

# City of Prescott

## Tourism Advisory Committee



August 27, 2025 | 8:00 AM  
201 N. Montezuma Street  
Council Chambers, 1st Floor  
Prescott, AZ 86301

### AGENDA

The following Agenda will be considered by the **Tourism Advisory Committee** at their meetings to be held **August 27, 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 April 30, 2025 and May 14, 2025 Tourism Advisory Committee Meeting Minutes.  
**Recommended Action: MOVE to approve minutes as presented**
  - B. Presentation & Discussion Regarding the Prescott Whiskey Trail.  
**Recommended Action: This item is for discussion only. No formal action will be taken.**
  - C. Presentation & Discussion Regarding Refreshed Marketing Materials for Experience Prescott: The Bold Standard.  
**Recommended Action: This item is for discussion only. No formal action will be taken.**
4. **UPDATES**
  - A. Staff Announcements
  - 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 8/21/25 at 11:30 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

*Sarah M. Thornhill*

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Sarah M. Thornhill, City Clerk



TO: MAYOR AND CITY COUNCIL  
AGENDA: August 27 Tourism Advisory Committee  
DATE: August 27, 2025  
DEPT: Tourism  
ITEM #: 3.A  
SUBJECT: Approval of April 30, 2025 and May 14, 2025  
Tourism Advisory Committee Meeting Minutes.

## ITEM SUMMARY

This item is for the approval of minutes from the April 30, 2025 and May 14, 2025 TAC Meetings. Staff recommends approval of the minutes as presented.

## BACKGROUND

None.

## FINANCIAL IMPACT

There is no fiscal impact associated with this item.

## RECOMMENDED ACTION

MOVE to approve minutes as presented

## ATTACHMENTS

1. April 30, 2025 TAC Minutes
2. May 14, 2025 TAC Minutes

# City of Prescott

## Tourism Advisory Committee



April 30, 2025 | 11:00 AM  
201 N. Montezuma Street  
Council Chambers, 1st Floor  
Prescott, AZ 86301

### MINUTES

#### 1. CALL TO ORDER

Chair Christensen called the meeting to order at 11:00 a.m.

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

#### 2. ROLL CALL

Margo Christensen - Chair  
Matt Brassard - Vice Chair  
Tamara Burks - Member  
Robert Coombs - Member  
Jim Dawson - Member  
Dennis Gallagher - Member  
Edd Kellerman - Member  
Autumn Kline - Member  
Nick Medina - Member  
(Vacancy)

#### 3. DISCUSSION & ACTION ITEMS

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

**MOTION BY MEMBER COOMBS TO APPROVE MARCH 12, 2025 MEETING MINUTES; SECONDED BY MEMBER GALLAGHER: PASSED (9 - 0)**

B. Presentation & Discussion Regarding the Requirements and Timeline of Potential Propositions.

Tourism Manager Cristina Binkley provided an overview of the requirements and timeline related to potential propositions, referring to the memo included in the agenda materials:

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

Member Dawson asked about the purpose of pursuing a proposition.

Community Outreach Director John Heiney explained that in recent budget discussions with City leadership, the issue of General Fund stress was raised, making this an appropriate time to consider new sources of revenue.

Chair Christensen noted that this topic has been under consideration for some time and emphasized that the current 3% funding level is insufficient to meet existing needs. She added that a dedicated group to lead the proposition effort has not yet been identified.

Mr. Heiney referred to the chart in the agenda packet and noted that Prescott remains at the lower end of comparable communities.

Chair Christensen noted that Prescott's line item for additional city contributions appeared to be zero.

Mr. Heiney responded that this could be due to the way Prescott defines its Transient Occupancy Lodging Tax (Bed Tax) Rates.

Member Dawson asked about the historical resistance from the hotel community.

Chair Christensen responded that she believes the hotel community would support a tax increase if it were community-led and properly presented.

Member Medina noted that Sedona has a 3.5% tax rate and asked how that compares to Prescott.

Ms. Binkley responded that various scenarios could be modeled with the City's Finance Department to show potential revenue outcomes.

Chair Christensen commented that a similar financial model was created several years ago.

Member Medina asked where funding shortfalls would have the greatest impact.

Chair Christensen responded that it would be tourism marketing and recreational amenities.

Ms. Binkley commented that staff would recommend reviewing language that coincides given the state does bed tax differently.

Member Dawson recommended starting with the end goal and working backward to develop a plan.

