



City of Prescott

Tourism Advisory Committee

May 13, 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 **May 13, 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 the April 8, 2026 Tourism Advisory Committee Meeting Minutes.
Recommended Action: MOVE to approve the minutes as presented
- B. Presentation & Discussion Regarding the Smith Travel Research (STR) Updated Report.
Recommended Action: This item is for discussion only. No formal action will be taken.
- C. Presentation & Discussion Regarding the Downtown Beautification Contract.
Recommended Action: This item is for discussion only. No formal action will be taken.
- D. Presentation & Discussion Regarding Current State of The Tourism and Economic Development Departments with City Manager Dallin Kimble.
Recommended Action: This item is for discussion only. No formal action will be taken.
- E. Presentation & Discussion Regarding Tourism Grant Review and Award Selections.
Recommended Action: MOVE to approve forward final scoring and funding recommendations to Council for approval

4. UPDATES & ANNOUNCEMENTS FROM STAFF

- A. Presentation & Discussion Regarding Updates Related to: Marketing, Airport, Sales & STR, General Tourism Updates, Grants & Recreation Services.
- B. Presentation & Discussion Regarding Updates from Committee Members Related to Business & Tourism in Prescott.

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 5/7/26 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: May 13 Tourism Advisory Committee
DATE: May 13, 2026
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Approval of the April 8, 2026 Tourism Advisory Committee Meeting Minutes.

ITEM SUMMARY

This item is for approval of the April 8, 2026 Tourism Advisory Committee Minutes. 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 the minutes as presented

ATTACHMENTS

1. April 8, 2026 TAC Minutes

City of Prescott

Tourism Advisory Committee



April 8, 2026 | 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 11:01 a.m.

2. ROLL CALL

Margo Christensen – Chair
Matt Brassard – Vice Chair
Natasha Baydakova - Member
Tamara Burks – Member
Jim Dawson – Member
Dennis Gallagher – Member
Kevin Keleher - Member
Edd Kellerman - Member
Autumn Kline – Member
Pierre Tibi – Member

3. DISCUSSION & ACTION ITEMS

A. Approval of the March 11, 2026 Tourism Advisory Committee Meeting Minutes.

MOTION BY MEMBER KLINE TO APPROVE MARCH 11, 2026 MEETING MINUTES; SECONDED BY MEMBER GALLAGHER: PASSED (10 - 0).

B. Presentation & Discussion Regarding The Introduction & Welcome to Returning TAC Members Edward Kellerman, Matt Brassard & Margo Christensen as Well as New Members Natasha Baydakova, Kevin Keleher & Pierre Tibi of the Tourism Advisory Committee.

Tourism Manager Mike Kelly welcomed the returning members Vice Chair Matt Broussard, Chair Margo Christensen, and Ed Kellerman. Mr. Kelly Also welcomed new members Natasha Betakova, Kevin Kelleher, and Pierre Tibby. He reminded the new members of the code of conduct pages inside their welcome packets, and stated that there are two copies of each document to sign and return. Additionally, Mr. Kelly discussed the required Open Meeting Law Training that would be conducted on April 9 for all BCC members.

Chair Christensen stated that all sitting and returning members should introduce themselves and all Committee Members provided introductions and welcomes.

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

C. Discussion & Action Regarding the Selection of Chair and Vice Chair to Serve a One-Year Term.

Mr. Kelly stated that the forming Resolution was revised and adopted by the Council in February, in accordance, Section 8 prescribes that Committee's select a Chair and Vice Chair each year.

Chair Christensen stated that Vice Chair Brassard has expressed some interest in serving as Chair, and that she would like to make a motion to have Vice Chair Brassard take over as Chair for the next year.

MOTION BY CHAIR CHRISTENSEN TO APPOINT MEMBER BRASSARD AS CHAIR; SECONDED BY MEMBER DAWSON: PASSED (10 - 0).

Chair Brassard thanked Member Christensen for her commitment to the Committee and moved forward to the selection of Vice Chair.

Member Keleher asked for those who are new, what is involved in the position of Vice Chair.

Chair Brassard stated, that having been Vice Chair for a long time, Member Christensen would call him to bounce ideas off him and briefly discuss agenda items or any concerns. Chair Brassard stated that it was not too involved.

MOTION BY MEMBER DAWSON TO APPOINT MEMBER GALLAGHER AS VICE CHAIR; SECONDED BY MEMBER KLINE: PASSED (10 - 0).

D. Presentation & Discussion Regarding an Overview of the Bed Tax Fund Balance and Budget for the Seven Months of Fiscal Year 2026; and Overview of the Taxable Activity Summary Report for Sales (TPT) Tax in the City and the Bed Tax Collection Report for the Seven Months of Fiscal Year 2026.

Mr. Kelly provided an overview of the Bed Tax Fund Balance and Budget for the first seven months of Fiscal Year 2026. He reviewed line items and highlighted community events and expenses.

Mr. Kelly proceeded to discuss the Taxable Activity Summary Report through January. Online retail sales continue to grow at a faster pace than other retail categories. Overall, year-to-date taxable activity is currently down 3.2% through January.

Member Dawson stated that he would like to find out what trends the city is seeing in order to view comparable markets and cities to determine if Prescott is on pace or not.

Member Christensen stated that the STR and COSTAR reports have the capability to compare destination reports but does not know the extent of Tourism's STR contract.

Mr. Kelly responded that staff can look into that.

Chair Brassard agreed.

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

4. UPDATES & ANNOUNCEMENTS FROM STAFF

A. Discussion & Presentation Regarding Updates Related to: Marketing, Airport, Sales & STR, General Tourism Updates, Grants & Recreation Services.

Airport Services Manager Christina Stapleton provided an update on Airport Services. She stated that Prescott Regional Airport (PRC) has added 50% seat capacity to the market, and reviewed enplanements for January and February which marked a 25% increase over 2025. She continued with an overview of upcoming projects at PRC including a hanger development program which will be a four hanger complex to house a wash rack for corporate executive size aircraft and hangers to help with that demand and bring in maybe some more corporate customers, as well as taxiway realignments, the SRE ARF Ops facility and multiple ramp reconstructions to enhance services.

Mr. Kelly continued with a review of Google Analytics for March 2026 for Experience Prescott's Website. He advised that the March 2026 Social Media Analytics were all trending upward and that engagement on overall social media continued to hold strong at 5.9%, which shows the audience remains highly interactive with the content. Mr. Kelly also reviewed the STR Report from February.

Mr. Kelly provided updates for Recreation Services, stating that the ten-year master plan survey is ongoing and results will shape the direction of the Department for the next decade. There will be upcoming public workshops and information is available on the city website. The city will host the "Prescott Freedom Festival" on 4th of July and staff is hard at work getting everything prepared for the event, if any members are interested in sponsorship for the event they may contact Ryan Harlow in the Recreation Services Department.

Member Kline asked if there was any progress on bringing on a new agency for marketing, advertising and social media for Experience Prescott.

Mr. Kelly stated that staff is in the process of creating a Solicitation/RFP for a new agency to assist both the Tourism and Economic Development Departments with all the entities of a DMO.

Chair Brassard asked if there was an update of the TAC Grants.

Mr. Kelly stated that the Grant Application submissions closed on Friday April 3 and twenty-eight applications were received. The Committee will review the applications at their May 13 Meeting.

Economic Development Manager Tricia Lewis introduced herself and provided an overall Department update. She stated that the recruitment for a new Director of Economic Development closes on April 13. Ms. Lewis also discussed the new concierge program called BizLink, which will assist businesses in getting through the entitlement and permitting processes.

Director of Recreation Services Kristy Diaz-Trahan addressed the Committee and provided further information on the Department's Master Plan process and her goals for elevating the city's recreation programming for the community. She added that Bean Peaks has opened phase two of the gravity trail with a ribbon cutting, and added that Prescott has been identified as a "top trails town" by the International Mountain Bike Association.

Mayor Pro Tem and Council Liaison Lois Fruwirth provided the Committee with a Council update regarding the ongoing annual budget process and reiterated the importance of member participation in the Open Meeting Law Training.

Member Kellerman stated that the 52nd Annual Phippen Museum Western Art Show and Sale have been down in attendance for a few years now but were hoping to be back around 20,000 visitors during that three day weekend with over 100 artists.

Member Christensen stated that in per the Committee bylaws, they are due in 2027 for the Tourism Office Strategic Planning. Four years ago Carragio Group was used and did a great job. She recommended this item be put on a future agenda.

5. ADJOURNMENT

There being no further business to discuss, Chair Brassard adjourned the meeting at 12:01 p.m.

MATT BRASSARD, CHAIR

STAFF LIASON



TO: MAYOR AND CITY COUNCIL
AGENDA: May 13 Tourism Advisory Committee
DATE: May 13, 2026
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding the Smith Travel Research (STR) Updated Report.

ITEM SUMMARY

This item is for the Committee to discuss the updated cities to the Smith Travel Research (STR) Report.

BACKGROUND

Smith Travel Research (STR) reports, also known as STAR reports, are benchmarking tools from Smith Travel Research that compare a hotel's performance against a competitive set of similar properties.

Key Metrics in STR Reports

STR reports typically include the following key performance indicators (KPIs):

Occupancy: Percentage of rooms sold relative to total available rooms.

Average Daily Rate (ADR): Average revenue earned per occupied room, calculated as total room revenue divided by rooms sold.

Revenue per Available Room (RevPAR): Combines occupancy and ADR to show revenue efficiency, calculated as total revenue divided by total rooms or as ADR x Occupancy.

Index Scores: Compare a hotel's performance to the market or compset; scores above 100 indicate above-average performance, while scores below 100 indicate underperformance.

FINANCIAL IMPACT

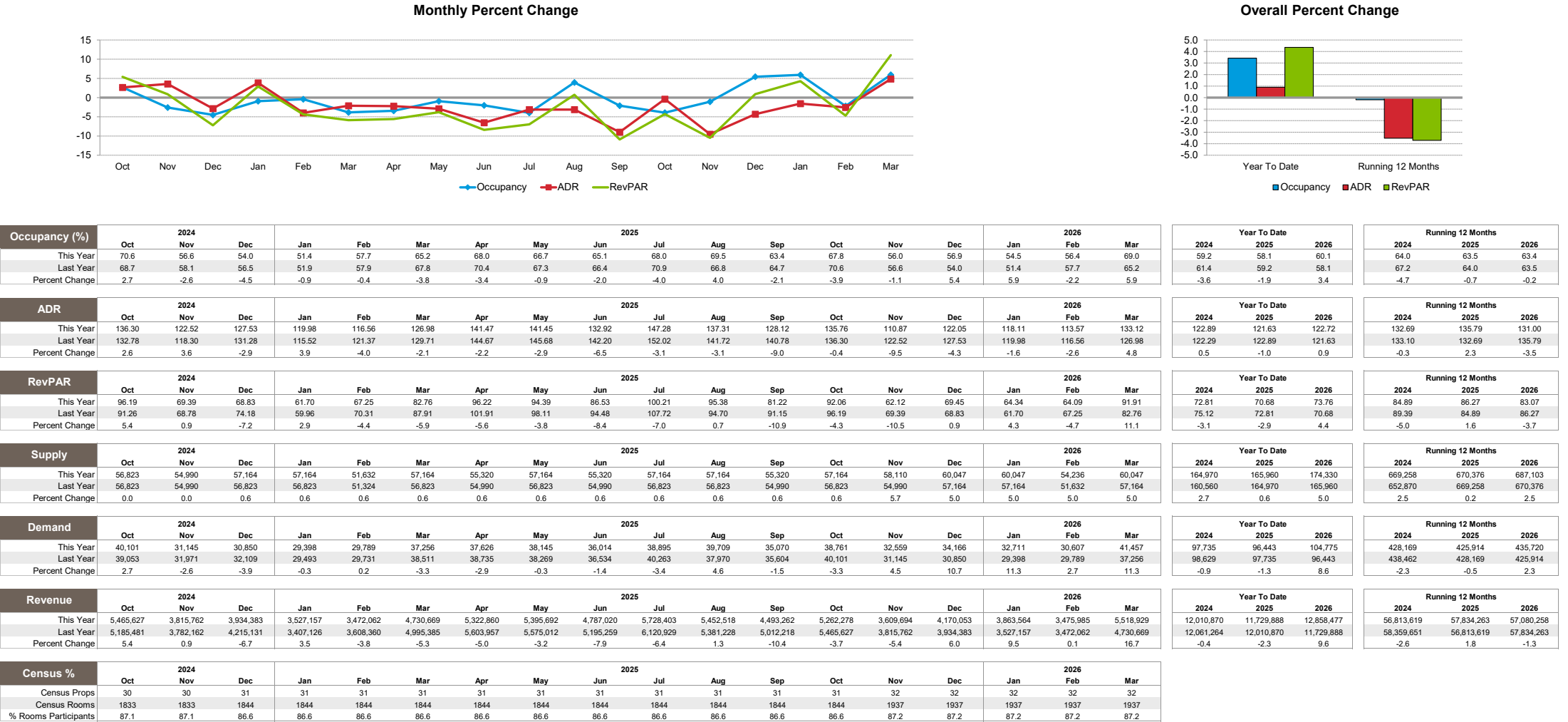
There is no fiscal impact at this time.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Prescott STR March 2026
2. Multi City STR March 2026



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City of Prescott, Office of Tourism

For the month of: March 2026

	Current Month - March 2026 vs March 2025												Year to Date - March 2026 vs March 2025												Participation			
	Occ %		ADR		RevPAR		Percent Change from March 2025						Occ %		ADR		RevPAR		Percent Change from YTD 2025						Properties		Rooms	
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Prescott Valley, AZ+	57.3	60.9	132.56	130.99	75.97	79.77	-5.9	1.2	-4.8	24.4	30.6	22.9	47.4	57.0	123.20	123.87	58.40	70.59	-16.8	-0.5	-17.3	8.0	30.6	8.6	5	5	397	397
Flagstaff, AZ+	73.1	71.9	115.80	117.92	84.68	84.81	1.7	-1.8	-0.2	4.5	4.6	6.4	61.1	61.1	107.58	107.61	65.74	65.78	-0.0	-0.0	-0.1	4.6	4.6	4.6	64	45	5372	4663
Sedona, AZ+	82.5	77.2	419.99	388.14	346.58	299.67	6.9	8.2	15.7	13.2	-2.1	4.6	69.4	66.5	340.96	316.05	236.55	210.16	4.3	7.9	12.6	10.1	-2.2	2.1	56	24	2993	2143
Kingman, AZ+	68.3	73.0	97.00	97.11	66.22	70.87	-6.5	-0.1	-6.6	-6.6	0.0	-6.5	60.7	66.3	92.12	90.47	55.91	60.02	-8.5	1.8	-6.8	-6.8	0.0	-8.5	31	19	1910	1422
Cottonwood, AZ+	74.2	64.4	154.55	147.48	114.63	94.91	15.3	4.8	20.8	20.8	0.0	15.3	59.4	53.8	131.55	131.29	78.09	70.65	10.3	0.2	10.5	10.5	0.0	10.3	12	5	555	347

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TO: MAYOR AND CITY COUNCIL
AGENDA: May 13 Tourism Advisory Committee
DATE: May 13, 2026
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Presentation & Discussion Regarding the
Downtown Beautification Contract.

