunities. Previous sponsors have been APS, NOAH Foundation, Kohl's, Prescott Animal Hospital, Rox Media, Patriot Disposal, Desert Financial Credit Union, Jonny's Tree Service, Allied Electric
Describe how you expect this event will provide a cultural, historical or artistic benefit to the community:	Heritage Park Zoological Sanctuary has been conducting this event for many years. It has become a local family tradition to celebrate the holiday season and support a local 501 (c)(3) wildlife sanctuary. This event has grown with the community and continues to be a highlight of Prescott's Christmas City tradition.
Initials of Applicant	RLG
Date of Application	Apr 2, 2025
Submission IP	174.126.132.145
Submission ID	6194492825417553203

Yavapai Fair

Submission Date Apr 1, 2025

Signature of Applicant or Authorized Agent 

Printed Name & Title Rosalee Darby

Date of Application Apr 1, 2025

Name of Event Yavapai Fair

Event Organization Name Yavapai Fair Foundation

Proposed Date of Event Sep 4, 2025

501 c 35-2417923

Location of Event Prescott, AZ

Description of the Event (Please limit text to the space provided) County fair showcasing local livestock, gardening, home economics and agricultural education. Offers an opportunity for businesses to showcase their wares. Includes family friendly entertainment including bands, a carnival and roaming acts. We offer a rodeo over the weekend, animals shows and a livestock auction.

Name Rosalee Darby

Address

Phone Number

Website (If no website, please type N/A) www.yavapaifair.com

Email Address

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? Sep 5, 2024

Mark the type of Event - select all that apply. Traditional Event Food & Beverage Outdoor Recreation Family Friendly Educational

Initials of Applicant RD

Date of Application Apr 1, 2025

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

Estimated Total Marketing Budget: \$48,000

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

If yes, state the name of the individual or company and their contact information:

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

The Yavapai County Fair is a cherished event that brings together the entire community, benefiting people of all ages and interests. To continue growing and ensuring everyone in the county—and beyond—knows about this incredible event, we need strong marketing efforts. A grant from the City of Prescott is essential in making this possible. With these funds, we can effectively promote the fair, reach more residents, and provide the information they need to participate and enjoy all it has to offer. Without this support, many may miss out on the opportunities, traditions, and economic benefits the fair brings to Yavapai County.

How many years has your organization relied on this grant? 1

What % of the grant would be contributed to the total estimated marketing budget? 100%

Projected Total Attendance: 65,000

Projected # of Vendors, Volunteers & Staff: 100

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

	% Per Region
% Local Zip Codes	50
% Regional	30
% Statewide	20
% National	0
% International	0

If international attendance is recorded, list countries represented:

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85358
85086
85326
86321
86322

Expected # of room nights event attendees will stay in Prescott: 24412

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
Initials of Applicant	RD
Date of Application	Apr 1, 2025
Placed Media (advertising): check the purchased media you plan to use:	Radio Newspaper Digital Outdoor Advertising Print Social Media Parade, Banner hanging
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	\$4800/10% with Yavapai Broadcasting and Hometown Radio
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	\$8000/16.6% with Daily Courier and printed materials such as posters and banners
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	\$10000/20.8% with Prescott Times
Other: (list specifics, amount spent and % of total marketing budget)	\$25200/52.5% on Fourth of July parade, hanging of banners, various other materials printed and distributed
Total \$ Value of Placed Media:	\$48000
Initials of Applicant	RD
Date of Application	Apr 1, 2025
Local: (list specific medias, outlets, publications, amount earned and estimated	Daily courier editorial articles, estimated value \$12,500

earned value)

Regional: (list specifics, amount earned and estimated earned value)

Facebook and Snapchats by patrons, estimated value \$60,000

State: (list specifics, amount earned and estimated earned value)

Tiktoks by patrons, estimated value \$22,000

National: (list specifics, amount earned and estimated earned value)

Total \$ Value of Placed Media:

\$48000

Total estimate value of earned media:

\$94500

Total monetary value of marketing efforts:

\$142,500

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)

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

Fair volunteers help with everything from obtaining sponsorships to educating the children to speaking at various businesses/events on what we offer. They set up the fair, from creating an entire livestock arena to mapping out vendors to monitoring parking to ticketing to maintaining the arena for arena events to trash duties and beyond. This time will extend to cleaning up and take-down once the fair is complete. Organizations include 4-H and FFA groups from across Yavapai County, Lonesome Valley Quilters Guild, the Prescott VA artisans, local gardening clubs, the Fair Rodeo Queens, GCPRA and Prescott High School Wrestlers.

