

City of Prescott

Tourism Advisory Committee



January 14, 2026 | 11:00 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 **January 14, 2026**. 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 Minutes for the October 8, 2025 Tourism Advisory Committee Meeting.

Recommended Action: MOVE to approve minutes as presented

B. Presentation & Discussion Regarding the Special Events Funding Policy.

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

C. Presentation & Discussion Regarding Mid-Year Transient Occupancy (Bed) Tax Updates.

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

4. UPDATES

A. Staff Announcements

B. Committee 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 1/8/26 at 11:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

Sarah M. Thornhill

Sarah M. Thornhill, City Clerk



TO: MAYOR AND CITY COUNCIL
AGENDA: January 14 Tourism Advisory Committee
DATE: January 14, 2026
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Approval of Minutes for the October 8, 2025
Tourism Advisory Committee Meeting.

ITEM SUMMARY

This item is for approval of minutes from the October 8, 2025 Tourism Advisory Committee meeting. 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. October 8, 2025 TAC Minutes

City of Prescott
Tourism Advisory Committee

October 8, 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
Tamara Burks – Member
Robert Coombs - Member
Jim Dawson – Member (Excused)
Dennis Gallagher - Member
Edd Kellerman - Member
Autumn Kline - Member
Nick Medina – Member
Michael Pantalone - Member

3. DISCUSSION & ACTION ITEMS

A. Introduction & Welcome to New Member Michael Pantalone.

Chair Christensen introduced Member Pantalone.

Member Pantalone provided a brief overview of his professional background and personal experience prior to joining the Tourism Advisory Committee.

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

B. Approval of Minutes for the August 27, 2025 and September 10, 2025 Tourism Advisory Committee Meetings.

MOTION BY MEMBER MEDINA TO APPROVE AUGUST 27, 2025 AND SEPTEMBER 10, 2025 MEETING MINUTES; SECONDED BY VICE CHAIR BRASSARD: PASSED (9 - 0).

C. Presentation & Discussion Regarding Upcoming Term Ends and Schedule Updates.

Cristina Binkley Tourism Manager informed members that several committee terms are nearing expiration and encouraged members to reapply or recommend qualified candidates to ensure a strong pool of applicants.

Member Medina asked what the term length is.

Ms. Binkley clarified that terms are three years, though both Member Medina and Member Pantalione are filling existing vacancies and therefore serving shortened terms.

Ms. Binkley announced that the TAC Holiday Party has been rescheduled to November 5, 2025, and the Tourism Annual Party will be held on March 12, 2026.

Chair Christensen asked if the Annual Party would include the strategic planning session.

Ms. Binkley confirmed that it would feature statewide speakers, updates, and more.

Chair Christensen asked where the Holiday Party will be held.

Ms. Binkley invited suggestions from the Committee.

Member Gallagher recommended Espire Sports.

Chair Christensen inquired about using the upstairs space at Matt's Saloon.

Vice Chair Brassard noted that the space would not be available until January.

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

D. Presentation & Discussion Regarding Proposed 2026 Committee Meeting Dates.

Ms. Binkley reminded members that this would be the final TAC meeting of 2025 and provided the 2026 meeting schedule, recommending members add the dates to their calendars. She noted that the upcoming Grant Scoring Meeting would begin as a regular session before transitioning into the scoring process.

Member Pantalione asked about Veterans Day being included.

Ms. Binkley confirmed it is a holiday and will be considered in scheduling.

Chair Christensen advised Member Pantalione that the Grant Scoring Meeting typically runs long and recommended planning accordingly.