ITEM SUMMARY

This item is for the Committee to discuss the scope of the Downtown Beautification Contract between the City of Prescott and Swept Away AZ, LLC (City Contract No. 2026-155). Currently, the contract is for \$125,000 split between Tourism and Public Works and runs through October 31, 2026. For the FY27 Budget, Tourism and Economic Development will look to split the \$125,000 (plus possible contingencies) for an amended contract come November 1, 2026.

BACKGROUND

Downtown Beautification is a collaboration between the Office of Tourism and the City of Prescott Public Works Department. The goal is to enhance, improve, and preserve downtown Prescott through community projects focused on streetscapes, landscaping, maintenance, cleaning, and esthetics.

FINANCIAL IMPACT

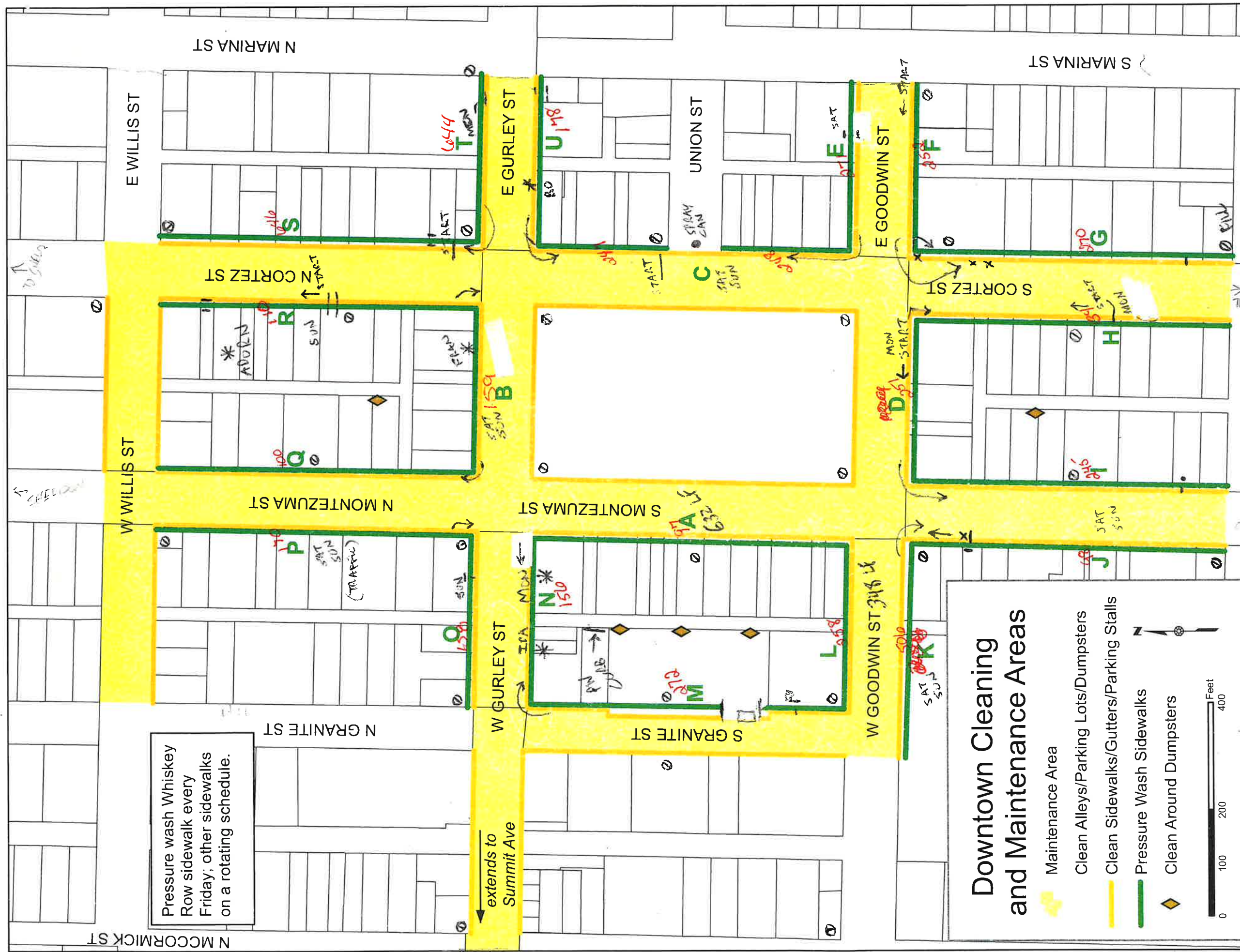
The financial impact will be \$125,000 plus potential contingencies recommended by TAC, Economic Development, Public Works and Swept Away AZ, LLC. The final contract amendment will then need approval from City Council.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Downtown Beautification Map





TO: MAYOR AND CITY COUNCIL
AGENDA: May 13 Tourism Advisory Committee
DATE: May 13, 2026
DEPT: Tourism
ITEM #: 3.D
SUBJECT: Presentation & Discussion Regarding Current State of The Tourism and Economic Development Departments with City Manager Dallin Kimble.

ITEM SUMMARY

This item is for City Manager Dallin Kimble to address the state of the Tourism and Economic Development Departments and to answer any questions or concerns from the Committee.

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



TO: MAYOR AND CITY COUNCIL
AGENDA: May 13 Tourism Advisory Committee
DATE: May 13, 2026
DEPT: Tourism
ITEM #: 3.E
SUBJECT: Presentation & Discussion Regarding Tourism Grant Review and Award Selections.

ITEM SUMMARY

This item is for the Committee to review submitted grant applications. Committee members should review and pre-score each application in advance of the meeting and during the meeting Committee members and staff will 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 (FY27) for the City of Prescott (July 1, 2026 – June 30, 2026).

A total of 28 Grant Applications have been received, including:

1. 14th Annual Hope Fest
2. 38th Arizona Cowboy Poets Gathering
3. 48th Annual Whiskey Row Marathon
4. 53st Annual Phippen Museum Western Art Show & Sale
5. 20th Annual All Corvette Car Show
6. Arizona Philharmonic Ninth Season
7. Art in the Pines: 7th Annual Prescott Plein Air Festival
8. Festival of Trees Prescott
9. Hazeltine Theater Season
10. Journeys in Spirit
11. Mogollon Highlands Festival
12. The Nutcracker
13. Prescott Area Artist Studio Tour
14. Prescott Bluegrass Festival
15. Prescott's Doc HolliDaze Weekend
16. Prescott Film Festival
17. Prescott Highland Games & Celtic Faire
18. Prescott Indian Art Market
19. Prescott Jazz Summit
20. Prescott Shootout
21. Shakespeare in the Pines
22. Solstice Flute Camp and Concert
23. Watson Lake Car Show
24. Wildlights & Animal Sights
25. Yavapai County Fair
26. Yavapai Yuletide Events

- 27. YES! Explorers Challenge
- 28. Yuletide Feast and Song

The Committee will make recommendations for award of funding which will be forwarded to the Council for approval.

FINANCIAL IMPACT

Funding for \$90,000 is available in the FY27 Bed Tax Fund.

RECOMMENDED ACTION

MOVE to approve forward final scoring and funding recommendations to Council for approval

ATTACHMENTS

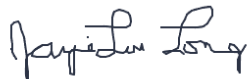
- 1. FY27 TAC GRANT APPLICATIONS COMBINED

14th Annual Hope Fest Arizona

Submission Date

Mar 27, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Jaye Lene Long - President

Date of Application

Mar 27, 2026

Name of Event

14th Annual Hope Fest Arizona

Event Organization Name

Hope Serves Inc DBA Hope Fest Arizona

Proposed Date of Event

Sep 19, 2026

501 c

37-2111575

Location of Event

Yavapai County Courthouse Plaza

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 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 20, 2025

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

Initials of Applicant JLL

Date of Application Mar 27, 2026

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

Estimated Total Marketing Budget: \$15,000

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
928-830-1837

100% Volunteer Position

Explain in detail how you will use or benefit from the grant assistance for the marketing of your event: The Tourism Marketing 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 TMG funds. Attendance and awareness have increased annually, and the percentage of returning guests has grown significantly due to the TMG Grant. The TMG 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 indicates 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? 11

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

Projected Total Attendance: 9,000

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: For HFAZ 2025*, the top visitor areas.
1.) 85027 Phoenix, AZ
2.) 85383 Peoria, AZ
3.) 85379 Surprise, AZ
4.) 85032 Phoenix, AZ
5.) 85248 Chandler, AZ

Expected # of room nights event attendees will stay in Prescott:	2350
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 27, 2026
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)	National, State and Local stations – 15, 30 & 60-sec KLove, Family Life Radio, AZ Shine, MAGIC, KAFF, THE MOUNTAIN, FUN OLDIES, \$5.25K at 35% of budget.
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	We had no paid TV promotions in 2025.
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 \$2.25K 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 \$7.5K at 50% of budget.
Other: (list specifics, amount spent and % of total marketing budget)	N/A nothing to list.

Total \$ Value of Placed Media: \$15,000

Initials of Applicant JLL

Email

Date of Application Mar 27, 2026

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

LOCAL- Prescott, Prescott Valley, Chino Valley, Dewey, and adjacent County.
YAVAPAI BROADCASTING = KKLD 95.9 (the Cloud), KVRD 105.7, Yavapai County's Country Station, KQST (The Q102.9), Hottest Hits, KVNA FM 100.

- 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 Local 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 Value Total = \$24,300

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

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

THE MOUNTAIN

Northern AZ signal reach and digital streaming is nationwide, PSA live talking points, online event calendar.

400 30-sec spots

Estimated Regional Value Total = \$10,850

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

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

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
- Social 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)

All of the United States, outside of Arizona.

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:

\$15,000

Total estimate value of earned media:

Total monetary value of marketing efforts:

\$146,000

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 a local all-volunteer staff. Financing comes entirely through donors, corporate sponsors, and trade relationships—working together to 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 2025 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 160 service provider organizations that participated in 2025 which is a record for our event. Organizations such as:

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
Polara 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 world-renowned live speed painter who captivates and enthralls everyone who watches her paint. She has been with us for 11 years and paints on the stage throughout the day.

The Family Fun Zone includes drama skits from area 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 27, 2026
Submission IP	159.118.131.161
Submission ID	6504598311617409883
Last Update Date	

20th Corvette Car Show

Submission Date Mar 27, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title John Kosinski - Car Show Chair

Date of Application Mar 27, 2026

Name of Event Corvette Car Show

Event Organization Name Prescott Vette Sette Charitable Foundation

Proposed Date of Event Sep 26, 2026

501 c 81-0983602

Location of Event Three city streets adjacent to Courthouse Plaza

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

The 20th Corvette Car Show Weekend begins with check-in Thursday and Friday for out-of-town guests that planned multiple-night stays. Hassayampa Inn is arranging enticements for guests to enjoy their patio or bar on Thursday.

On Friday, we offer three different activities: scenic drive to Williams (in conjunction with Route 66's 100th anniversary), visit Jerome's Mine Museum, or a hosted tour of Sharlott Hall Museum (and downtown shopping). Friday evening's Meet & Greet will take place at Fire & Sword Speakeasy.

The car show begins Saturday morning and ends with a mid-afternoon awards ceremony. The closing act is a BBQ dinner with a local band at Doc's. We are planning to increase last year's 330 car show entries and expect to attract a crowd of 9,500 visitors and Corvette enthusiasts to Prescott.

Name John Kosinski

Address

Phone Number

Website (If no website, please type N/A) 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 27, 2025

Mark the type of Event - select all that apply. History/Heritage Traditional Event Outdoor Recreation Fundraiser Family Friendly

Initials of Applicant JK

Date of Application Mar 27, 2026

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

Estimated Total Marketing Budget: \$3,500

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 We contact 1,200 email addresses collected from years of prior car show attendees and update our website with car show promotion and registration. This is directed to our target market for multi-day

of your event:

registration.

Paid advertising (Radio/Paper/Social) will concentrate on Arizona tourists to escape the heat and desert conditions for the cool pines of Prescott -- AND a free downtown Corvette show! For hard-core car show enthusiasts, the setting of Prescott's Courthouse Plaza (rather than a shopping center or Chevrolet dealer parking lot) offers unique appeal.

To ensure the event is well known locally, a Trafficade Message Board will be placed at the Sheldon-Gurley split a week prior to September 26. We also 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 attractive.

How many years has your organization relied on this grant?

11

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

At least 75%

Projected Total Attendance:

9,500

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	27.3
% Regional	0.6
% Statewide	38.1
% National	34.0
% International	0.0

If international attendance is recorded, list countries represented:

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

85739 - Tucson
85395 - Goodyear
85382 - Peoria

85086 - Phoenix
93619 - Clovis

The above based on 2025 actual-registered attendees

Expected # of room nights event attendees
will stay in Prescott: 2,375

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 JK

Date of Application Mar 27, 2026

Placed Media (advertising): check the
purchased media you plan to use: Radio Newspaper Digital Outdoor Advertising Print Social Media
Trafficade Message Board visible to both Sheldon and Gurley Streets.

Radio: (list specifics stations, radio programs,
amount spent and % of total marketing
budget) We have relied on Yavapai Broadcasting's KKLD and KVRD for many years. In 2025, we purchased 57
radio spots in the weeks leading up to the show.
We 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. 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.

Television: (list specifics stations, TV
programs, amount spent and % of total
marketing budget) None; the 2021 Corvette car show television advertising campaign was not perceived as an effective use
of TAC Grant money.

Newspaper & Print: (list specific papers, print
organizations, amount spent and % of total
marketing budget) We work with the advertising sales department at The Daily Courier to develop effective ways to promote
the car show in their Thursday "Across the Street" entertainment section. Also under consideration is a
full-page ad in Prescott NOW magazine's September issue.

Paid newspaper advertising is budgeted to be \$300 or 9%.