Mr. Heiney noted that three to four years have passed since the last strategic plan and suggested a new plan could serve as a solid foundation for this effort. He

explained that tourism marketing is often one of the last priorities in the budget, despite needing increased support.

Chair Christensen commented that both sales and bed tax revenues have been stagnant or declining, reinforcing the need for new funding sources.

Mr. Heiney commented that staff could assist with data and suggested that the Committee consider beginning the strategic planning process.

Member Coombs asked whether specific funding categories would need to be pre-identified.

Chair Christensen responded it would depend on the ballot language.

Vice Chair Brassard asked if every city requires voter approval for propositions like this.

Mr. Heiney explained that while not all cities do, the City of Prescott does require a vote. He added that city staff can provide information but are restricted from advocacy.

Member Gallagher reported that larger hotels in the area seem to understand the need for a bed tax increase.

Ms. Binkley asked whether the Committee wished to provide direction to staff.

Member Dawson proposed holding a planning meeting to assess current tourism funding.

Member Medina agreed with Member Dawson and suggested the planning meeting also explore other revenue streams.

Ms. Binkley asked whether inviting guest speakers would be useful.

The Committee generally agreed that an all-day, workshop-style meeting would be beneficial.

Member Kline suggested financial scenarios showing the effects of different tax percentage increases.

Member Dawson asked whether the Committee should serve as the steering committee or appoint another group.

Mr. Heiney referred to a recent public safety proposition campaign as an example of effective organization.

Vice Chair Brassard asked about the costs associated with running a campaign.

Chair Christensen asked if bed tax funds could be used for campaign materials.

Mr. Heiney responded that he would need to research that issue, noting past campaigns had used graphics and materials presented during public meetings.

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

- C. Presentation & Discussion Regarding the Upcoming Annual Update & Presentation to Council and Selection of Committees Members to Represent TAC at the Meeting.

Ms. Binkley informed the Committee that their bylaws require an annual presentation to City Council after the fiscal year ends. The presentation will review past accomplishments and outline future plans. She noted that while staff can support the effort, committee members must give the presentation.

Chair Christensen asked how long the presentation should be.

Ms. Binkley answered that 20 minutes had been allotted. She emphasized the importance of using the presentation to advocate for upcoming projects.

Mr. Heiney suggested developing a clear outline to help presenters prepare for the panel style discussion.

Chair Christensen suggested scheduling a practice session for the end of May. She recommended beginning the presentation with TAC's vision and mission, followed by the new strategic plan and upcoming goals.

Member Dawson proposed that the Chair and Vice Chair be the presenters.

Chair Christensen said she would be out of town, returning only three days before the Council meeting, but she was willing to present if the practice session could be held earlier.

Vice Chair Brassard and Member Gallagher volunteered to join the presentation team.

**MOTION BY MEMBER DAWSON TO RECOMMEND CHAIR CHRISTENSEN, VICE CHAIR BRASSARD, AND MEMBER GALLAGHER REPRESENT THE TAC UPDATE TO COUNCIL ON THE COMMITTEE'S BEHALF; SECONDED BY MEMBER MEDINA: PASSED (9 - 0)**

- D. Presentation & Discussion Regarding Tourism Grant Review and Award Selections.

*\*\*Item 3.D was discussed following Item 4.B. The minutes reflect the actual order of discussion.\*\**

#### 4. UPDATES

- A. Staff Announcements & Updates

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

- The announcement of the retirement of Recreation Services Director, Joe Baynes, was shared, with praise to his contributions to trail development and City amenities.

- Utility Billing was scheduled to move into the new City Hall on May 9, 2025 and reopen May 12, 2025. The first City Council meeting in the new Council Chambers was scheduled to be held May 13, 2025.
- Member Leja's resignation was announced, leaving a vacancy. The short-term seat would remain open until May 30, 2025.
- Experience Prescott was recently featured on the cover of *Wander AZ*, generating approximately \$50,000 in earned media value. Confirmation was provided regarding the coverage earned, not paid. The new website had begun generating advertising revenue, with 13 stakeholders participating, and the revenue could eventually cover the site's costs, being the revenue is a credit and not general revenue.
- The Airport runway project is ongoing. There are two pavement projects scheduled for FY26, with facility expansion planned for FY28.
- Recreation Services events included upcoming softball and baseball tournaments, the Pure Imagination Festival and a summer movie night.
- Three RFPs were in process for outdoor sports events expected to draw 100–200 participants each and generate 20–30 hotel room bookings per location. Potential events included a National Horseshoe Association event, girls volleyball tournament, and a women's martial arts conference.
- Coordination with local nonprofits was ongoing, with a recently booked Arizona Wildlands event.