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

4. UPDATES

A. Staff Announcements & Updates

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

- Community Outreach Director John Heiney recently received a new job title and introduced Danielle Trotter as the City of Prescott's new Public Engagement Manager.
- Ms. Binkley encouraged the Committee to complete the Business License survey distributed by Mr. Heiney.
- Ms. Trotter introduced herself and provided a brief overview of her professional background.
- The Tourism Division's Q1 budget remains on track, with most grants and contracts paid and no unbudgeted surprises. The public can now monitor expenditures through OpenGov.
- The upcoming Prescott Downtown Partnership Annual Meeting will feature an America 250 guest speaker. She noted that both America 250 and Route 66 Centennial webpages are currently in development, with major celebrations planned for each.
- The Tourism Office helped fund an advertising piece for the Prescott Film Office that will be showcased at the American Film Market. When Chair Christensen asked if the piece would qualify for AOT Awards, Ms. Binkley explained it would not, as the City does not own all content rights, though it can still be used for marketing.
- The City of Bisbee reached out to express appreciation for Prescott's leadership and collaboration in tourism development.
- The January TAC meeting will feature presentations on Special Events, Pure Imagination Festival, Prescott Event Alliance, and a new Filming in Prescott video. Chair Christensen asked about the TransRockies event, and Ms. Binkley clarified that the primary event will occur in January, with Chair Christensen noting a smaller October event.
- The Experience Prescott website continues to perform strongly, with consistent conversion rates, and that social media accounts continue to grow, with Instagram surpassing 14,000 followers.

- Marketing & Sales Manager Mike Kelly reported strong interest from multiple large groups and noted that STR occupancy numbers remain healthy. When Vice Chair Brassard asked about September data, Mr. Kelly stated those figures are released by the 18th of each month but offered to share weekly updates upon request.
- Parks and Recreation Supervisor Ryan Harlow announced that the 2026 Sports Tournament Calendar will be released soon and provided updates on Ken Lindley Field improvements. He also reminded the Committee of the upcoming Veterans Day Parade on November 11, themed “250 Years of Patriots and Veterans.”

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

B. Committee Member Updates

Councilwoman Fruhwirth and Committee Members provided the following updates:

- Councilwoman Fruhwirth provided an update on State Route 89, noting that the official public comment period will close on Thursday, October 9, 2025. She also reminded the Committee that City elections are approaching, with ballots scheduled to be mailed on Monday, October 13, 2025. Chair Christensen asked if you must live in city limits to make comment on SR-89 website. Councilwoman Fruhwirth confirmed that anyone, regardless of city residency, may submit comments through the SR-89 website.
- Upcoming Pink Patch event at Matt’s Saloon, held in partnership with the Prescott Police Department in support of Breast Cancer Awareness Month.
- Prescott Western Heritage Center’s Boots on the Row event was a success, and a Benefit Concert is scheduled for November 8, 2025.
- Medina Hospitality’s Black Tie event tickets are now on sale.
- Phippen Museum will open a new exhibit on Friday, October 10, and has many upcoming events including Haunted Prescott.
- Sam Hill Festival of Trees is also approaching.

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 11:46 a.m.

ATTEST:

MARGO CHRISTENSEN, Chair

Arley McMains, Staff Liaison



TO: MAYOR AND CITY COUNCIL
AGENDA: January 14 Tourism Advisory Committee
DATE: January 14, 2026
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding the Special Events Funding Policy.

ITEM SUMMARY

This item will provide an opportunity for Deputy City Manager Michael Morris to present the proposed Special Events Funding Policy.

BACKGROUND

The Prescott community hosts a wide variety of special events each year, and the city provides assistance for many of these events through both in-kind services and award of funds. To date, there is no specific Special Event Policy and feedback from the public, Council and staff has led to work on the development of a policy. This proposed policy will provide a straightforward and accountable process for funding events, enabling the city to manage the events and public resources in a cost-effective way.

Ultimately the policy will be brought to the Council for approval.

FINANCIAL IMPACT

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

RECOMMENDED ACTION

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

ATTACHMENTS

1. Special Events Funding Policy Presentation



Special Events Funding Policy

Michael Morris
Deputy City Manager

TAC Meeting
January, 2026



PURPOSE

Provide a straightforward, accountable process for funding events and enable the City to manage public resources and events in a cost-effective and well-coordinated way.



EVENT TIERS

Tier A – Generally more than 5,000 attendees, with street closures, amplified sound and significant services.

Tier B – Generally have a moderate community impact, more than 500 attendees, some services needed.

Tier C – Minimal community impact and has little or no need for City services.