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

The local organizations, as listed above, help maintain areas of the fair. The VA artisans and Quilters Guild will monitor the buildings during the entirety of the event. 4-H and FFA groups not only showcase their livestock, they also maintain much of the grounds around the animals and interact with guests coming through. The fair queens give daily tours to school groups and disseminate information to guests. High school groups are involved with parking, trash and ticketing. GCPRA puts on and runs our weekend rodeo events from mutton busting to team roping.

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

The fair serves as a gathering point where cultural expressions are showcased, from animal showcases to food, art, and traditions that reflect the local and regional heritage. This not only celebrates the rich cultural tapestry of the Yavapai community but also educates visitors about different customs, promoting understanding and appreciation of various cultures.

Historical Education: The fair can include exhibits, demonstrations, and storytelling that highlight the region's history. By incorporating historical displays, such as old photographs and artifacts the fair can bring history to life, allowing residents and visitors to gain a deeper understanding of the community's past and how it has shaped the present.

Artistic Showcases: The fair provides an opportunity for local artists to display their work, whether it's visual, sculpture, gardening or crafts.

Community Pride: Hosting a fair rooted in the cultural, historical, and artistic achievements of the area helps strengthen community pride and identity. It brings people together from different backgrounds and experiences to celebrate shared traditions, art, and history, fostering a sense of belonging and unity among residents.

Initials of Applicant

RD

Date of Application

Apr 1, 2025

Submission IP

75.237.31.122

Submission ID

6193558002217771509

Yes! Explorers Challenge

Submission Date	Mar 31, 2025
Signature of Applicant or Authorized Agent	
Printed Name & Title	Amanda Voss - Founder/Executive Director
Date of Application	Mar 27, 2025
Name of Event	YES! Explorers Challenge
Event Organization Name	Yavapai Exploration and Science of Prescott
Proposed Date of Event	May 9, 2026
501 c	993344040
Location of Event	Granite Creek Park
Description of the Event (Please limit text to the space provided)	<p>The YES! Explorers Challenge is a thrilling, family friendly event that blends outdoor adventure with STEAM (Science, Technology, Engineering, Art, and Math) activities. Hosted by Yavapai Exploration and Science, this interactive experience invites children ages 5-12 to explore hands-on stations featuring engineering challenges, science experiments, creative problem-solving, and more.</p> <p>Participants will navigate exciting challenges, earn stamps in their event passports, and have the chance to win fun prizes. The event is led by dedicated local volunteers and community members who share a passion for learning and discovery.</p> <p>With community partners, volunteers, and sponsors coming together, the YES! Explorers Challenge fosters a dynamic environment where learning meets adventure. Whether you're a budding scientist, an aspiring engineer, or just looking for a fun experience, this event offers an unforgettable journey celebrating curiosity and exploration!</p>

Name Amanda Voss

Address

Phone Number

Website (If no website, please type N/A) www.yes-az.org

Email Address

Has this event received funding from the City before? No

Is this a new event or a recurring event? Recurring

If event is recurring, what date was your last event? May 10, 2025

Mark the type of Event - select all that apply. Outdoor Recreation Fundraiser Family Friendly Educational

Initials of Applicant ARV

Date of Application Mar 27, 2025

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

Estimated Total Marketing Budget: 15000

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

If yes, state the name of the individual or company and their contact information:

Explain in detail how you will use or benefit from the grant assistance for the marketing of The grant assistance will significantly enhance the visibility and outreach of the YES! Explorers Challenge, ensuring strong community engagement, increased participation, and a positive economic impact on local

your event:

tourism. Funding will be used to implement a multi-faceted marketing strategy that includes radio advertisements, print media, digital and social media campaigns, a YouTube video ad, and community outreach efforts.