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

Direct email to our 'library' of 1,200 attendees and promotional announcements on our website has proved to be very effective in attracting out of state (and distant Arizona visitors) to Prescott. We also benefit from earned publicity placements through our network of more than 130 Facebook groups appealing to sports car enthusiasts and Corvette owners.

This year, we will work with Bailie Sanders (High On Life Productions) to produce an effective social media campaign to boost tourist visits to Prescott, particularly on September 26.

We budget \$1,000 for digital and social media, which is 29% of our anticipated advertising effort.

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

For our first time, we will place a Trafficade message board at the Gurley and Sheldon street split, for seven days prior to the car show. We expect this will make a significant announcement to a wide number of people in and around Prescott.

On the day of the event, there will be a banner acknowledging our sponsors and community partners at the car show site.

In addition, we produce store-front posters and distribute flyers at local car show gatherings in the months prior to the event.

Estimated cost for the Trafficade message board, flyers and other printed materials is \$1,200 or 33%.

Note: Our budget for the car show T-Shirts is \$6,000 which include reference to Prescott Arizona on the front and back of the shirts. If this cost were treated as "paid advertising," the above cost percentages will differ dramatically.

Total \$ Value of Placed Media:

\$3,500

Initials of Applicant

JK

Email

Date of Application

Mar 27, 2026

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

Yavapai Broadcasting's KKLD-The Cloud-97.9 FM has been an important supporter and "On-Site Media and PA System Sponsor" of the car show for many years. Their presence enables on-site coverage of show events and personalized announcements and interviews with our guests. Live interviews may range from the group that traveled the farthest distance, past show winners, and first-time Prescott visitors. The announcer also provides reminders to the radio audience to "come on down to Courthouse Plaza" and enjoy the Corvette car show.

In past years, The Daily Courier has generously provided us with free publicity just prior to the event. We continue to work with their editorial people to arrange a feature story on this year's car show. For example, in early 2026, we submitted a newspaper article (to the Courier) featuring the \$16,000 donated

to five local non-profit organizations. When published, this article highlights the ways our car show gives back to the Prescott area.

In addition, Prescott NOW magazine has published a full-page article featuring our car show in their September issue.

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.

Non-Corvette car clubs in the Prescott area are very active on social media; their members enjoy visiting our car show as well. 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.

We receive recognition from local non-profit community partner organizations to whom we award donations with the funds we raise at our car show. U.S.VETS and Yavapai College are sponsors of our show through their volunteers who help with show logistics. Both organizations will mention our donations 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 \$10,000.

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

We secure earned media via event calendar placements in appropriate digital and social media outlets covering southwestern states. Examples include SignalsAZ.com, ArizonaCarCulture.com, UtahCarCulture.org, and NevadaCarCulture.com.

Estimated value \$500.

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

A large number of car clubs from Arizona, California, and others come for multi-night stays and tell us Prescott is one of their favorite places to visit as a vacation spot. Each year we have great representation from many car clubs in Phoenix and 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.

Estimated value \$5,000.

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.

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, which get picked up by other clubs and reposted to their members.

We estimate an earned value of \$1,000.

Total \$ Value of Placed Media: \$3,500

Total estimate value of earned media: \$16,500

Total monetary value of marketing efforts: \$20,000

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)

Every year since 2007, the All-Corvette Car Show was an annual fixture on the city's event calendar (except 2020/Covid-19). This will be our 20th year to welcome 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 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.

There is a strong 'Car Culture' in Prescott; there are several very active clubs for enthusiasts including antiques, hot rods, muscle' cars, import 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.

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 rely on as many as 150 volunteers, primarily from the Prescott Vette Sette (Corvette club), to help produce the show every year. Opening ceremonies featuring presentation of Colors and the singing of our National Anthem wouldn't be so stirring and solemn without the presence of an ROTC Color Guard from Embry-Riddle Aeronautical University. And when Prescott's Mayor shows up to welcome our guests to Prescott—as he or she typically does—it's an extra thrill.

Embry-Riddle students help us 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. This includes the non-glamorous task of emptying public trash containers. 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. 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.

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

Our venue is Prescott's iconic downtown, courtesy of the Yavapai County Courthouse Plaza and three City streets. The City of Prescott's police and fire officials are vital contributors to the important job of traffic control and public safety.

Our annual collaboration with the City of Prescott and Yavapai County has been an essential 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, the Hassayampa Inn which provides lobby space to welcome out-of-town guests during check-in on Thursday

& Friday evenings, and the Prescott Regulators & Their Shady Ladies welcome 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:

In the last five years, the Prescott Vette Sette Charitable Foundation donated \$56,000 to local organizations.

In 2025 alone,
\$5,500 was donated to U.S.VETS for food service and housing,
\$4,000 to Yavapai College for scholarship in their CTEC programs,
\$2,500 to Arizona Crisis Team for volunteer related expenses,
\$2,000 to A Safe Place Prescott Valley to be used as needed, and
\$2,000 to Heritage Park Zoological Sanctuary for "New Tayra Exhibit" project.
Total 2025 donations to local organizations: \$16,000

An additional disclosure we would like to add; we started conducting 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 number of night 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!

Initials of Applicant

JK

Date of Application

Mar 27, 2026

Submission IP

184.155.149.5

Submission ID

6504356365943967698

Last Update Date

38th Arizona Cowboy Poets Gathering

Submission Date	Apr 1, 2026
Signature of Applicant or Authorized Agent	 signature
Printed Name & Title	Liz Graham, ACPG Secretary/Grant Coordinator
Date of Application	Mar 27, 2026
Name of Event	38thArizona Cowboy Poets Gathering
Event Organization Name	Arizona Cowboy Poets Gathering Inc
Proposed Date of Event	Aug 6, 2026
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 6-8, 2026. The event will showcase 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 tickets evening performances. In addition, on Friday morning, the performers visit various local nursing homes, 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 7, 2025

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 27, 2026

Tourism Grant Requested Amount (Maximum Amount \$5,000) \$5,000.00

Estimated Total Marketing Budget: \$51,834

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 and advertising is a huge portion of the Arizona Cowboy Poets Gathering annual budget. Any grant funds received will be used to market the Gathering extensively outside the Quad Cities area, resulting in increased attendance from out-of-town visitors.

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

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	65.0
% Regional	5.5
% Statewide	24.7
% National	4.8
% International	0

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: 92311
92692
96004
85234
79831

Expected # of room nights event attendees will stay in Prescott: 1,856

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 27, 2026

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 - 1.9%
KYCA \$368 - 1.2%
KVRD \$572 - 1.8%
KSWG \$600 - 1.9%
KAFF \$676 - 2.2%
KMOG \$510 - 1.6%

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

See Sparklight Digital below.

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

True West Magazine - \$500 1.6%
Prescott Frontier Days Rodeo Program - \$715 2.3%
Cattlemen's Weekend Program - \$500 1.6%
The Daily Courier - Rodeo Supplement - \$316 1.0%
The Daily Courier Hometown Magazine - \$271 0.8%
The Daily Courier-AZ Day Trip Magazine - \$659 2.1%
Prescott Chamber Events Calendar - \$52 0.1%
International Wester Music Association Magazine - \$300 0.9%
AZ Real Country Magazine - \$800 2.6%
Prescott Living Magazine - \$709 2.3%
Livestock Cattlegrowers Assoc - \$270 0.8%
AZ Cattlegrowers Magazine - \$250 0.8%

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

Sparklight GEO Fencing - \$2,500 8.1%
Big Picture Promo Video - \$440 1.4%
Big Picture Video, Video Shows - \$990 3.2%
Facebook Ad Boosts - \$394 1.3%
Signals AZ - \$250 0.8%
Vimeo - \$115 0.3%

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

Prescott Frontier Days Rodeo Raffle and Promo Booth - \$700 2.3%
PFD Rodeo/Coors banners & Jersey Lily - \$860 2.8%

Street banners - \$450 1.5%
 Window/Bumper Stickers - \$500 1.6%
 Rodeo Parade Entry - \$125 0.4%
 Western Heritage Center - foam board signs - \$80 0.2%
 YCPAC & WHC Large Lobby Posters - \$105 0.3%
 Frames for Posters - \$140 0.4%
 Phippen Art Show Booth - \$150 0.5%
 Volunteer/Donation Cards - \$75 0.2%
 Other Banners/Parade Posters - \$578 1.8%
 2,000 Rack Cards - \$607 1.9%
 15,000 Brochures - \$3,550 11.5%
 Postage & mailing brochures - \$ 1,278 4.1%
 2,000 Window Posters printing - \$813 2.6%
 750 large posters printing - \$1,260 4.0%
 Miscellaneous print - \$1,245 4.0%
 Graphics - \$4,930 15.9%

Total \$ Value of Placed Media: \$30,815

Initials of Applicant lmg

Email

Date of Application Mar 27, 2026

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 Daily Courier ads - \$366
 The Daily Courier Sponsors Thank you ad - \$1,213
 The Frame & I framing - \$1,000
 Prescott Living Magazine ad and article - \$3,500
 Helken & Horn Ad Agency - \$250
 The Daily Courier small ads - \$790
 Signals AZ ads - \$250
 Prescott Women Magazine - \$1,000

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

Prescott Western Heritage Center - \$500
 Sparklight 449 TV Ads - \$2,500
 KDDL Radio Ads - \$2,500
 Olsen's for Healthy Animals ads & radio - \$2,500
 Coors Rodeo Billboard banners - \$500
 Cast 11 Podcasts - \$2,750

State: (list specifics, amount earned and estimated earned value)	Arizona Office of Tourism - \$500
National: (list specifics, amount earned and estimated earned value)	None
Total \$ Value of Placed Media:	30,815
Total estimate value of earned media:	21,019
Total monetary value of marketing efforts:	51,834
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 80 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 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 present and highlight events 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. The experience is a fun, entertaining and family oriented event. For the past 37 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 on of the best due to our efforts to keep pure the goal of relating authentic cowboy poetry, storytelling, music and history to the public.

Initials of Applicant	Img
Date of Application	Mar 27, 2026
Submission IP	184.98.77.232
Submission ID	6508913122322020289
Last Update Date	

48th Annual Whiskey Row Marathon

Submission Date

Mar 25, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Aimee Blackwood-Gann, YMCA Fitness Director

Date of Application

Mar 25, 2026

Name of Event

48th Annual Whiskey Row Marathon

Event Organization Name

James Family Prescott YMCA

Proposed Date of Event

Mar 25, 2026

501 c

86-0119151

Location of Event

750 Whipple St. Prescott AZ 86301

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

This is the oldest continuous running marathon in the state of Arizona attracting more than 900 conditioned athletes, runners and walkers as well as 3,000 spectators from around Arizona and the country. It is recognized by national running organizations as a "beautiful yet challenging course." Running and walking events are provided for the whole family, including a Marathon, Half-Marathon, 10K, 5K, and a .3 Mile High Fun Run. The race is hosted by the James Family Prescott YMCA in collaboration with Yavapai County, City of Prescott and the Prescott National Forest. Extensive support from local businesses and more than 150 volunteers make this a successful community event.

Name

Aimee Blackwood-Gann

Address

Phone Number

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

Mark the type of Event - select all that apply. Traditional Event Outdoor Recreation Fundraiser Family Friendly

Initials of Applicant ABG

Date of Application Mar 25, 2026

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

Estimated Total Marketing Budget: 1500

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: Promoting the event via banners, flyers, newspaper and magazine articles, online and social media ads and radio ads.

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:

Projected # of Vendors, Volunteers & Staff:

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

	% Per Region
% Local Zip Codes	40
% Regional	35
% Statewide	20
% National	3
% International	2

If international attendance is recorded, list countries represented:

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85004 Phoenix
86001 Flagstaff
85725 Tucson
86336 Sedona
86405 Lake Havasu

Expected # of room nights event attendees will stay in Prescott: 275

Do you expect admission sales (\$), product sales and/or food & beverage sales (Please answer yes or no) *If event does not have Yes

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

ABG

Date of Application

Mar 25, 2026

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)

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)

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

Total \$ Value of Placed Media:

Initials of Applicant

ABG

Email

Date of Application

Mar 25, 2026

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)

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

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

Individual volunteers from the city, community, and YMCA members volunteer for the day before and day of the event, assisting with set-up to clean up, registrations, check-ins, merchandise sales.

Granite Mountain Young Marines assists in set-up and clean-up

Boy Scouts hands out water and medals at the end of the race and assist with clean-up.

Police and fire departments; Traffic control; Angry Ape offer guidelines and assist in road closures and safety prior to and the day of the event.

Local businesses around the courthouse square may see an influx of customers

Some businesses take part in the event, such as Matt's Saloon, offering space for set-up and registration for the event.

Race Place also is heavily involved in the event with tracking and recording race time.

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

One of the longest annual race events in the state of Arizona. 48th year.

Initials of Applicant

ABG

Date of Application

Mar 25, 2026

Submission IP

24.117.64.174

Submission ID

6502828984718397106

Last Update Date

53rd Annual Phippen Museum Western Art Show & Sale

Submission Date

Apr 2, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Edd Kellerman

Date of Application

Apr 2, 2026

Name of Event

53rd Annual Phippen Museum Western Art Show & Sale

Event Organization Name

Phippen Museum

Proposed Date of Event

May 29, 2027

501 c

3

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, an artist welcome reception, 2 Quick Draw Challenges with Live Art Auctions, the Hometown Hoedown Dinner, a Kids Art Tent and an Artist Award Ceremony. Plus free admission to the Museum all weekend long.

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 24, 2025

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

EK

Date of Application

Mar 1, 2026

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

\$5,000

Estimated Total Marketing Budget:

\$17,990

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? 15+

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

Projected Total Attendance: 19,000

Projected # of Vendors, Volunteers & Staff: 120

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	5
% 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: 85249, 85374, 85234, 85086, 85308

Expected # of room nights event attendees will stay in Prescott: 7,170

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

EK

Date of Application

Mar 1, 2026

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)

KNAU, KQNA, KYCA, KDDL, KJZZ, KNIX = \$3,300 or 18.34%

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 = \$7,790 or 43.3%

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

Hickey Marketing publicity, blogs and Facebook & Instagram posts - \$3,900 or 21.68%

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

Banners, posters, postcards, event guides and various museum publications - \$3,000 or 16.68%

Total \$ Value of Placed Media:

\$17,990

Initials of Applicant

EK

Email

Date of Application

Mar 1, 2026

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

Prescott Living: editorial coverage, event calendars - \$2,200
Prescott Now: editorial coverage, event calendars - \$1,800
KDDL: radio promotion - \$800
KQNA: radio promotion & interviews - \$800
KYCA: radio promotion & interview x2 - \$800
True Value & Prescott Resort: Digital Signage - \$1,400
Prescott Chamber of Commerce: event promotion - \$600

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

KNAU: radio promotion- \$500
KJZZ: \$2,200
KNIX: \$2,800

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

Arizona Office of Tourism - \$1,200
Museum Association of Arizona - \$700
Central Arizona Museum Association - \$400
Arizona Commission on the Arts - \$900

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

Western Art Collector, editorial coverage, articles written & ad discount - \$4,200
Art of the West, editorial coverage, articles written & ad discount - \$3,400
Southwest Art, editorial coverage, articles written & ad discount - \$3,200
True West, editorial coverage - \$1,800

Total \$ Value of Placed Media:

\$17,900

Total estimate value of earned media:

\$29,100

Total monetary value of marketing efforts:

\$47,000

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 Phippen Museum receives an annual stipend of \$10,000 for marketing purposes.

Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and

In addition to individual local volunteers, we have partnered with various non-profit organizations for many years now, including Mountain Artists Guild, Westerners Prescott Corral, Thumb Butte Questers, Worlds Oldest Rodeo, Arizona Cowboy Poets, Arizona Rangers Lonesome Valley Company, the Scottish

organizations involved and/or quantitative details):	American Military Society, and local Boy Scouts, Chambers of Commerce, Rotary Clubs, Kiwanis Clubs, churches and high schools.
Explain coordination with local community organizations (be as specific as possible):	The support the Phippen Museum has received from local foundations and businesses has been crucial to this special event since its inception. Current sponsors include the James Family Foundation, J.W. Kieckhefer Foundation, Margaret T. Morris Foundation, Yavapai Prescott Indian Tribe, Findlay Auto Group, Galpin Ford & Mazda, Pioneer Title Agency, The Frame & I, Hickey Marketing Group, Raskin's Jewelers, Springhill Suites by Marriott, Grand Highland Hotel, Bronzesmith Fine Art Gallery & Foundry, and national art publications, including Western Art Collector, Art of the West, and Southwest Art.
Describe how you expect this event will provide a cultural, historical or artistic benefit to the community:	At its heart, this free annual art festival is a cultural, historic and artistic venture, combining the best attributes of Prescott for the enjoyment of locals and guests from far and wide. The setting on the Yavapai County Courthouse Plaza in downtown Prescott couldn't be more historic. In addition, the fine art presented is an in-depth exploration and illustration of our cowboy culture, both past and present. And the artist benefit to the community is unmatched and unparalleled, including free admission to the Phippen Museum all weekend long.
Initials of Applicant	EK
Date of Application	Apr 2, 2026
Submission IP	160.3.139.231
Submission ID	6509766021326963902
Last Update Date	

Arizona Philharmonic Season 9

Submission Date	Apr 2, 2026
Signature of Applicant or Authorized Agent	
Printed Name & Title	Dawn Zintel, Director
Date of Application	Apr 2, 2026
Name of Event	Season 9 Concerts
Event Organization Name	Arizona Philharmonic, Inc.
Proposed Date of Event	Oct 4, 2026
501 c	83-4652802
Location of Event	Ruth Street Theater, Prescott High School
Description of the Event (Please limit text to the space provided)	Arizona Philharmonic's (AZ Phil) planned concerts in Season 9 in Prescott include: Oct 4 - Beethoven Violin Concerto. Maestro Peter Bay leads Arizona Philharmonic in a concert featuring Mozart Jupiter Symphony and soloist Steven Moeckel performing the Beethoven Violin Concerto. Nov 1 - Manos Percussion. Known as the only AZ Phil group to get folks dancing in the aisles will return for a fresh take on classical and world music. Dec 6 - We Wish You Christmas. Christmas favorites beautifully presented by AZ Phil musicians and singers. Feb 14 - James D'Leon trio. An annual favorite of Steinway Artist James D'Leon with principal AZ Phil string players.

Apr 25 - Beethoven Symphony #1. Maestro Peter Bay leads Arizona Philharmonic in Beethoven's Symphony 31 and soloist Laura Arganbright in the Grandval Oboe Concerto.

AZ Phil draws musicians from across Arizona and is committed to supporting the needs and growth of the Prescott area performing arts scene.

Name	Dawn Zintel
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?	Mar 15, 2026
Mark the type of Event - select all that apply.	Traditional Event Family Friendly Art & Culture Educational
Initials of Applicant	DEZ
Date of Application	Apr 2, 2026
Tourism Grant Requested Amount (Maximum Amount \$5,000)	\$5000
Estimated Total Marketing Budget:	\$23,000
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:

Connected Horizons, located in Phoenix, has experience planning, implementing, and maintaining marketing programs that uplift the events of nonprofits, like Arizona Philharmonic. They help performing arts organizations sell more tickets and grow their audiences with posts and ads on Facebook and Instagram, as well as manage their web sites. They will help AZ Phil grow our audience with a custom marketing strategy and social media ads management. They have proven that their marketing packages increase audience engagement with nonprofits and increase ticket sales. Their cost of \$7,500.00 stretches the AZ Phil marketing budget very thin, especially adding in the cost of out of the area radio and newspaper and magazine ads. A \$5000 grant would provide AZ Phil with approximately 22% of its budget.

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

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

Projected Total Attendance: 3000

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	66
% Regional	9
% Statewide	24
% 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:

86004
85048
86001
85024
85282

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

642

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

DEZ

Date of Application

Apr 2, 2026

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

Radio Newspaper Outdoor Advertising Print Social Media
Banners, posters, rack cards, programs and inserts

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

Transmission over 90 miles from Prescott:
KKLD 50 mghz - \$300 x 5 = \$1500

4.7%

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)

The Daily Courier - \$3000

Print advertising in Phoenix Chamber Music Society Concert Program = \$75 per concert/8 concerts = \$600

15%

Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Connected Horizons social media (Facebook/Instagram, Newsletters and Web Site) - \$7500 32.6%
Other: (list specifics, amount spent and % of total marketing budget)	Outdoor Advertising (10 to 14 Banners) - \$5450 Posters/rack cards - \$420 Installation & Maintenance - \$600 Concert Program Booklet and 5 Inserts- \$4500 Total - \$10,970 47.7%
Total \$ Value of Placed Media:	\$20,570
Initials of Applicant	DEZ
Email	
Date of Application	Apr 2, 2026
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Daily Courier (articles for 5 concerts) - Editorial and PR = \$5000 Prescott Woman or Prescott Now - \$5000 Senses Articles = \$500 YSA Program Ad = \$600 Mountain Artists Guild Sunday Scoop Ads = \$300 Prescott and Prescott Valley Chamber of Commerce "Talk of the Town" radio talk shows = \$600 Prescott and Prescott Valley Chamber of Commerce newsletters - \$1000 Total - \$13,000
Regional: (list specifics, amount earned and estimated earned value)	Sedona Monthly - \$1000
State: (list specifics, amount earned and estimated earned value)	Phoenix Chamber Music Society Concert Program Insert x 8 concerts = \$800 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, for approximately = \$1000 in earned media. Phoenix Chamber Music Society Concert Program Insert for 8 concerts = \$100 per concert = \$800

	Total - \$2600
National: (list specifics, amount earned and estimated earned value)	0
Total \$ Value of Placed Media:	\$20,300
Total estimate value of earned media:	\$16,600
Total monetary value of marketing efforts:	\$37,170
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)	
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	Our over 100 enthusiastic volunteers are deeply valued and provide services that help us and our patrons. In addition to all the “behind the scenes” activities our volunteers do, they provide snacks, meals and housing for our out-of-town musicians. Our volunteers also serve in ticket sales, concessions and ushers at our concerts. We honor them yearly at a Volunteer Brunch to show our appreciation. Besides dedicated AZ Phil volunteers, we also collaborate with Prescott High School students who sell drinks and snacks at each concert to raise funds for the Soroptimist Club. The Soroptimists are a global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment, specifically those facing significant obstacles. Volunteers and Staff at Mountain Artists Guild also support AZ Phil's Pre-concert lectures and Season Announcement event held at the Guild. In 2026-2027, In-kind support will be provided by The Highland Center for Natural History, The Hazeltine, Prescott Unified School District, Prescott Woman, Sedona Symphony, Yavapai Symphony Association, Pralines of Prescott, Prescott Pops, JLLPAC, Rugged Pilot, Willow Tree Tapas & Wine, The Lookout, Sharlot Hall, Elk Historic Theater, and Mountain Artists Guild.
Explain coordination with local community organizations (be as specific as possible):	The Arizona Philharmonic has offered educational content such as OLLI classes, recital lectures, and pre-concert lectures. Our youth programs have included free concerts for youth and their families, composition workshops for schools and after-school mentoring programs and school concerts. We also offer free tickets for community members and we partner with 13 other non-profits to help connect our community. Art 4 All is a fundamental component of Arizona Philharmonic's efforts to bring professional orchestra music to all interested members of the community. In our Art 4 All program, AZ Phil offers free, or pay-what-you-can, audience opportunities, allowing those people in our community who might not otherwise be able to afford it to experience the beauty of a professional orchestra or chamber music

concert. In 2025 and 2026, AZ Phil has collaborated with The Mountain Artists Guild, a 76 year old visual arts organization whose founders included George Phippen. AZ Phil and Prescott High School has hosted one Guild art show in the Ruth Street Theater Lobby during one of the concerts and the winners on banners behind the musicians. In 2025, the concert for which an art show competition was held was 'Echoes and Riffs' and in 2026, it was 'Singing From the Heart'. AZ Phil advertises the Guild's show in its emails, newsletters and social media. In return, The Guild provides AZ Phil a room to host its Prelude lecture before each of 5 concerts and the whole first floor including galleries, mulitpurpose room and kitchen for its Season Opening Announcement reception.

In addition to performing as a full orchestra, the Philharmonic works to collaborate with local performing ensembles such as the Quartz Ensemble, the Prescott Chorale, pianist James D’Leon & friends, string ensembles, chamber ensembles, and woodwind or brass quintet concerts. This collaboration introduces new talent to the area and creates new opportunities and outreaches.

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

Our Season 9 concerts in 2026-2027 will carry on our mission. In the same way that Prescott offers “something for everyone” (whether historical, outdoor activities, rodeos or the arts), the Arizona Philharmonic will continue to offer a diverse and bold musical menu that reaches all ages and walks of life. Our goal is to continue to support and grow Prescott’s and other Quad Cities already vibrant music community. We will work to coordinate our concert schedule with that of our sister ensembles in order to avoid audience competition. We will collaborate with local performing arts organizations, schools, and artists to create new opportunities, experiences, and outreach. Arizona Philharmonic’s history as an orchestra is unique in that, unlike most recent orchestra startups, we are not backed by Angel-Funding. Through hard work of our volunteers, creative approaches to the modern classical music market, and the generosity of many individual donors and other non profits, we have crafted a strong organization that is grounded in a few key principles: professional musician wages, transformative music, collaborative spirit, and generous hospitality.

Initials of Applicant

DEZ

Date of Application

Apr 2, 2026

Submission IP

172.59.203.75

Submission ID

6509718255736438247

Last Update Date

Art in the Pines: 7th Annual Prescott Plein Air Festival

Submission Date	Apr 1, 2026
Signature of Applicant or Authorized Agent	
Printed Name & Title	Nicole Rossi, Grants Coordinator, on behalf of Nicole Kennedy, Yavapai College Foundation Chief Development Officer
Date of Application	Apr 1, 2026
Name of Event	Art in the Pines: 7th Annual Prescott Plein Air Festival
Event Organization Name	Yavapai College Foundation on behalf of the YC Art Department
Proposed Date of Event	Aug 30, 2026
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, Prescott Pines at Yavapai College, YC Prescott Campus, YC Verde Campus

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

The 7th 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 26–30, 2026. A public reception and art sale will be held August 30 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://www.ycarts.org/pleinairfestival2026>

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 31, 2025

Mark the type of Event - select all that apply.

Demonstration

Family Friendly

Festival/Party

Art & Culture

Educational

Initials of Applicant

NRR

Date of Application

Apr 1, 2026

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

Estimated Total Marketing Budget: \$18,706

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
(602) 363-5054

Explain in detail how you will use or benefit from the grant assistance for the marketing of your event: This funding is critical for event exposure and the growth of the program. With this funding, we can obtain new data for marketing and evaluation and gain an understanding of our return on investment. Grant 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 support local businesses and contribute to the local economy.

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

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

Projected Total Attendance: 3,000

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	25
% Regional	5
% Statewide	40
% National	30

	% Per Region
% 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:

85373
85268
85018
89108
85387

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

1,200

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

NRR

Date of Application

Apr 1, 2026

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 Prescott Daily Courier ad (half page ad): \$756 Senses magazine ads (half page ads): \$500 Sedona Monthly magazine ads: \$600 Postcards for direct mail: \$400 Rack & Hotel cards (3,500 cards): \$600 Lu Corp for mass press release distribution \$550 Total this section: \$4,706 (63% of placed) (25.2% of total marketing budget)
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Ads on Facebook and Instagram: \$1,000 SignalsAZ web ads: \$1,000 Total this section: \$2,000 (27% of placed) (10.7% of total marketing budget)
Other: (list specifics, amount spent and % of total marketing budget)	Call-to-Artist websites: \$350 Outdoor advertising: Banner hung outside the YC Performing Arts Center: \$400 Total this section: \$750 (10% of placed) (4% of total marketing budget)
Total \$ Value of Placed Media:	\$7,456
Initials of Applicant	NRR
Email	
Date of Application	Apr 1, 2026
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 this section: \$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 this section: \$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)

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):

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 and the Arizona Plein Air Painters 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 7th 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.

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.

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

Art in the Pines: The 7th 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 7th 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 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

NRR

Date of Application

Apr 1, 2026

Submission IP

217.177.190.80

Submission ID

6508574780807027302

Last Update Date

Festival of Trees Prescott

Submission Date Mar 11, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title Alysia McCabe Director fo Events

Date of Application Mar 11, 2026

Name of Event Festival of Trees Prescott

Event Organization Name Festival of Trees Prescott

Proposed Date of Event Nov 17, 2026

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 five-day event (Nov 17 - 21, 2026) allows for attendees to come and shop 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.

Name Alysia McCabe

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 18, 2025

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 11, 2026

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

Estimated Total Marketing Budget: 14,000 before the 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
Kim Mora
kim@starstruck-events.com
760.220.0668

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 and radio advertising into the Maricopa County area. Our marketing efforts focus on providing people information about this 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.

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: 3200

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	90
% Regional	5
% Statewide	3
% 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: 85224
85086
85234
86001
85003

Expected # of room nights event attendees will stay in Prescott: 412

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 11, 2026

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)

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 will research what stations make the most sense for our target 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.