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

#### B. Committee Member Updates

Councilwoman Fruhwirth and Committee Members provided the following updates:

- The "Boots on the Row" event is scheduled for September 22, 2025.
- Chamber of Commerce upcoming events included Historic Walking Tours, Chalk It Up, Memorial Day festivities, the Mountain Artists Guild Mother's Day event, and a wine festival.
- Phippen Museum activities included an upcoming youth art competition, Memorial Day programs, artist meet-and-greet sessions, and events for children.
- A "Meet the Winemaker" series and pop-up markets at the Grand Highland Hotel were upcoming. Staff noted that the Courtyard & Ballroom would be available for qualifying nonprofit events.
- The next Women in Business event was scheduled to take place at the Sam Hill Warehouse, instead of the usual location.

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

***The Committee recessed for lunch at 12:05 p.m. and reconvened at 12:45 p.m.***

***\*\*3.D. Presentation & Discussion Regarding Tourism Grant Review and Award Selections (Continued)\*\****

Ms. Binkley explained to the Committee that the purpose of this meeting was to review the 26 submitted grant applications, a total consistent with previous years. Committee members were to review and pre-score each application in advance of the meeting, with the meeting to then include a review process held in open session, allowing for additional scoring based on group discussion and feedback.

Chair Christensen opened the discussion regarding grant applications and explained that members who submitted applications may need to recuse themselves during the review process.

Ms. Binkley reviewed the purpose of the grants, which are to support non-profit organizations hosting events in Prescott. Annually funded through the city's 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).

Vice Chair Brassard commented on the level of detail involved in reviewing the applications.

Member Dawson recommended establishing a maximum character limit for future applications to streamline the process.

Mr. Heiney responded that this approach has been attempted in the past but led to challenges in evaluating content.

Member Kline asked how projected event revenue ties into the application scoring.

Ms. Binkley explained how revenue projections are used in scoring, noting their impact on funding decisions. She elaborated on the consideration of factors such as placed versus earned media, community benefit, and the cultural or historical significance of events.

Discussion regarding the grant applications included the following highlights:

13th Annual Hopefest

Proposed for 9/20/25, \$5,000 Grant Request  
8,000 Projected Attendance  
\$141,000 Estimated Monetary Value Marketing Efforts  
79% from local zip code

37th Annual Cowboy Poets Gathering

Proposed for 8/7/25, \$5,000 Grant Request  
4,000-5,000 Projected Attendance  
\$48,282 Estimated Monetary Value Marketing Efforts  
Zip code numbers appear to be the most accurate with screening methods

Expected room nights slightly above average

47th Annual Whiskey Row Marathon

Proposed for 10/11/25, \$5,000 Grant Request

5,000 Projected Attendance

\$31,927 Estimated Monetary Value Marketing Efforts

Long standing well planned marathon event

***Member Kellerman recused himself from the 51st Annual Phippen Museum Western Art Show & Sale discussion.***

51st Annual Phippen Museum Western Art Show & Sale

Proposed for 5/24/25, \$5,000 Grant Request

17,000-20,000 Projected Attendance

\$60,161 Estimated Monetary Value Marketing Efforts

Event must occur within the next FY, errors noted but qualifies

19th Annual all Corvette Car Show

Proposed for 9/27/25, \$5,000 Grant Request

9,300 Projected Attendance

29,050 Estimated Monetary Value Marketing Efforts

Alliance Southwest Championship

Proposed for 7/10/25, \$5,000 Grant Request

2,730 Projected Attendance

Estimated Monetary Value Marketing Efforts Not Provided

One of the last events that fell under the old grant structure

Tournaments related to hotel cancellation concerns noted

Arizona Philharmonic Eighth Season

Proposed for 5/3/26, \$5,000 Grant Request

2,260 Projected Attendance

\$33,118 Estimated Monetary Value Marketing Efforts

508 room nights anticipated

Art in the Pines 6th Annual Prescott Plein Air Festival

Proposed for 8/27/25, \$5,000 Grant Request

3,000 Projected Attendance

\$18,706 Estimated Monetary Value Marketing Efforts

Chalk it Up Prescott

Proposed for 4/18/26, \$5,000 Grant Request

2,000 Projected Attendance

\$7,150 Estimated Monetary Value Marketing Efforts

Festival of the Trees

Proposed for 11/19/25, \$5,000 Grant Request

3,500 Projected Attendance

\$22,170 Estimated Monetary Value Marketing Efforts

453 room nights anticipated  
Positive collaboration with AZ Christmas City efforts