Radio advertising will help reach a broad audience, generating excitement and awareness in the months leading up to the event. Print media placements will target families, educators, and community members who are actively involved in local activities. Digital and social media campaigns will expand our reach, engaging with families online and ensuring event details are accessible across multiple platforms. A YouTube video ad will provide a dynamic way to showcase the event, giving potential attendees a visual preview of the engaging, hands-on experiences they can expect. Additionally, printed materials such as flyers and posters will be distributed in key locations to connect with those who may not engage with digital outreach.

Beyond benefiting local families, the YES! Explorers Challenge will serve as a draw for visitors from surrounding areas, encouraging tourism in the region. As families travel to attend, they will contribute to the local economy by visiting restaurants, shops, and lodging establishments. The event’s presence will not only highlight Prescott as a hub for innovative educational experiences but also create opportunities for future tourism-related partnerships.

By combining these efforts, the grant will allow us to build greater awareness of the event, attract more participants, and strengthen YES!’s role as a valuable educational resource in the community. The support will ensure that families from all backgrounds have the opportunity to learn about and participate in this hands-on, curiosity-driven experience while also fostering increased tourism and economic growth for the region.

How many years has your organization relied on this grant? 0

What % of the grant would be contributed to the total estimated marketing budget? 100

Projected Total Attendance: 500

Projected # of Vendors, Volunteers & Staff: 60

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

	% Per Region
% Local Zip Codes	75
% Regional	15
% Statewide	8

	% Per Region
% National	2
% International	0

If international attendance is recorded, list countries represented:

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

85001, 85250, 85201, 85031, 86363

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

n/a

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:

N/A

Initials of Applicant

ARV

Date of Application

Mar 27, 2025

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

Radio Digital Outdoor Advertising Social Media

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

The YES! Explorers Challenge will be promoted on Jack FM 94.7, KDDL 94.3 & 100.7 (Cattle Country), and KPPV 106.9 & 100.7 (The Mix) to reach a diverse audience, including families and tourists. Ads will run for one month leading up to the event with placements during peak listening hours (6-9 AM, 11 AM-2 PM, and 4-6 PM) to maximize impact. The campaign will highlight the event's unique experiences and encourage visitors to travel to Prescott. A total of \$1,200 (8% of the \$15,000 budget) will be allocated to radio advertising, ensuring sustained awareness and increased regional attendance. Additionally, we will collaborate with the Prescott Chamber of Commerce to place event information in chamber-sponsored publications, further expanding outreach to tourists and local businesses.

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

Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)

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

The grant assistance will enhance the visibility and outreach of the YES! Explorers Challenge, ensuring strong community engagement, increased participation, and a positive economic impact on local tourism. With a total event budget of \$15,000, this grant will support \$5,000 (33%) in marketing efforts managed by Ariana Bennett at Sparklight Advertising.

Funding will cover a targeted digital marketing strategy, including YouTube video ads, Facebook promotions, Google retargeting, banner ads, and website retargeting. These efforts will maximize event exposure, attracting both local and out-of-town attendees.

Beyond benefiting local families, the event will draw visitors from surrounding areas, contributing to the local economy through dining, shopping, and lodging. This investment not only ensures a successful event but also strengthens Prescott's reputation as a hub for educational tourism and future partnerships.

Other: (list specifics, amount spent and % of total marketing budget)

Total \$ Value of Placed Media:

6200

Initials of Applicant

ARV

Date of Application

Mar 27, 2025

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

For the YES! Explorers Challenge, we have secured \$8,800 in earned (in-kind) marketing support, which accounts for 59% of the total \$15,000 event budget. This includes \$2,000 in Google Ads for Nonprofits to increase event visibility through targeted digital campaigns and \$5,000 in in-kind digital marketing services from Ariana Bennett at Sparklight Advertising. These services will include YouTube video ads, Facebook promotions, Google retargeting, banner ads, and website retargeting to maximize outreach. Additionally, we have received a \$300 in-kind sponsorship for print banners to enhance event signage and \$1,500 in print media placements from Prescott Woman Magazine and Rox Media to reach local families and educators. This earned media will significantly expand our promotional efforts, ensuring strong community engagement and increased event participation.