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

Social Media Facebook and Instagram - \$3,200
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 \$2,000.

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

Total \$ Value of Placed Media: 14,000 before the grant

Initials of Applicant Am

Email

Date of Application Mar 11, 2026

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 Now has written our event in the events list and done articles with photos - \$1,000
Prescott Times has plugged our event on its various podcasts in the past - \$500
SignalsAZ/Talking Glass media has placed our event on their event calendar in the past and added us to their podcast - \$800
Prescott Days SM - \$1,500
Prescott City Guide SM - \$1,500
Radio - Findlay Hyundai included our event in their radio ads last year - \$3,000

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

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

We continue to invite news media outlets up to Prescott for our Gala event and kick off night, Jingle Mingle, in exchange for live broadcasting from our event. \$3,000 value.

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

Total \$ Value of Placed Media: 14,000

Total estimate value of earned media: \$9,800

Total monetary value of marketing efforts: 23,800

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)

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

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

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

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 and attendance over these last few years. With a grant from the City, we will be able to help introduce this event to people outside of our community 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. W

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

- 1) 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.
- 2) 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 tear down after the event.
- 3) 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. We are proud to say that we have a lot of returning businesses, volunteers and entertainers each year.

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. We have been able to raise about \$77,000 in the past 5 years, supporting Prescott Area Shelter Services the first 2 years, Yavapai CASA for Kids, Heritage Park Zoo and Coalition for Compassion and Justice last year. In addition to raising money for these organizations, we have also been able to raise more awareness about them in the community. We educate the public on the chosen beneficiary by providing hand outs, presentations and representatives during the Festival.

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. 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.

Prescott is known as Arizona's Christmas City and our event kicks off the holiday season in Arizona's Christmas City. This event is festive , fun and family friendly and brings community together for a common and important cause during the holiday season. We will be celebrating our 9th year of this event and have worked hard to create a tradition for businesses and families each year.

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.

We continue to have new participants sign up to be apart of the event as well as see returning businesses sign up every year because it allows them to be creative, artistic and their favorite way to donate, raise money and give back to their community.

Since last year we have received feedback from attendees that were visiting from out of town, found out about our event from local advertising and LOVED it. They plan to come back because they love the cause and they love the family value it brings to them.

Initials of Applicant	Am
Date of Application	Mar 11, 2026
Submission IP	180.181.69.41
Submission ID	6490635271491624383
Last Update Date	

Hazeltine Theater Season

Submission Date Mar 30, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title Lesley Lynn Johnson, Treasurer - Board of Directors Hazeltine Theatre

Date of Application Mar 25, 2026

Name of Event Hazeltine Theater Season

Event Organization Name Hazeltine Theater

Proposed Date of Event Jul 1, 2026

501 c 33-4967756

Location of Event The Hazeltine Theater

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

The Hazeltine Theater Season is an ongoing year long event with multiple performing arts series. (Community Theater, Original Work, Music, Holiday themed events) Our aim is to collaborate with Spring Hill Suites and Hassayampa Inn to target visitors in Phoenix to come up for a theater weekend spending a night in Prescott and visiting the Hazeltine Theater.

We will develop a marketing plan with our partners to create a theater night package in Prescott that can be promoted in Phoenix through our partners out reach. This will include discounted tickets (2 for 1 package) for people who purchase an overnight stay at one of our partnering hotels.

Name Jay Ruby

Address

Phone Number

Website (If no website, please type N/A) the-hazeltine.com

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 Family Friendly Art & Culture Educational

Initials of Applicant LJ

Date of Application Mar 25, 2026

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

Estimated Total Marketing Budget: 20000

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: Our marketing will be in house and collaborative with the marketing departments at the Hassayampa Inn and Spring Hill Suites.

Explain in detail how you will use or benefit from the grant assistance for the marketing of your event: We will use the grant assistance to develop a promotional program with the Hassayampa Inn and Spring Hill Suites encouraging people to stay at those hotels while coming to enjoy a night of theater in Prescott. We will develop an overnight package and promote it in Phoenix for targeted events during our season. We will create print materials to distribute and use online and email marketing.

How many years has your organization relied on this grant? 0

What % of the grant would be contributed to the total estimated marketing budget? 90%

Projected Total Attendance: 40,000

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	80
% Regional	8
% Statewide	7
% National	3
% International	2

If international attendance is recorded, list countries represented: Not available.

List the top five zip codes you expect attendance from outside of 90 miles of Prescott: 85018
85003
85281
85201
86001

Expected # of room nights event attendees will stay in Prescott: 625

Do you expect admission sales (\$), product sales and/or food & beverage sales (Please answer yes or no) *If event does not have Yes

these items, it will not be counted against you*

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

Initials of Applicant

LJ

Date of Application

Mar 25, 2026

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

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 marketing budget)

15% We will print materials for associated hotels to share with their associates throughout the state

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

85%. We will use email, digital ads, and social media to reach previous Prescott hotel users from the Valley through lists generated by hotels to advertise a night at the theater events for people in the valley to come up and enjoy a night at the Hazeltine. We will also develop a promo video to be shared across different social media channels.

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

Total \$ Value of Placed Media:

\$5000

Initials of Applicant

LJ

Email

Date of Application	Mar 25, 2026
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	For each event we get interviews and articles from our local media: Prescott Courier. - Event articles \$10000 5enses - Event articles \$4200 KQNA - Radio Interviews \$4000 Prescott Palette - Radio and Press Interviews - \$6400 We will use links to our earned media to help promote our Prescott Theater Night package in the Phoenix area.
Regional: (list specifics, amount earned and estimated earned value)	We have not received earned media regionally. We will be working on an article in the Arizona Republic and Phoenix New Times, but this program does not cover cultivating that earned media.
State: (list specifics, amount earned and estimated earned value)	Similar to regional we have not received earned media at the state level, nor have we done state advertising. We would like to advertise in the Phoenix market to encourage people to come up and attend a theater show and spend a night in a hotel. We would use our advertising money to attract audience from Phoenix through a promoted package deal at two local hotels the Hassayampa Inn and Spring Hill Suites through discounted tickets. We chose these hotels because they are each one block from the theater.
National: (list specifics, amount earned and estimated earned value)	We have not done national advertising or have had earned media on a national level.
Total \$ Value of Placed Media:	\$5000
Total estimate value of earned media:	\$24600
Total monetary value of marketing efforts:	\$29600
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)	This is a pilot program to promote the programming at the Hazeltine Theater to Phoenicians. We will be working with Margo Christiansen at Spring Hill Suites and Penny Allphin at the Hassayampa Inn. Both have confirmed participation in the project if funded.
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	All of the performances at the Hazeltine Theater have volunteer ushers and in house volunteer staffing to support the attendee experience. Some of our shows have local catering. Some of our shows are professional artists presenting original work. Some of our shows are community theater artists presenting classical and contemporary performances. Some of our shows present music.

Depending on the nature of each show there is a chain of volunteers helping the production.

In all of these cases much community benefit is derived through economic activity, social engagement, and collective reflection.

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

For this grant we (The Hazeltine Theater) are specifically working with:
The Hassayampa Inn (Penny Allphin)
Spring Hill Suites (Margo Christiansen)

We do work with numerous other local organizations and non-profits through the theater. This grant will not focus on that aspect of our work.

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

The Hazeltine Theater, (formerly Suze's Prescott Center for the Arts and the Prescott Fine Arts Alliance) offers full spectrum access to the performing arts, creates civic dialogue and aesthetic experiences that invigorate the community through original works, musical productions, holiday themed events, interactive workshops, community events, and celebrations.

Initials of Applicant

LJ

Date of Application

Mar 25, 2026

Submission IP

172.59.200.28

Submission ID

6506854018207173604

Last Update Date

Journeys in Spirit

Submission Date

Apr 3, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Haley Ward, Vice President

Date of Application

Apr 3, 2026

Name of Event

Journeys in Spirit

Event Organization Name

'Tis Art Center & Gallery

Proposed Date of Event

May 15, 2027

501 c

501(c)(3)

Location of Event

105 S Cortez St

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

Journeys in Spirit is a month-long art exhibit showcasing the beauty and significance of Indigenous culture, art, and storytelling. The exhibit will feature painting, pottery, jewelry, stone sculptures, photography, and more. We have an opening reception with the artists on the 4th Friday of May, we will also have a live performer (painter, flutist, storyteller, etc., decided upon closer to the event). 'Tis is honored to present this exhibit in partnership with the Museum of Indigenous People; their relationships with local tribal communities and knowledge of the differences between them help to keep the event respectful and beneficial to all of the Indigenous artists involved in this special exhibit.

Name

Haley Ward

Address

Phone Number

Website (If no website, please type N/A) www.tisartgallery.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? May 15, 2025

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

Initials of Applicant HW

Date of Application Apr 3, 2026

Tourism Grant Requested Amount (Maximum Amount \$5,000) 3,500

Estimated Total Marketing Budget: 3,000

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:

Receiving grant assistance for this event would help us to expand our marketing range, reaching people from surrounds states, and further. Members of Indigenous communities are willing to travel for events benefitting their tribes and their people, we just need a bit more of a marketing budget to be able to reach the further away communities. We aim to make this event beneficial for everyone involved - giving a platform for artists, and an opportunity for guests to learn about the indigenous culture and how they share about their history and traditions through art. Since 'Tis is a non-profit gallery, we don't have the funds to cover the full cost of the event and advertising, so we rely on donations and grant income to assist us with making this the nicest event possible!

How many years has your organization relied on this grant?

10

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

90%

Projected Total Attendance:

1,000

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	65
% Regional	20
% Statewide	8
% National	7
% 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:

85201, 85250, 86001, 85501, 85641

Expected # of room nights event attendees will stay in Prescott:	386.25
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	HW
Date of Application	Apr 3, 2026
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)	KNAU - approximately \$1,100; 36.6%
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 NOW, 5enses, Prescott Woman - approximately \$1,300; 43.3%
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Instagram, Facebook - approximately \$350; 11.6%
Other: (list specifics, amount spent and % of total marketing budget)	Printed materials, banners, flyers, etc. - approximately \$250; 8.3%
Total \$ Value of Placed Media:	3,000

Initials of Applicant

HW

Email

Date of Application

Apr 3, 2026

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)

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 involves the Museum of Indigenous People, and hopefully the Elks Theatre in 2027. We hope to have a bigger opening reception at the Elks involving Indigenous Dancers, Storytellers, and other performers. Our hope is that it becomes a more formal event to open up the exhibit.

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

The Museum of Indigenous People helps us to build relationships with the Indigenous Artists, they assist in finding our live performers for the opening reception, and curate the show once all the art pieces have

been dropped off, ensuring that the lineup of art flows nicely and is arranged in a way that best respects the different tribes involved.

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

This event provides the community with the opportunity to view art from talented Indigenous artists, learning their history and backgrounds, and the significance of aspects of their art. It's not often that visitors get to converse with the artists directly, this event gives that opportunity during the opening reception/opening weekend. This event showcases art from approximately 20 different artists with different tribal affiliations, providing a diverse collection of art for guests to enjoy.

Initials of Applicant

HW

Date of Application

Apr 3, 2026

Submission IP

174.218.17.228

Submission ID

6510549538224604934

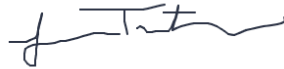
Last Update Date

Mogollon Highlands Festival

Submission Date

Apr 3, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Jennie Tutone, Executive Director

Date of Application

Apr 3, 2026

Name of Event

Mogollon Highlands Festival

Event Organization Name

Natural History Institute

Proposed Date of Event

Jul 16, 2026

501 c

EIN # 82-1871782

Location of Event

Natural History Institute, 126 N. Marina St., Prescott, AZ 86301

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

The Mogollon Highlands Festival is a four-day event that brings together science, art, and community in Prescott, Arizona, from July 16 to 19, 2026. Hosted by the Natural History Institute, the festival highlights the extraordinary ecological significance of the Mogollon Highlands, one of the most biologically diverse and underrecognized regions in North America. Attendees can join keynote talks, research presentations, workshops, guided field trips, and a public community celebration to discover the landscapes, wildlife, geology, archaeology, and cultural history that make Prescott unique. Activities will take place at the Natural History Institute, Prescott College, The Federal Venue, The Fairweather Social Club, and nearby outdoor sites and City of Prescott parks. By bringing together scientists, artists, students, educators, and the community, the festival helps strengthen Prescott's reputation as a place for nature, learning, and creativity. It also creates a signature nature-focused event in a city famous for its beautiful outdoor spaces.

Name Jennie Tutone

Address

Phone Number

Website (If no website, please type N/A) naturalhistoryinstitute.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 Outdoor Recreation Family Friendly Festival/Party Art & Culture Educational

Initials of Applicant JT

Date of Application Apr 3, 2026

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

Estimated Total Marketing Budget: 20,000

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 Natural History Institute will use this grant to expand the reach of the Mogollon Highlands Festival beyond the Prescott area and attract visitors from over 90 miles away, aligning with the City of Prescott Tourism grant program's goals. Approximately 80% of the requested funds will be dedicated directly to marketing efforts, with a strong emphasis on paid regional outreach designed to increase overnight visitation to Prescott.

A key marketing strategy will be paid, targeted social media advertising on Facebook and Instagram, allowing us to reach audiences across Arizona and neighboring states who are already interested in outdoor recreation, natural history, environmental education, conservation, arts and culture travel, and place-based learning experiences. These platforms enable precise geographic targeting beyond the 90-mile radius, focusing on likely visitors from Phoenix, Tucson, Flagstaff, Sedona, and regional markets such as New Mexico, Southern California, Colorado, and Texas. This approach will position the festival as a destination event rather than a local gathering.

Grant funding will also support paid radio advertising on KNAU Arizona Public Radio, a trusted regional station with a strong audience interested in science, public lands, culture, and travel throughout northern Arizona and the Colorado Plateau. Advertising on KNAU will help reach visitors already interested in nature-based tourism and educational travel, aligning with the festival's goals.

A portion of the grant will support hiring an audio/visual specialist to produce a short promotional video showcasing the festival and Prescott's unique location in the Mogollon Highlands, one of North America's most biologically diverse transition zones. The video will be shared on social media, our YouTube channel with 229,817 views, partner networks, websites, and tourism communications to increase visibility and attract visitors from outside the area. It will also serve as a reusable marketing asset for future festival promotion and ongoing tourism outreach.