***Vice Chair Brassard recused himself from the NYE Whiskey Row Boot Drop discussion.***

NYE Whiskey Row Boot Drop

Proposed for 12/31/25, \$5,000 Grant Request  
18,000+ Projected Attendance  
\$553,500 Estimated Monetary Value Marketing Efforts  
Last year received eight minutes of national airtime;  
Tremendous positive impact from the event

Prescott Area Artist Studio Tour

Proposed for 10/3/25, \$5,000 Grant Request  
13,000-15,000 Projected Attendance  
\$50,937 Estimated Monetary Value Marketing Efforts  
Monetary marketing \$50k

***Member Coombs recused himself from the Prescott Chamber of Commerce Foundation Bluegrass Festival discussion.***

Prescott Chamber of Commerce Foundation Bluegrass Festival

Proposed for 6/20/26, \$5,000 Grant Request  
12,000 Projected Attendance  
\$17,000 Estimated Monetary Value Marketing Efforts

Prescott Film Festival

Proposed for 7/16/25, \$5,000 Grant Request  
2,500 Projected Attendance  
\$44,000 Estimated Monetary Value Marketing Efforts  
State film tax credit is helpful with the city's film commission

Prescott Fine Art & Wine Festival

Proposed for 8/2/25, \$5,000 Grant Request  
13,000 Projected Attendance  
\$11,635 Estimated Monetary Value Marketing Efforts

Prescott Highland Games & Celtic Faire

Proposed for 9/26/25, \$5,000 Grant Request  
4,500-5,500 Projected Attendance  
\$22,750 Estimated Monetary Value Marketing Efforts

Prescott Indian Art Market (PIAM)

Proposed for 9/20/25, \$5,000 Grant Request  
2,500 Projected Attendance  
31,200 Estimated Monetary Value Marketing Efforts  
Additional marketing funds from the City were established over 100 years ago, designated in perpetuity for Sharlot Hall Museum and utility expenses, but not for maintenance-related items.

Prescott Shootout

Proposed for 3/21/25, \$3,500 Grant Request  
2,500 Projected Attendance  
Estimated Monetary Value Marketing Efforts Not Provided  
Volleyball tournament; new to grant process

***Member Gallagher recused himself from the Prescott's Doc HolliDaze discussion.***

Prescott's Doc HolliDaze

Proposed for 8/16/25, \$3,500 Grant Request  
250 Projected Attendance  
\$8,000 Estimated Monetary Value Marketing Efforts  
Impressive first time event; marketing efforts with potential for growth

Riddle Rally for Veterans

Proposed for 3/14/26, \$5,000 Grant Request  
2,000 Projected Attendance  
\$6,000 Estimated Monetary Value Marketing Efforts  
Appears to be a new event

Solstice Flute Camp and Concert

Proposed for 8/17/25, \$5,000 Grant Request  
260 Projected Attendance  
\$14,200 Estimated Monetary Value Marketing Efforts  
First year applicant

TCB Curates/Decompositions & Whale Fall

Proposed for 11/7/25, \$5,000 Grant Request  
910 Projected Attendance  
\$26,000 Estimated Monetary Value Marketing Efforts

Watson Lake Car Show & Swap Meet

Proposed for 8/2/25, \$5,000 Grant Request  
4,000-6,000 Projected Attendance  
\$11,014 Estimated Monetary Value Marketing Efforts

Wildlights & Animal Sights

Proposed for 11/28/25, \$5,000 Grant Request  
1,850 Projected Attendance  
7,800 Estimated Monetary Value Marketing Efforts  
Christmas season through 1/3/26

Yavapai Fair

Proposed for 9/4/25, \$5,000 Grant Request  
65,000 Projected Attendance  
142,500 Estimated Monetary Value Marketing Efforts

Yes Explorers Challenge

Proposed for 5/9/26, \$5,000 Grant Request

500 Projected Attendance  
\$15,000 Estimated Monetary Value Marketing Efforts  
Concept but may be more appropriate for the school district

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

**5. ADJOURNMENT**

There being no further business to discuss, Chair Christensen adjourned the meeting at 2:39 p.m.