Regional: (list specifics, amount earned and estimated earned value)

State: (list specifics, amount earned and estimated earned value)

National: (list specifics, amount earned and estimated earned value)

Total \$ Value of Placed Media: 6200

Total estimate value of earned media: 8800

Total monetary value of marketing efforts: 15000

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)

We are holding this event this year after the due date for this grant. More information and data will be available after May 10, 2025.

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 YES! Explorers Challenge will involve a diverse group of volunteers and community organizations, each playing a critical role in making the event a success. A total of 40 volunteers will be recruited to assist with various tasks on the day of the event. These volunteers will be responsible for managing STEAM activity stations, assisting with registration, guiding participants, ensuring safety, and helping with event setup and breakdown. Training will be provided to volunteers prior to the event to ensure a smooth experience for attendees.

Several organizations and groups are directly involved in the planning and execution of the event:

Prescott Public Library – They will assist in promoting the event.

Nature Niños – This local organization led by Ellen Bashor will collaborate with YES! to provide nature-related STEAM activities and 6 volunteers that will engage participants in hands-on, outdoor learning experiences.

True Course Simulators – They will provide an interactive flight simulation experience for participants, helping to enrich the event’s STEAM offerings.

Rotary Club – 10 volunteers from the Rotary Club will support various event operations, including managing activity stations, guiding participants, and ensuring everything runs smoothly.

Big Brothers Big Sisters – Heather Seets from Yavapai Big Brothers Big Sisters as well as board member Sherri Pimental will be involved as volunteers, working with children and guiding them through the STEAM stations and activities.

In addition to these specific groups, the event will benefit from sponsorships at various levels, including presenting sponsors, STEAM station sponsors, and shirt sponsors. These sponsorships help fund the event and enhance the experience with branded materials and high-quality activity stations. The event will also

feature goodie bags filled with educational materials and promotional items from community sponsors. The contributions from these organizations and volunteers will ensure the event is a collaborative and community-driven effort, focused on making STEAM education fun and accessible for everyone.

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

The YES! Explorers Challenge will collaborate with several local community organizations, each contributing their own events and activities to enhance the event experience. Partners include True Course Simulators, Rotary Club, Prescott College, Big Brothers Big Sisters, Highland Center, Yavapai Community Health Services, and Educational Expeditions.

True Course Simulators will provide a flight simulator station, and YES! will assist with planning and logistical support to ensure smooth operation.

The Rotary Club will volunteer to run one of YES!'s activities, providing essential support in the event's execution.

Prescott College will offer educational mini-workshops focused on sustainable practices or outdoor education. YES! will help with space setup, materials, and managing registrations.

Big Brothers Big Sisters will lead a mentoring and team-building activity for attendees. YES! will assist with volunteer coordination and logistical support.

The Highland Center will offer a nature-based activity, such as a guided hike or environmental education program. YES! will help with planning, scheduling, and ensuring that the activity is accessible to all attendees.

Yavapai Community Health Services will offer an activity focused on healthy foods, educating attendees about nutrition and healthy eating habits. YES! will assist with scheduling and providing any necessary support.

Educational Expeditions will run hands-on science experiments and outdoor learning activities. YES! will work with them to provide necessary materials and ensure the activities align with the event's goals.

Through these partnerships, YES! will coordinate with each organization to integrate their activities seamlessly, providing logistical support and ensuring a dynamic and engaging event for all attendees.

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

The YES! Explorers Challenge will provide significant cultural, historical, and artistic benefits to the community by offering engaging, educational activities that foster curiosity and critical thinking among children. Prescott, while rich in natural beauty and history, lacks a strong focus on kid-centered, interactive learning experiences that integrate science, technology, engineering, art, and mathematics (STEAM). This event aims to fill that gap by creating a space where children can explore hands-on activities related to nature, history, and the arts, encouraging them to connect with their community in a meaningful way.