EVENT SPONSORSHIP CATEGORIES

City Events

- City funded through General Fund

City Marketing Sponsorship

- Use Tourism funding to build brand

Tourism Advisory Committee Grants

- Current process using Tourism funds to support events not reaching the City Marketing threshold



CITY EVENTS



- Hosted, coordinated or contracted by the City to benefit the Community.
- These community events are budgeted in the City Operating Budget. They are not eligible for Tourism Tax Funding.
- July 4th, Veterans Day Parade

CITY MARKETING SPONSORSHIP EVENTS



ELIGIBILITY

- Coordinated by a non-City government entity.
- Generates at least \$100,00 in Tourism and Sales Taxes.
- Has at least 5,000 visiting attendees from outside Prescott (90 miles or more).
- Has a marketing reach of at least one million impressions.
- Christmas City, Whiskey Off-Road, Prescott Rodeo

CITY MARKETING SPONSORSHIP EVENTS



FUNDING

- Receive funding equivalent to 50% of taxes generated – up to \$80,000 max.
- Economic Impact Study to determine taxes generated – cost split 50/50 – City/Event Organizer.
- In-kind City Services up to \$40,000
- Require a five-year agreement approved by City Council.
- Requires a post event report.

CITY MARKETING SPONSORSHIP EVENTS



IMPACT

- Christmas City
 - Currently \$65,000 + \$40,000 In-Kind
 - Likely increase in funding of \$12,000 - \$15,000
- Whiskey Off-Road
 - Currently \$70,000 = \$40,000 In-Kind
 - Likely similar to current
- Prescott Rodeo
 - Currently \$40,000
 - Likely increase \$15,000 - \$20,000

TAC GRANTS FOR EVENTS



- Event coordinated by a non-City government entity.
- Eligible for Tourism Tax Funding.
- Required to go through the TAC application process for a recommendation prior to City Council approval.
- Grants range from \$1,00-\$5,000.
- Require post event report.

Requirements of All Events



Permit Application Process

All events must follow the conditions set forth in Section 8-9 of the Prescott City Code and must submit the appropriate applications

Contracts

All events receiving sponsorship and/or in-kind services are required to have contracts approved by City Council for up to five-years and may include an annual CPI adjustment

Reporting

- Marketing Reach Metrics
- Estimated taxes generated.
- Evidence of number of visitor attendees.

Evaluation

The City reserves the right to cancel future sponsorship of any event, pending evaluation of the event and the demonstrated performance metrics and contractual obligations associated with the event.

Next Steps



City Council adopt the Special Event Funding Policy.



Finish conducting Economic Impact Studies for Marketing Sponsorship Events.



Apply the Special Events Funding Formula and prepare 5- year agreements for City Council Approval

TAC Grants – continue current process





THANK YOU!

QUESTIONS?



TO: MAYOR AND CITY COUNCIL
AGENDA: January 14 Tourism Advisory Committee
DATE: January 14, 2026
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Presentation & Discussion Regarding Mid-Year
Transient Occupancy (Bed) Tax Updates.

ITEM SUMMARY

This item is for Tourism Manager Mike Kelly to report out the mid-year bed tax budget updates.