Additional grant-supported marketing will include developing professional festival graphics, digital advertisements, and coordinated outreach through regional partner networks such as universities, conservation organizations, artists, and environmental education groups across Arizona and the Southwest. These networks reach audiences likely to travel for immersive field-based learning experiences.

Marketing will present the festival as a multi-day destination event, encouraging overnight stays by promoting the full program, including the Thursday keynote, Friday and Saturday workshops and field trips, and the Sunday community celebration in downtown Prescott. Promotional materials will highlight downtown Prescott lodging, walkable venues, and nearby natural destinations to help visitors plan longer stays.

Ultimately, this grant assistance will allow the Natural History Institute to launch the Mogollon Highlands Festival as a prominent regional tourism event, highlighting Prescott's ecological significance, increasing overnight visitation, supporting local businesses, and enhancing Prescott's reputation as a destination for nature-based travel, learning, and cultural engagement.

How many years has your organization relied on this grant?

0

What % of the grant would be contributed to the total estimated marketing budget? 25%

Projected Total Attendance: 450

Projected # of Vendors, Volunteers & Staff: 40

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

	% Per Region
% Local Zip Codes	42
% Regional	8
% Statewide	27
% National	13
% 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:

1. North Phoenix - 85032
2. Tucson - 85704
3. Flagstaff - 86001
4. Mesa - 85204
5. Los Angeles - 90039

Data extracted from total attendee registration from past Natural History Institute events via Eventbrite.

Expected # of room nights event attendees will stay in Prescott: 367

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

JT

Date of Application

Apr 3, 2026

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

Radio Digital Print Social Media Flyers, Posters, Banners, etc.

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

The Natural History Institute has secured paid radio advertising with KNAU Arizona Public Radio and KJZZ 91.5 FM, two NPR-affiliated stations whose regional audiences align with the Mogollon Highlands Festival's target demographic. \$3,120 is allocated to radio advertising across these stations, representing about 16% of our total marketing budget.

KNAU Arizona Public Radio serves northern Arizona and the Colorado Plateau, including Flagstaff, Sedona, the Navajo Nation, and communities beyond the 90-mile Prescott marketing radius. KJZZ 91.5 FM, based in Phoenix, reaches the Phoenix metropolitan area, Arizona's largest population center, and a key tourism market for Prescott.

Both stations attract listeners interested in science, environmental issues, arts, culture, and regional travel, making them well-suited for the festival's audience. Advertising will promote the festival as a multi-day destination and encourage overnight visits to Prescott.

Radio spots will air during news and cultural programming blocks with high listener engagement, ensuring effective exposure to audiences most likely to travel for place-based learning and outdoor experiences. These placements support the festival's strategy to focus marketing outreach beyond the Prescott Quad-City area and strengthen Prescott's profile as a destination within the Mogollon Highlands region.

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)

The Natural History Institute will place a paid print advertisement in the Daily Courier (Prescott) for \$500, which is about 3% of the total marketing budget.

While the majority of marketing funds are directed toward regional outreach beyond the 90-mile Prescott area. This local newspaper ad supports community awareness, volunteer recruitment, and coordination

with partner organizations. It also ensures residents are informed about public events such as workshops, field trips, and the Sunday community celebration. Increased community engagement enhances the overall visitor experience and supports the event's success as a destination-focused festival.

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

The Natural History Institute will allocate approximately \$7,840, or 39% of the total marketing budget, to digital and social media promotion for regional and national outreach beyond Prescott.

This includes \$300 for targeted paid advertising on Facebook and Instagram, using geographic and interest-based criteria to reach audiences more than 90 miles from Prescott. Campaigns will focus on visitors in major cities in Arizona and select neighboring states with interests in outdoor recreation, conservation, environmental education, and arts and culture travel.

The Institute has contracted an audio/visual specialist to produce short promotional videos for the Institute's YouTube channel and social media platforms (\$1,200). These videos will highlight Prescott's unique location in the Mogollon Highlands and promote the festival as a multi-day destination. They will serve as reusable assets to support long-term tourism visibility for future festivals.

A dedicated festival website will serve as the central hub for visitor information, registration, lodging recommendations, and program schedules to support trip planning for out-of-area attendees. Costs include \$500 for hosting and \$2,500 for staff time dedicated to website creation, maintenance, and updates throughout the marketing cycle.

The Natural History Institute will conduct targeted email marketing campaigns to a nationwide audience of over 3,000 subscribers (\$840), including researchers, educators, artists, conservation professionals, and natural history enthusiasts who travel for place-based learning. This outreach encourages visitation from outside the Prescott region and builds awareness of the festival as a destination event.

An additional \$3,000 is allocated to staff time for digital marketing implementation, including graphic design, branding, website content production, email campaign coordination, and social media content creation. This ensures consistent messaging across platforms and partner networks beyond the Prescott Quad-City area.

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

The Natural History Institute has allocated \$1,000, or about 5% of the marketing budget, for printing and distributing promotional materials such as flyers, posters, and event banners across the state.

Distribution will occur through partner organizations and institutions across Arizona, focusing on Flagstaff, Phoenix, and Tucson, which are key markets over 90 miles from Prescott. Partners include major universities, conservation organizations such as The Nature Conservancy and the Sierra Club, and retail locations serving outdoor recreation and environmental education audiences.

Printed materials will also be placed at strategic visitor locations and partner facilities where audiences are engaged in nature-based travel, conservation, and regional exploration. This targeted approach ensures print promotions reach those most likely to visit Prescott for a multi-day event.

Total \$ Value of Placed Media:

12,460

Initials of Applicant	JT
Email	
Date of Application	Apr 3, 2026
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	The Natural History Institute has secured approximately \$5,000, or 5% of the budget, in local earned media through in-kind advertising, editorial coverage, and radio features promoting the Mogollon Highlands Festival. This includes: * Prescott NOW Magazine: in-kind advertisement and feature coverage (estimated value: \$1,000) * Prescott Woman Magazine: in-kind advertisement and editorial coverage (estimated value: \$1,000) * The Daily Courier: feature article coverage (estimated value: \$1,000) * KQNA and KPPV Radio (Prescott Palette with Barry Barbe): two local radio feature segments promoting the festival (estimated value: \$2,000) Prescott NOW Magazine, Prescott Woman Magazine, and The Daily Courier sponsor the Natural History Institute, reflecting strong community support for the festival and its efforts to promote Prescott as a destination for nature-based learning and cultural engagement. This local earned media supports the festival's regional marketing strategy to attract out-of-area visitors and encourage overnight stays.
Regional: (list specifics, amount earned and estimated earned value)	
State: (list specifics, amount earned and estimated earned value)	The Natural History Institute secured approximately \$1,800, or 9% of the total budget, in statewide earned media value through feature coverage in the Arizona Republic's Conservation section. This included an interview with the founding director promoting the Mogollon Highlands Science Initiative and Festival. This statewide coverage reaches readers throughout Arizona, especially in the Phoenix metropolitan area, and raises awareness of the festival as a destination event that encourages visitors to come to Prescott and to see Prescott as an ecological hotspot for ecotourism.
National: (list specifics, amount earned and estimated earned value)	
Total \$ Value of Placed Media:	12,460
Total estimate value of earned media:	6,800

Total monetary value of marketing efforts: 19,260

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 Mogollon Highlands Festival will feature significant involvement from local volunteers, educators, conservation leaders, artists, and community organizations. This collaborative event highlights Prescott's commitment to environmental stewardship and place-based learning.

Volunteer leadership is central to the festival's programming. Local naturalists, including retired professionals, Prescott College faculty, business leaders such as Eric Moore (The Lookout), members of the Natural History Institute Art Gallery Council, and regional conservation leaders, will lead field trips, workshops, and presentations throughout the weekend. Many educational activities will be delivered by volunteer instructors.

Field experiences led by volunteers and community experts include:

- * Archaeology of the Prescott Area
- * Geology of Thumb Butte
- * Natural History of Granite Basin
- * Biodiversity at Walnut Creek Center for Education and Research
- * Fire Ecology and Forest Dynamics
- * Botany and Pollinator Walks
- * Naturalist Field Day at Granite Dells
- * Birding at Willow Lake and Watson Lake

Community Education Workshops will also be led by volunteer artists and educators and include:

- * Field Journaling and Nature Illustration
- * Creative Writing from Place
- * Nature Interpretation through Art
- * Photography for Naturalists

The festival's keynote presentation, "Biogeography of the Mogollon Highlands," will be delivered by Prescott College faculty member David Gilligan, further strengthening collaboration with local higher education partners.

The event will activate several downtown venues in collaboration with NoCo partners, including programming at The Federal Venue and Fairweather Social Club. Additional participation from Cosmos Theater and the Art Hive will further expand opportunities for community engagement during the festival weekend.

Local conservation and environmental organizations will participate through festival tabling, outreach, and planning collaboration, including:

- * Sierra Club
- * Prescott Audubon Society
- * Central Arizona Wildlife Alliance
- * Arizona Master Naturalists
- * Yavapai Chapter of the Arizona Native Plant Society
- * Citizens Water Advocacy Group (CWAG)
- * Granite Dells Preservation Foundation
- * The Wilderness Society
- * Wild and Scenic Upper Verde River partners
- * Great Old Broads for Wilderness

These partnerships ensure strong volunteer participation, deepen community involvement, and connect visitors with Prescott's conservation community. They reinforce the city's role as a hub for nature-based learning and stewardship in the Mogollon Highlands.

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

The Mogollon Highlands Festival is being developed through ongoing coordination with local community organizations, educators, conservation leaders, artists, and downtown partners to ensure broad community participation and shared stewardship of the Mogollon Highlands landscape.

The Natural History Institute hosts monthly planning meetings with local organizations to guide festival development, identify programming opportunities, and coordinate participation. These meetings have shaped field trips, workshop topics, partner outreach, and community tabling throughout the weekend.

Key collaborating organizations include:

- * Prescott College (faculty participation, student engagement, and keynote speaker David Gilligan)
- * Yavapai Trails Association
- * Sierra Club
- * Prescott Audubon Society
- * Arizona Native Plant Society (Yavapai Chapter)
- * Citizens Water Advocacy Group (CWAG)
- * Granite Dells Preservation Foundation
- * The Wilderness Society
- * Wild and Scenic Upper Verde River partners
- * Great Old Broads for Wilderness

These organizations contribute expertise through field trips, workshops, outreach tables, and planning support, connecting festival visitors directly with Prescott's conservation community.

The festival also coordinates with downtown NoCo partners such as The Federal Venue, Fairweather Social Club, Cosmos Theater, and the Art Hive. This expands the festival across Prescott's cultural district and encourages visitors to engage with local businesses and gathering spaces throughout the weekend.

Through these partnerships and planning meetings, the Mogollon Highlands Festival is being developed as a collaborative event that strengthens connections between local organizations and visitors, while highlighting Prescott's role as a center for ecological learning and stewardship in the Mogollon Highlands region.

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

The Mogollon Highlands Festival brings cultural, historical, and artistic value to Prescott by celebrating the area's unique landscape through science, creativity, and learning rooted in place. The festival supports the Natural History Institute's mission to blend arts, sciences, and humanities, giving residents and visitors many ways to connect with the Mogollon Highlands.

Prescott is located in the Mogollon Highlands, one of North America's most ecologically diverse areas. However, there are not many chances for people to explore the natural and cultural stories of this landscape together. The festival helps the community learn more about this region by bringing together researchers, artists, educators, and conservation leaders to share their perspectives through a variety of programs.

The festival offers historical and cultural programs that focus on regional archaeology, land-use history, fire ecology, watershed systems, and the long-term connections between people and the landscape in central Arizona.

The festival also offers hands-on workshops in field journaling, nature illustration, creative writing, and photography for naturalists. During the community celebration, participants can share the artwork and field journals they create, showcasing local creativity inspired by the Mogollon Highlands.

Working with local venues like The Federal Venue, Fairweather Social Club, Cosmos Theater, and the Art Hive gives the community more chances to gather and take part in cultural events throughout downtown Prescott.

All of these activities help Prescott build its identity as a community shaped by its landscape. They also support the creation of a special event that honors the cultural, historical, and artistic importance of the Mogollon Highlands.

Initials of Applicant	JT
Date of Application	Apr 3, 2026
Submission IP	67.60.95.176
Submission ID	6510612916714421634
Last Update Date	

Prescott Area Artist Studio Tour

Submission Date

Apr 2, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Cindi Shaffer

Date of Application

Apr 2, 2026

Name of Event

Prescott Area Artist Studio Tour

Event Organization Name

Prescott Area Artist Studio Tour

Proposed Date of Event

Oct 2, 2026

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 19th 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 2, 3 & 4. 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 3, 2025

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

Initials of Applicant CS

Date of Application Apr 2, 2026

Tourism Grant Requested Amount (Maximum Amount \$5,000) \$5,000.00

Estimated Total Marketing Budget: \$31,000 to \$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 50% of our marketing is focused on regional, statewide and national media. With the 2026/2027 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? 8 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: 276

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

	% Per Region
% Local Zip Codes	73
% Regional	10
% Statewide	16
% 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: 85254, 85255, 85258, 85351, 85375

Expected # of room nights event attendees will stay in Prescott: 3053 - 3513

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 2, 2026

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)

KNAU, KKLD, KAHM - \$1,506 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)

Senses, Verde Valley Kudos, Prescott Courier Across the Street - \$2,803 9%

Prescott NOW, Prescott Visitor Guide, Sedona Monthly, Phoenix Home & Garden, Phoenix Magazine, Phoenix New Times, Studio Tour Printed Guide, Connected Horizons - \$20,342 62%
Outdoor signs - \$2,550 8%

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

Studio Tour website, Instagram & Facebook posts - \$5,699 17%

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

Total \$ Value of Placed Media:

32,901

Initials of Applicant

CS

Email

Date of Application

Apr 2, 2026

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

KQNA Talk of the Town Interviews - \$450
Senses article - \$1,400
Daily Courier 3 articles - \$6,210
Prescott eNews article - \$300
Prescott NOW blurb - \$300
Prescott Times article - \$300
Prescott Woman blurb - \$300
Signals AZ blurb - \$200
Various online calendars & news outlets - \$2,205

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

Sedona.biz article - \$300
Sedona Monthly discounted ad rate - \$3,346
City Sun times blurb - \$300
Yourvalley.net blurb - \$300
Various online calendars & news outlets - \$2,625

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

Phoenix Magazine blurb - \$400
Various online calendars & news outlets - \$2,520

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

Various online calendars & news outlets \$525

Total \$ Value of Placed Media:

23,901

Total estimate value of earned media:

21,881

Total monetary value of marketing efforts:

53,688

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

The 2025 Studio Tour included 77 juried artists displaying their works in 54 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

organizations involved and/or quantitative details):

Building, The Phippen Museum and Yavapai College Visual Arts. Over 135 dedicated volunteers from the community assist with tasks such as helping 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 again partnering with the 'Tis Art Center and Gallery to present and promote a Pre-Tour Art Exhibition entitled Beyond the Studio from August 20 to September 22 to generate public anticipation for the Tour (October 2-4) 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 2026 include Mountain Artists Guild, 'Tis Annex Art Education Building, the Phippen Museum and Yavapai College Visual Arts. The Art Centers market the Studio Tour to their members and lists of supporters thus increasing the public's awareness of and interest in the Studio Tour.