ATTEST:

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MARGO CHRISTENSEN, Chair

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Arley Tucker, Staff Liaison

City of Prescott  
**Tourism Advisory Committee**



May 14, 2025 | 11:00 AM  
201 N. Montezuma Street  
Council Chambers, 1st 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  
Nick Medina - Member  
Tamara Burks - Member

**3. DISCUSSION & ACTION ITEMS**

A. Approval of the April 30, 2025 Tourism Advisory Committee Meeting Minutes.

**THE APRIL MINUTES WERE NOT AVAILABLE AT THE MAY 14, 2025 TOURISM ADVISORY COMMITTEE MEETING.**

B. Presentation & Discussion Regarding the FY26 Budget.

Tourism Manager Cristina Binkley provided a presentation regarding the FY26 budget.

Chair Christensen confirmed with staff that the Bed Tax remains at 3.67%. While reviewing financial highlights, she asked why only \$1.1 million is available if \$1.5 million was budgeted.

Ms. Binkley clarified that salaries and operational costs account for the difference.

Chair Christensen also expressed concern over the low fund balance, especially given the high expenditure on events, emphasizing the need for emergency marketing reserves and requesting deeper discussion on the matter.

Vice Chair Brassard asked about the Downtown Beautification timeline.

Ms. Binkley explained it began in January, with power washing starting in April.

Community Outreach Director John Heiney noted efforts are underway to shift this project's funding away from Bed Tax dollars.

Chair Christensen asked about declining ad spend and fund depletion, arguing that some expenses (e.g., utilities, beautification) should be covered by the General Fund.

Member Medina suggested Economic Development should fund tools like Placer AI or find more cost-effective alternatives. Staff confirmed Placer AI has been moved to Economic Development for FY26.

Vice Chair Brassard expressed concern regarding Fourth of July expenses and stated that prior efforts to cut the event's budget haven't shown results.

Chair Christensen agreed, calling it excessive and suggesting a meeting with City leadership.

Member Kline asked about the \$160,000 event cost.

Ms. Binkley clarified the current contract ends in 2025, with a new fireworks contract beginning in 2026.

Committee discussion regarding possibly shifting funds to the General Fund, high fireworks charges, and possibly cutting back on grant funds.

Ms. Binkley reminded the Committee they may revise grant funding anytime.

Chair Christensen asked about whether other DMOs spend less on operations and more on advertising, and why Flagstaff wasn't included in the comparison.

Ms. Binkley explained the figures represented only advertising dollars and that Flagstaff is not a valid comparison.

Committee members asked for additional information about bed and other tax revenues collected by comparable DMOs.

Staff will follow up.

Member Coombs advocated for exploring parking revenue opportunities and supported partnering with the Chamber to sell parking passes.

Member Gallagher echoed this sentiment, favoring parking fees at events.

Ms. Binkley noted plans to research automated technology to manage parking.

Member Coombs also suggested implementing paid parking year-round.

Chair Christensen highlighted the city's growth in hotel rooms and called for increased marketing funds, requesting a meeting with the City Manager and Finance Director to discuss further.

Member Kellerman expressed concern about potential special event cuts and urged a reevaluation of the items presented.

Ms. Binkley assured the Committee that the City remains committed to supporting all special events.

Member Kline suggested placing stipulations on event funding and requested that financial accounting be reviewed prior to allocation.

Ms. Binkley proposed setting up a funding ceiling for events to maintain sustainable support levels.

Vice Chair Brassard asked if the City Council still has final authority regarding award of funds.

Ms. Binkley confirmed.

Member Medina raised concerns that some events don't generate Bed Tax revenue for Prescott and instead benefit neighboring Prescott Valley. He proposed exploring collaboration or co-sponsorship opportunities to recapture value.

Ms. Binkley agreed to investigate this.

Member Coombs also inquired about potential sponsorship options, which staff committed to exploring.

Chair Christensen requested an update on the Gravity Trail system.

Recreation Program Manager Ryan Harlow responded that the trail is very popular, and reported that there were 13,000 riders from May 2024 through March 2025 on the Bean Peaks trail system.

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

#### **4. UPDATES**

##### **A. Staff Announcements & Updates**

Staff advised that there will be no TAC meetings for the next two months, however, everyone is welcome to attend the June 10, 2025 Council Study Session at 1:00 p.m.

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

**5. ADJOURNMENT**

There being no further business to discuss, Chair Christensen adjourned the meeting at 12:14p.m.