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

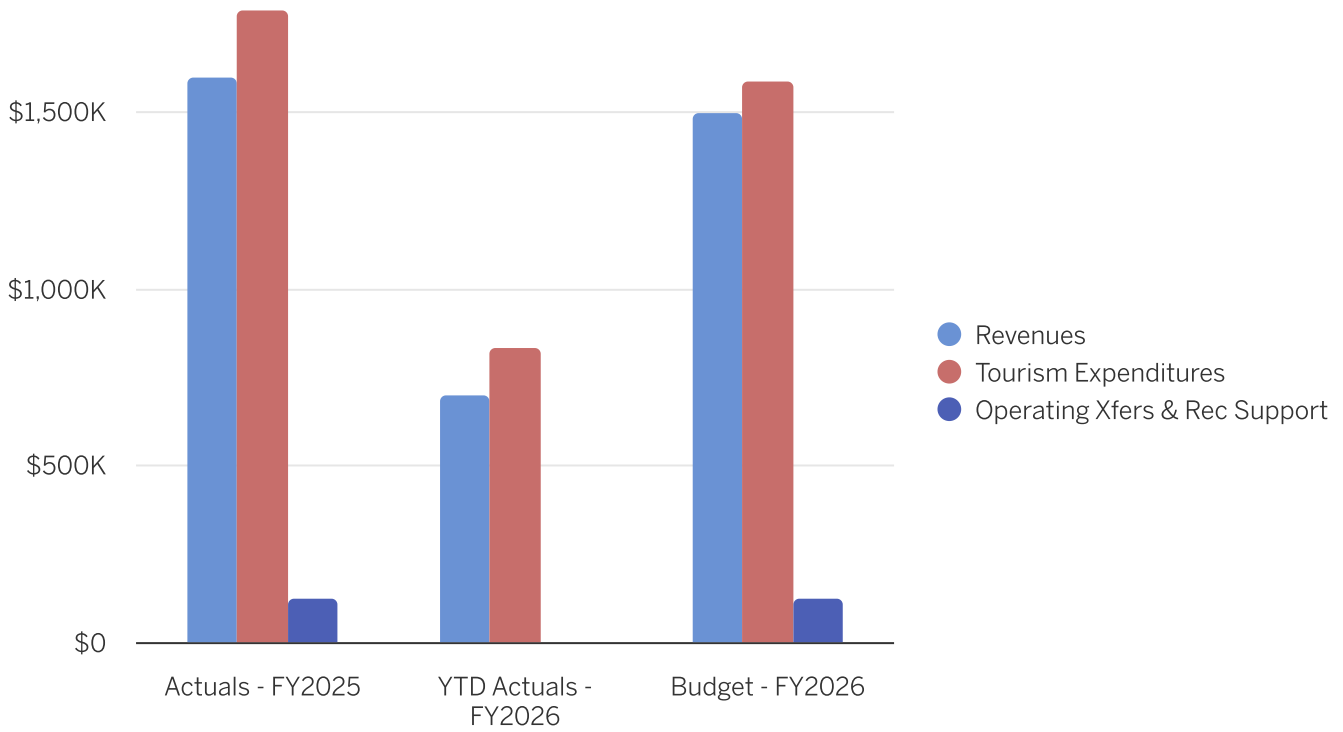
RECOMMENDED ACTION

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

ATTACHMENTS

1. Mid-Year Bed Tax Update

City of Prescott
Activity through 12/31/2025
06/30/2025



	ACTUALS	YTD ACTUALS	BUDGET		
	FY2025	FY2026	FY2026	Amount Remaining	% Used of Budget YTD
Revenues	\$1,598,474	\$700,528	\$1,500,000	\$799,472	47%
Tourism Expenditures					
NA	\$744,731	\$323,745	\$785,066	\$461,321	41%
Tourism Events	\$113,042	\$87,600	\$90,000	\$2,400	97%
Parks Tourism Venues/Amenities	\$40,000	\$40,000	\$40,000	\$0	100%
4th Of July	\$197,370	-	-	\$0	-
Open Space Management	\$14,940	\$6,622	\$10,000	\$3,378	66%
Contingency	\$77,504	\$0	\$64,500	\$64,500	0%
Sharlot Hall Utilities	\$10,000	\$5,900	\$10,000	\$4,100	59%
Downtown Beautification	-	\$59,410	-	-\$59,410	-
Marketing & Promotion	\$199,697	\$44,529	\$175,000	\$130,471	25%
Christmas And Visitor Center Support	\$93,211	\$80,000	\$85,000	\$5,000	94%
PDP Contract	\$75,000	\$75,000	\$75,000	\$0	100%
Prescott Frontier Days Rodeo	\$60,000	\$40,000	\$40,000	\$0	100%
Community Events	\$513	\$6,843	\$5,000	-\$1,843	137%
Museum Marketing Support	\$45,000	\$10,000	\$35,000	\$25,000	29%

City of Prescott
Activity through 12/31/2025
06/30/2025

	ACTUALS	YTD ACTUALS	BUDGET		
	FY2025	FY2026	FY2026	Amount Remaining	% Used of Budget YTD
Whiskey Off-Road	\$67,000	\$35,000	\$115,000	\$80,000	30%
Az Office Of Tourism	\$39,635	\$16,718	\$50,000	\$33,283	33%
TAC & Tourism Team Up	\$12,413	-	\$10,000	\$10,000	0%
TOURISM EXPENDITURES TOTAL	\$1,790,055	\$831,367	\$1,589,566	\$758,199	52%
Operating Xfers & Rec Support	\$121,276	-	\$121,276	\$121,276	0%
Total Expenditures	\$1,911,331	\$831,367	\$1,710,842	-	-
Net Change to Fund Balance	-\$312,856	-\$130,839	-\$210,842	-	-