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 local volunteers, the Studio Tour strengthens community connections, expands public access to the arts, and ensures it continues to grow its reach and economic impact year over 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 2025 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 and The Phippen Museum Youth Outreach Program.

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 2, 2026
Submission IP	24.245.190.13
Submission ID	6510032673101604789
Last Update Date	

Prescott Bluegrass Festival

Submission Date Mar 18, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title Sheri Heiney President & CEO

Date of Application Mar 18, 2026

Name of Event Prescott Bluegrass Festival

Event Organization Name Prescott Chamber of Commerce

Proposed Date of Event Jun 19, 2027

501 c 6

Location of Event Goodwin street and South Yavapai Courthouse Plaza

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

The Prescott Bluegrass Festival is a premier, two-day, free, family-friendly music festival held in historic downtown Prescott at the Yavapai County Courthouse Plaza. Celebrating its 46th year, it is a signature tourism event drawing visitors from across Arizona and the Southwest while showcasing Prescott's cultural heritage.

The festival features nationally and regionally recognized bluegrass bands, jam sessions, artisan vendors, and food offerings. Attendees enjoy continuous live entertainment while exploring Prescott's shops, restaurants, lodging, and outdoor recreation.

As one of the only free bluegrass festivals of its caliber in the western United States, the event attracts a diverse audience, including significant out-of-area visitors. The festival is designed to encourage overnight stays, increase visitation beyond the Quad Cities, and generate economic impact through lodging, dining, and retail spending.

Supported by strategic out-of-market marketing, community partnerships, and strong volunteer involvement, the festival continues to grow Prescott's tourism economy.

Name Sheri Heiney

Address

Phone Number

Website (If no website, please type N/A) <https://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 21, 2025

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

Initials of Applicant SLH

Date of Application Mar 18, 2026

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

Estimated Total Marketing Budget: 17000

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:

TAC grant funding will be used exclusively to support out-of-market marketing efforts designed to attract visitors traveling 90+ miles to Prescott, increasing overnight stays and economic impact. Funding will be directed toward geo-targeted digital advertising in key markets such as Phoenix, Scottsdale, and Peoria, as well as regional outreach across Arizona and the Southwest.

Based on visitor analytics, these targeted campaigns will focus on high-performing ZIP codes and audiences with a demonstrated interest in bluegrass music and cultural festivals. Additional funding will support print placements in statewide and regional publications, event listings on tourism platforms, and expanded social media campaigns.

As a free event, the Prescott Bluegrass Festival relies heavily on marketing support to reach non-local audiences. TAC funding is essential to extend the festival's reach beyond the Quad Cities, attract high-value overnight visitors, and sustain its role as a signature tourism event that contributes to Prescott's bed tax revenue and local economy.

How many years has your organization relied on this grant?

Over 9 years

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

29%

Projected Total Attendance:

20,000

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	40
% Regional	15
% Statewide	30
% National	14

	% Per Region
% International	1

If international attendance is recorded, list countries represented:

Canada, United Kingdom

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

85027 (Phoenix)

85225 (Chandler)

85050 (Phoenix)

85735 (Tucson)

85260 (Scottsdale)

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

5,037

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

SLH

Date of Application

Mar 18, 2026

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

Radio Television Newspaper Digital Outdoor Advertising Print Social Media

Event posters, printed festival programs, street banners, and on-site signage displayed throughout Prescott and high-traffic visitor areas; Visitor Information Center promotion; distribution through partner organizations and local businesses; promotional materials supporting sponsor visibility and visitor engagement

Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	Arizona's Hometown Radio Group (KQNA, KDDL), regional Northern Arizona and Phoenix market stations Amount: \$1,800 % of Budget: 10%
Television: (list specifics stations, TV programs, amount spent and % of total marketing budget)	Local access channels working with sparklight, regional television promotion, and Phoenix market stations (ABC15, 12News/KPNX, Fox 10 Phoenix, CBS 5/KPHO) including event listings, interviews, and potential feature coverage Amount: \$3,000 % of Budget: 18%
Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget)	The Daily Courier, Prescott Living Magazine, Prescott NOW, Arizona Bluegrass Association publications, statewide tourism publications, Chamber publications Amount: \$5,500 % of Budget: 32%
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Geo-targeted campaigns (Phoenix, Scottsdale, Peoria), Facebook, Instagram, Google Ads, tourism websites (Experience Prescott, AZ Central), and performing band promotion channels Amount: \$4,000 % of Budget: 24%
Other: (list specifics, amount spent and % of total marketing budget)	Event posters, printed festival programs, street banners, and on-site signage displayed throughout Prescott and high-traffic visitor areas; Visitor Information Center promotion; distribution through partner organizations and local businesses; promotional materials supporting sponsor visibility and visitor engagement Amount: \$2,700 % of Budget: 16%
Total \$ Value of Placed Media:	17,000
Initials of Applicant	SLH
Email	
Date of Application	Mar 18, 2026
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Promotion through Prescott Chamber of Commerce channels, KQNA "Talk of the Town," Arizona's Hometown Radio Group (KQNA/KDDL), local access television (Prescott Today), The Daily Courier, Prescott Living, Prescott NOW, Visitor Information Center, email campaigns, and social media Estimated Value: \$4,000

Regional: (list specifics, amount earned and estimated earned value)	Coverage and promotion throughout Northern Arizona including Flagstaff, Cottonwood, Sedona, Wickenburg, and surrounding communities through regional media outlets, Chambers of Commerce, and event partnerships Estimated Value: \$2,000
State: (list specifics, amount earned and estimated earned value)	Statewide promotion through Arizona Office of Tourism platforms, Arizona Bluegrass Association, statewide publications, radio, and television coverage; press releases distributed to Arizona media outlets Estimated Value: \$3,000
National: (list specifics, amount earned and estimated earned value)	Promotion through performing bands' websites, social media, and touring networks; Arizona Bluegrass Association outreach; festival listings and word-of-mouth across the Southwest and national bluegrass community Estimated Value: \$3,000
Total \$ Value of Placed Media:	17,000
Total estimate value of earned media:	12,000
Total monetary value of marketing efforts:	29,000
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 Foundation receives City of Prescott funding support for Arizona's Christmas City programming, operation of the Visitor Information Center, and Community Development Block Grant (CDBG) funding for the Minor Home Repair Program. These funding sources are separate from the Prescott Bluegrass Festival and are not utilized for this event.
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	The Prescott Bluegrass Festival relies on the support of over 100 volunteers from a wide range of local organizations. Key partners include Prescott Chamber Ambassadors, Prescott Area Young Professionals, the Arizona Bluegrass Association, Prescott Regulators and Their Shady Ladies, Frontier Days Rodeo Royalty, Arizona Rangers, local high school students, and community service groups. Volunteers play a critical role in the success of the event by assisting with setup and teardown, stage and equipment support, vendor coordination, merchandise and raffle sales, and guest services. Volunteers also help maintain a clean, safe, and welcoming environment throughout the event by assisting with trash removal and site maintenance. In addition, student volunteers earn community service hours, and nonprofit and civic groups are actively engaged, strengthening community involvement and fostering a sense of pride and ownership in this long-standing Prescott tradition.
Explain coordination with local community organizations (be as specific as possible):	The Prescott Bluegrass Festival is a collaborative community event coordinated in partnership with numerous local organizations and agencies. The Prescott Chamber of Commerce works closely with the Arizona Bluegrass Association for band coordination and promotion, as well as regional Chambers such as

Wickenburg for reciprocal marketing efforts.

Coordination with City of Prescott departments, including Recreation Services, Public Works, and public safety agencies (Police, Fire, and Lifeline Ambulance), ensures proper event planning, permitting, safety, and logistics. The Visitor Information Center plays a key role in promoting the festival and assisting visitors.

Local schools and youth organizations provide student volunteers, while nonprofit and civic groups such as the Arizona Rangers and Prescott Regulators assist with event operations and security. Local businesses participate as sponsors, vendors, and promotional partners, creating a strong network of support that enhances both community engagement and economic impact.

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

The Prescott Bluegrass Festival provides a significant cultural and artistic benefit by preserving and promoting bluegrass music, a traditional American art form deeply rooted in history and storytelling. Celebrating its 46th year, the festival has become a longstanding cultural tradition in Prescott, connecting generations through live music and shared community experiences.

The event offers free access to high-quality performances by regional and national musicians, making the arts accessible to residents and visitors of all ages and backgrounds. It also encourages informal jam sessions, allowing musicians and attendees to actively participate in the musical experience.

Held in the historic Courthouse Plaza, the festival enhances Prescott's identity as a cultural destination while honoring its heritage. By bringing together artists, residents, and visitors, the event fosters community pride, supports the arts, and contributes to the cultural vitality of the region.

Initials of Applicant

SLH

Date of Application

Mar 18, 2026

Submission IP

173.47.65.98

Submission ID

6496691248953353875

Last Update Date

Prescott Film Festival

Submission Date	Apr 1, 2026
Signature of Applicant or Authorized Agent	
Printed Name & Title	Nicole Rossi, Grants Coordinator, on behalf of Nicole Kennedy, Yavapai College Foundation Chief Development Officer
Date of Application	Apr 1, 2026
Name of Event	Prescott Film Festival
Event Organization Name	Yavapai College Foundation on behalf of the Prescott Film Festival
Proposed Date of Event	Jul 13, 2026
501 c	23-7232985
Location of Event	YC Performing Arts Center on the Yavapai College Campus and Elks Theatre
Description of the Event (Please limit text to the space provided)	The “Sweet 16” 16th Annual Prescott Film Festival 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 and free public workshops. FMA Lead Faculty and Executive Director of the film festival, Helen Stephenson (M.A., American Media and Popular Culture) will deliver researched curtain talks before each film, offering behind-the-scenes insights and social context. Programming highlights storytelling, fosters critical thinking, and supports regional filmmakers and film audiences. This year, the festival expands with workshops at the Center for Learning and Innovation on the YC campus, and a special screening at The Elks Theatre: Silent Symphony, a silent film with live musical accompaniment. Student short films will premiere on opening night. Also included is a special screening of “Outriding the Devil” a documentary about the history of rodeo and one barrel rider who fights cancer.

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 18, 2025
Mark the type of Event - select all that apply.	Art & Culture Educational film, workshops, and discussion
Initials of Applicant	NRR
Date of Application	Apr 1, 2026
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	These funds will support digital marketing to promote the 16th Annual Prescott Film Festival beyond the 90-mile radius. Targeted social media ads will be created and managed by a dedicated team, including a

of your event: student 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? 15

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

Projected Total Attendance: 2,800

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	73
% Regional	13
% Statewide	10
% National	4
% 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: 420

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

NRR

Date of Application

Apr 1, 2026

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

Newspaper Digital Print Social Media
Event Calendars, Save-The-Dave bookmarks/film strips go to Chandler and Tucson

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% of placed) (2.3% of total marketing budget)

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

Ads on Facebook, TikTok, Instagram: \$5,000 (62.5% of placed) (11.4% of total marketing budget)

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

Direct emails: \$2,000 (25% of placed) (4.5% of total marketing budget)

Total \$ Value of Placed Media:

\$8,000

Initials of Applicant

NRR

Email

Date of Application

Apr 1, 2026

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

Daily Courier (we typically get 3 - 4 articles): \$5,000
Senses, cover and article: \$5,000
Live with Leza: \$1,000
KPPV: \$1,000
Signals AZ: \$1,000
Prescott Chamber: \$500
Experience Prescott: \$500
Total this section: \$14,000

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

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 this section: \$10,500

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

AZ Office of Tourism: \$3,000
AAA Magazine: \$1,000
AZ Highways: \$1,000
KJAZZ: \$500
AZ Daily Star: \$1,000
Total this section: \$6,500

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

HARO (Help A Reporter Out): \$5,000

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)

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):

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.

This year we will again partner with Osher Lifelong Learning Institute (OLLI). We've gained a professional team of festival volunteers, including an Advertising Sales Coordinator through OLLI. Members of OLLI will receive discounted student pricing and will help promote the festival across their networks. The event also receives volunteer support from Yavapai College for FMA students and community members who contribute to outreach, logistics, and audience engagement.

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 will also collaborate with The Elks Theatre 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 16th 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

NRR

Date of Application

Apr 1, 2026

Submission IP

217.177.190.80

Submission ID

6508561570808915307

Last Update Date

PRESCOTT HIGHLAND GAMES AND CELTIC FAIRE

Submission Date Mar 12, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title JILL NELSON, BOARD MEMBER

Date of Application Mar 2, 2026

Name of Event PRESCOTT HIGHLAND GAMES AND CELTIC FAIRE

Event Organization Name PRESCOTT AREA CELTIC SOCIETY

Proposed Date of Event Sep 26, 2026

501 c YES

Location of Event LOCH WATSON PARK

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

Our 20th Annual PRESCOTT HIGHLAND GAMES AND CELTIC FAIRE at Beautiful "Loch Watson" Park (Watson Lake Park) on Hwy 89. Truly a FAMILY event, there is something for EVERYONE! We will have LIVE music, dancing and athletic events. As well as multiple food and merchandise vendors. Piping Events, Children's Glen, Genealogy, Clan Tartan and Information Center, and many more attractions for the whole family! We even have Highland Coo's (Cows)! Hours are 9:00am-6:00pm. Saturday, 09/26/2026 AND Sunday 09/27/2026.
Looking forward to seeing you there!

Name SHASTA GUTHRIE

Address

Phone Number

Website (If no website, please type N/A) prescotthighlandgames.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, 2025

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

Initials of Applicant JN

Date of Application Mar 2, 2026

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

Estimated Total Marketing Budget: \$20,000.

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: Receiving your Grant will provide additional advertising funding, as well as a live radio broadcast from our event, Festival Newspaper and Magazine Advertising, Television Advertising, Banners, signs, posters, rack cards and business cards, social media exposures, Promotional coverage at multiple Celtic events out of the Tri-city area, across the entire state of Arizona as well as the Western region.