By partnering with local organizations such as the Highland Center for environmental education, Yavapai Community Health Services for healthy food education, and Educational Expeditions for hands-on science activities, the event will expose young attendees to cultural and environmental topics that are essential for building a well-rounded understanding of their world. Additionally, these activities will help instill a sense of appreciation for the arts and history in a fun and approachable way.

This event will provide families with opportunities to explore Prescott's rich heritage and natural resources,

while giving children the tools to think critically, ask questions, and become more engaged with the world around them. By offering these experiences in one central location, the YES! Explorers Challenge will significantly enhance the educational landscape for children in Prescott and beyond.

Initials of Applicant	ARV
Date of Application	Mar 27, 2025
Submission IP	24.117.64.118
Submission ID	6192511988119506454



TO: MAYOR AND CITY COUNCIL
AGENDA: April 30 Tourism Advisory Committee
DATE: April 30, 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

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. AP Updates TAC Slides 4.30.2025

TOURISM ADVISORY COMMITTEE (TAC)

APRIL 30, 2025

AIRPORT UPDATES



Airport Activity

Air Carrier Boardings	2019	2020	2021	2022	2023	2024	2025
January	1982	1773	713	1404	1834	1907	1980
February	1628	1669	810	1570	1804	1839	1875
March	2377	1330	1312	1998	2191	2154	2053
April	2406	108	1694	2027	2019	2090	
May	2598	252	2057	2188	2162	2177	
June	2398	597	2422	1965	1972	1913	
July	2399	949	2460	1982	1843	2030	
August	2379	1112	2531	2107	1922	2110	
September	2326	1259	2484	2157	2135	2119	
October	2419	1514	2801	2275	2293	2333	
November	2239	1355	2400	2240	2141	2165	
December	2579	1108	1942	2145	2208	2471	
Total Boardings	27,730	13,026	23,626	24,058	24,524	25,308	5,908

Aircraft Activity

January to February

Tower Counts: 0600 - 2200 Daily

2025: 61,368

2024: 51,742

2023: 47,011

2022: 50,740

2021: 46,447

2020: 43,081

2019: 32,179

Current Construction Projects

■ Local Funding

- Delta 7 Pavement Repairs – *Week of April 21st.*
- Ruger Road Pavement Project – *FY 26*
- Wash Rack – *FY26*

■ State & Federal Design Grant Funding

- ARFF, SRE & Ops Building - *Construction FFY 26*
- Taxiway Foxtrot Realignment - *Construction FFY 26*
- North Ramp Expansion – *Construction FFY 28*

■ State & Federal Construction Funding

- Runway 12-30 Electrical Improvements – *06/01/25.*
- ADOT APMS Program / Threshold 21L – *09/09/25*

■ State & Federal Studies Funding

- Dual Lane Taxiway & Unleaded Fuel Study
- Runway 3R-21L Extension Demand Forecast Review

■ Tenant Funding

- ERAU SAFE Complex – *01/01/2026 Opening*

Essential Air Service Bid & Airline Status

- **Flight Delay's for the month of March:**
 - **LAX- 6 late turns, 2 maintenance, 1 weight and balance, 1 weather**
 - **DEN- 4 maintenance, 3 crew legality, 2 weight and balance, 1 weather**

***Crew legality is crew rest between flights.**



Advertising, Marketing & Upcoming Items

Advertising & Marketing Policy & Fees

- Fee schedule for Advertising & Marketing – Schedule C was approved in January, Kellie Worthen is heading up the Airports marketing
 - This will eventually be posted to the City's website, again Kellie is working on an overhaul to the Airport's website.

Other Items

- Revenue Generation
 - I have not received reports from AVIS/Budget in awhile, but our Leasing and Properties Administrator Irene Varelas has noted a decline in rentals and revenue over the past 6 months. Complaints have been more frequent; we will be looking at advertising for two new operators in the coming months.



TO: MAYOR AND CITY COUNCIL
AGENDA: April 30 Tourism Advisory Committee
DATE: April 30, 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

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