ATTEST:

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MARGO CHRISTENSEN, Chair

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Arley Tucker, Staff Liaison



TO: MAYOR AND CITY COUNCIL  
AGENDA: August 27 Tourism Advisory Committee  
DATE: August 27, 2025  
DEPT: Tourism  
ITEM #: 3.B  
SUBJECT: Presentation & Discussion Regarding the Prescott Whiskey Trail.

## ITEM SUMMARY

This item is for a discussion regarding the Prescott Whiskey Trail which is a digital passport provided by Bandwango. It will be the first cocktail passport in Arizona and the only whiskey trail. Both locals and visitors alike can enjoy this new experience while getting to know the city a little better. Users earn points with each check-in and can redeem prizes from the Prescott Chamber of Commerce once they have accrued a certain amount of points.

## BACKGROUND

With a whiskey tradition dating back to 1874, Prescott invites you to explore its vibrant whiskey scene through a curated trail of local bars, saloons, and hidden gems each known for their exceptional pours and Western charm. Many stops on the trail offer exclusive tastings, rare barrels, and signature whiskeys you won't find anywhere else. Rooted in the legacy of Prescott's iconic Whiskey Row, the trail is a tribute to Arizona's proud past and spirited present.

### What You Need to Know

The **Prescott Whiskey Trail** is a *free* digital passport you can access online. Sign up, check in at participating locations, and earn points to unlock prizes and perks along the way. Whether you're a seasoned whiskey connoisseur or just here for the fun, the trail is self-paced, open year-round, and designed to help you sip and savor, not get smashed and trashed.

Each stop features a custom trivia challenge to verify your visit, sometimes historical, sometimes a scavenger hunt-style riddle. You'll need to wait at least 20 minutes between check-ins to encourage a relaxed, responsible pace. Grab your pass, test your knowledge, and raise a glass to Prescott's whiskey-soaked history. Have fun, stay safe, and always drink responsibly.

## FINANCIAL IMPACT

There is no fiscal impact associated with this item.

## RECOMMENDED ACTION

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

## ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL  
AGENDA: August 27 Tourism Advisory Committee  
DATE: August 27, 2025  
DEPT: Tourism  
ITEM #: 3.C  
SUBJECT: Presentation & Discussion Regarding Refreshed Marketing Materials for Experience Prescott: The Bold Standard.

## ITEM SUMMARY

This item is for a discussion regarding a refresh of marketing materials for the upcoming fiscal year. The Office of Tourism & the Economic Development Department have partnered with Heart & Soul to develop these materials.

## BACKGROUND

The City of Prescott has worked with Heart and Soul for over five years. This agency has extensive knowledge of the tourism industry and the local community.

## 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. The Bold Standard Presentation



Concept: The Bold Standard

# Minifesto

*Prescott isn't for the passive. It's for the restless. The bold. The ones craving something more. Born of pioneers and built for adventure, this town still rewards the daring, whether you're scaling granite, blazing trails, chasing sunsets, or carving your own path through life.*

*Our legacy isn't trapped behind glass, it's alive. In every Whiskey Row saloon. In the kicked up dust of the World's Oldest Rodeo. On every switchback and summit trail. It pushes you to go further. To dig deeper. To make your mark.*

*Prescott doesn't just invite you to explore. It dares you to live boldly. To ride fast. Roam free. And set your own standard.*

*Prescott. The Bold Standard.*

Concept: The Bold Standard

# Visual Style

Freeze frames mid-motion, capturing peak emotional moments from the traveler's POV. Think reins mid-pull, boots mid-splash, drinks mid-toast, laughter frozen in time. These moments should be framed against Prescott's grand landscapes, showing both the intimacy of the experience and the epic scale of the setting.

Concept: The Bold Standard

# Rationale

"The Bold Standard" is all about celebrating boldness as a mindset and a way of life, rooted in Prescott's adventurous spirit, Western heritage, and modern momentum.

Supporting headlines are intentionally bold, direct, and action-oriented. They speak in the language of doers and dreamers, people who climb, ride, build, explore, and make their mark.

- Bold Adventure.*
- Bold Experiences.*
- Bold Activities.*
- Prescott Bold.*
- Ride it. Hike it. Do it boldly.*
- Cheers to the bold.*
- Go bold or go home.*
- Set your sights high. Then go higher.*
- For those who never settle.*
- 100+ years. Still untamed.*