How many years has your organization relied on this grant? 19

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

Projected Total Attendance: 5,500-8,500

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	50
% Regional	15
% Statewide	25
% National	7
% International	3

If international attendance is recorded, list countries represented: United Kingdom, Scotland, Ireland, Canada, all the Celtic states!

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

85255
85248
85286
85326
85051
85382
85390

Expected # of room nights event attendees will stay in Prescott: 675-875

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

JN

Date of Application

Mar 2, 2026

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)

KPPV, KDDL, KQMA, ...30%

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

ABC (KNXV), CBS (KPHO), NBC (KPNX), PBS (KAET)...40%

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

The Daily Courier, The Arizona Republic, Las Vegas Sun Review Journal, Association of Scottish Clans and Festivals (National), The Scottish American Military Society (National), Daughters of the British Empire (National), Daughters of Scotia (National), Rack cards, Business cards Posters, etc. 20%

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

Facebook, Instagram, Multiple websites, etc. 10%

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

Total \$ Value of Placed Media:

\$20,020.

Initials of Applicant

JN

Email

Date of Application	Mar 2, 2026
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Local radio stations, State-wide publications, etc.
Regional: (list specifics, amount earned and estimated earned value)	Regional Newsletters from multiple National Celtic Organizations. Listings and attendance in programs at, and with, other Celtic Events that we attend and participate with.
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:	\$20,000.
Total estimate value of earned media:	\$2,800.
Total monetary value of marketing efforts:	\$22,800.
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)	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, in a variety of positions, the vast majority of our members, Scottish American Military Society, post #1314, Daughters of Scotia, Victoria Territorial Society, Honor Roll Students from multiple High Schools 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, Arizona Highland Dance Association, Prescott Irish Step Dancers, Prescott Weavers and Quilters, multiple Prescott merchandise vendors.
Explain coordination with local community organizations (be as specific as possible):	We are continually, annually, and ongoing, involved in multiple community organizations. The majority of our members are involved with multiple community organizations and groups. Our Traveling Educational volunteers present information and speeches at many local schools and universities. In addition, we also participate with other non-profit organizations and assist in their fund-raising efforts.
Describe how you expect this event will provide a cultural, historical or artistic benefit	Our event connects our guests with their cultural heritage. Inviting people to learn more, grow, and obtain enthusiasm about their ancestry that they may be unaware of. Our diverse multiple vendors bring their

to the community:	artistic talents and wares to our festival as do our dancers, pipers, musicians, educational displays and informational booths.
Initials of Applicant	JN
Date of Application	Mar 2, 2026
Submission IP	47.147.96.184
Submission ID	6491552844811305631
Last Update Date	

Prescott Indian Art Market (PIAM)

Submission Date

Apr 3, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Corinne Harmon, Grants Coordinator

Date of Application

Apr 3, 2026

Name of Event

Prescott Indian Art Market (PIAM)

Event Organization Name

Sharlot Hall Historical Society of Arizona, dba Sharlot Hall Museum

Proposed Date of Event

Sep 20, 2026

501 c

860113854

Location of Event

Sharlot Hall Museum

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

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. 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 visitors' 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 Native 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.

Name	Corinne Harmon
Address	
Phone Number	
Website (If no website, please type N/A)	https://sharlothallmuseum.org/piam/
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 20, 2025
Mark the type of Event - select all that apply.	History/Heritage Traditional Event Demonstration Art & Culture Educational Native American Culture
Initials of Applicant	CH
Date of Application	Apr 3, 2026
Tourism Grant Requested Amount (Maximum Amount \$5,000)	5,000
Estimated Total Marketing Budget:	12,565
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
info@azadagency.com
928-713-2702

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, Tucson, and neighboring states – including California, New Mexico, Utah, Nevada, and Colorado.
- Collaborations with Tourism Partners: We partner with regional tourism organizations, such as Experience Prescott, Arizona Office of Tourism, and america250az.org 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, VisitArizona.com, and america250az.org.

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:

2000

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	27.7
% Regional	29.25
% Statewide	35.58
% 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:

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:

Stayed the same

Initials of Applicant

CH

Date of Application	Apr 3, 2026
Placed Media (advertising): check the purchased media you plan to use:	Radio Newspaper Digital Outdoor Advertising Print Social Media Banners, banner placement, targeted Rack Cards, and brochures.
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 60 days leading up to 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, New Mexico, Utah, and Colorado. 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
Email	
Date of Application	Apr 3, 2026
Local: (list specific medias, outlets, publications, amount earned and estimated)	Local and Regional - We will generate Earned Media through various channels: Articles published in the Daily Courier, Signals AZ, Prescott Living, and Prescott Woman Online, estimated to be valued at \$4,500,

earned value)	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 approximately \$10,000.
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 \$4,000: 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)	As we did for last year's event, we will send News Releases with accompanying video footage to the following National agencies with an estimated Earned Media value of \$4,000: Channel 12 Sunset Magazine Arizona Highroads (AAA) Arizona Highways FoxNews ABC, NBC, and 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: \$18,000

Total monetary value of marketing efforts: \$32,200

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)

Sharlot Hall Historical Society of Arizona received funding for our marketing efforts for PIAM in the amount of \$3,000.

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, Findlay Toyota of Prescott, Foothills Bank, KYCA Radio (in-kind), SpringHill Suites by Marriott (in-kind), The Prescott Courier (trade), 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 3, 2026

Submission IP

67.60.106.86

Submission ID

6510576556868130632

Last Update Date

Prescott Jazz Summit

Submission Date Mar 31, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title Mike Vax - Festival Director

Date of Application Mar 31, 2026

Name of Event Prescott Jazz Summit

Event Organization Name Friends of Big Band Jazz

Proposed Date of Event Aug 8, 2026

501 c 943275981

Location of Event Elks Theater, Ruth Street Theater, Augie's Restaurant

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

Now celebrating our 25th year, the Prescott Jazz Summit honors jazz as a uniquely American art form with our 2026 theme, "Made in America," in recognition of the nation's 250th anniversary. Each year we present acclaimed artists from across the country alongside Arizona talent in venues throughout Prescott, with jazz itself serving as a powerful draw for regional and out-of-state visitors seeking authentic cultural experiences. The festival drives overnight visitation and showcases Prescott as a vibrant arts destination. Education remains central to our mission through student workshops and free school assemblies. Strong partnerships with local organizations amplify community engagement, while our multigenerational audiences support local hotels, restaurants, and shops, contributing to Prescott's tourism economy.

Name Mike Vax

Address

Phone Number

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

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 22, 2025

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 MV

Date of Application Mar 31, 2026

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

Estimated Total Marketing Budget: \$9000

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: With 75% of grant funds dedicated to marketing, the Prescott Jazz Summit will implement a focused, multi-channel campaign to drive visitation. Our updated website will anchor efforts, supported by targeted digital advertising and optimized social media campaigns. We will utilize print, radio, and regional publications across Arizona and the Western U.S., along with jazz society newsletters and partner networks. Building on past national media coverage, we will pursue additional earned media

opportunities. This strategic approach ensures strong visibility and promotes Prescott as a premier cultural destination.

How many years has your organization relied on this grant? 20

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

Projected Total Attendance: 1400

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	35
% Regional	30
% Statewide	25
% National	8
% International	2

If international attendance is recorded, list countries represented:

Over the years, we have had attendees from France, Mexico, Germany, Canada, Puerto Rico, England, Brazil, and other countries we may not know about.

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

85712, 85212, 86004, 86401, 92262

Expected # of room nights event attendees will stay in Prescott: 320

Do you expect admission sales (\$), product sales and/or food & beverage sales (Please answer yes or no) *If event does not have Yes

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

MV

Date of Application

Mar 31, 2026

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

Radio Newspaper Digital Print Social Media

Jazz Societies newsletters around the west and beyond, banners around town.

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

Local radio stations - Hometown radio group multiple stations, KAHM, KJAZ radio in Phoenix. \$1800 - 20%

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)

Courier, AZ Republic, Verde Independent, Chino Valley Champion, Sedona Red Rock News, 3enses Magazine, Prescott Now Magazine, The Syncopated Times (national jazz newspaper) \$3000 - 33%
Post cards to send and hand out, Fliers, Posters at Elks Theater and around town.
\$2500 - 28%

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

Facebook Jazz Summit Page, Jazz Summit Website (prescottjazzsummit.net), Jazz email lists including jazz societies, AZ-Enews, Jazz in AZ (The Nash Jazz Club), our own email list. \$800 - 9%

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

Jazz Societies newsletters around the west and beyond, banners around town. \$900 - 10%

Total \$ Value of Placed Media:

\$9000.00

Initials of Applicant

MV

Email

Date of Application	Mar 31, 2026
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Articles in Courier, 5enses magazine, KQNA interviews, KAHM interviews, AZEnews interviews, Prescott now article. \$1800
Regional: (list specifics, amount earned and estimated earned value)	Articles in all regional newspapers: Cottonwood, Verde Valley, Chino Valley, Sedona. \$1200
State: (list specifics, amount earned and estimated earned value)	Articles in AZ Republic, Tucson Daily Star, East Valley Tribune, Yuma Sun and others. Concerts at The Nash Jazz Club in Phoenix. Article in Jazz in AZ newsletter and on website. Our musicians will be handing our fliers and postcards and live concerts all over Arizona. \$2000
National: (list specifics, amount earned and estimated earned value)	Jazz society newsletters both in print and on line. Jazz society facebook pages from all over the USA, Twitter accounts, festival musicians own facebook pages and social media accounts. (Total of over 40 musicians from all over the USA.) \$2000
Total \$ Value of Placed Media:	\$9000.00
Total estimate value of earned media:	\$7000.00
Total monetary value of marketing efforts:	\$16,000.00
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)	This being our 25th anniversary, we are committed to investing in more publicity ... in a variety of print and social media avenues. We will promote this event in all areas - local, regional, state, and national.
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	Now in its 25th anniversary year, the Prescott Jazz Summit relies on strong community participation through both volunteers and organizational partnerships. We anticipate engaging approximately 20 volunteers who will support essential event operations, including venue setup and breakdown, artist hospitality, ticketing, guest services, and educational programming. Many volunteers are returning supporters who have helped sustain the Summit over its 25-year history, alongside new participants from local schools, civic groups, and arts patrons. The Summit also collaborates with a wide range of organizations to expand its impact. Partnerships with local schools and school districts support student workshops and free assemblies, while local arts organizations assist with outreach and programming. Tourism organizations, local businesses, and hospitality partners—including venues, hotels, and restaurants—play a key role in hosting events and welcoming visitors.

These combined efforts reflect a longstanding, community-wide investment that has helped the Prescott Jazz Summit grow and thrive for 25 years.

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

Celebrating its 25th anniversary, the Prescott Jazz Summit continues to be powered by dedicated volunteers and strong partnerships. The event will engage dozens of volunteers in structured roles such as logistics coordination, audience engagement, information services, and support for educational programs. This volunteer involvement reflects a legacy of community support that has been central to the Summit's success over the past quarter century. The Summit works closely with educational institutions, arts organizations, and local businesses to enhance both programming and outreach. Schools host workshops and assemblies that connect students with professional musicians, while tourism and business partners help promote the event and support visiting audiences and artists. Through these collaborations, the 25th anniversary Prescott Jazz Summit represents not only a milestone celebration, but also a continuation of a deeply rooted, community-driven tradition.

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

The 25th anniversary of the Prescott Jazz Summit represents a significant cultural milestone, celebrating a quarter century of artistic excellence while honoring jazz as a uniquely American art form. The 2026 theme, "Made in America," further deepens this impact by aligning with the nation's 250th anniversary and highlighting jazz's historical and cultural importance. By presenting nationally acclaimed artists alongside Arizona talent, the Summit offers high-quality performances that showcase the richness and diversity of American music. The anniversary year provides an opportunity to reflect on the evolution of jazz and its enduring influence, while continuing to bring world-class artistry to the Prescott community. Education remains a cornerstone of the event, with student workshops and free school assemblies connecting young audiences to the history and practice of jazz. These experiences foster creativity, cultural awareness, and artistic appreciation. In addition, Mike visits local community groups and offers educational and historical perspectives on the history of jazz in the United States and in our Arizona Community. As a long-standing event, the Summit has helped establish Prescott as a vibrant arts destination, attracting visitors and supporting the local economy. Its 25-year legacy demonstrates the sustained cultural value of the event, strengthening community identity while celebrating America's artistic heritage.

Initials of Applicant

MV

Date of Application

Mar 31, 2026

Submission IP

96.19.111.228

Submission ID

6508060678222534867

Last Update Date

Prescott Shootout

Submission Date

Apr 3, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Steve Gottlieb

Date of Application

Apr 2, 2026

Name of Event

Prescott Shootout

Event Organization Name

Prescott friends of Scouting

Proposed Date of Event

Mar 19, 2027

501 c

84-4892421

Location of Event

Various gyms throughout Prescott

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

A club volleyball tournament sanctioned by AAU.
Growth to 8,000 in attendance. Doubling from 4000 in 2026.

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?

Yes

Is this a new event or a recurring event?

Recurring

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

Mark the type of Event - select all that apply.

Outdoor Recreation

Fundraiser

Family Friendly

Festival/Party

Educational

Initials of Applicant

SH

Date of Application

Apr 2, 2026

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

5000

Estimated Total Marketing Budget:

50%

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

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

We will be able to grow from a state wide event into a four corners region event.

How many years has your organization relied on this grant?

1

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

50%

Projected Total Attendance: 8000

Projected # of Vendors, Volunteers & Staff: 53

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: Statewide

Expected # of room nights event attendees will stay in Prescott: 2013.25

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 SG

Date of Application	Apr 2, 2026
Placed Media (advertising): check the purchased media you plan to use:	Digital Outdoor Advertising Social Media
Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget)	0
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)	Several opening day booklets for surrounding volleyball regions. \$1,000 10% Road Banners/ Flyers/business cards.\$2000. 20%
Digital & Social Media: (list specifics, amount spent and % of total marketing budget)	Instagram/Facebook \$3000. 30% Influencers \$2000. 20%
Other: (list specifics, amount spent and % of total marketing budget)	Visual production graphic design \$2000. 20%
Total \$ Value of Placed Media:	10000
Initials of Applicant	SG
Email	
Date of Application	Apr 2, 2026
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Prescott Courier 500.00
Regional: (list specifics, amount earned and estimated earned value)	Zero

State: (list specifics, amount earned and estimated earned value)	Zero
National: (list specifics, amount earned and estimated earned value)	Zero
Total \$ Value of Placed Media:	500
Total estimate value of earned media:	500
Total monetary value of marketing efforts:	10500
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 funding
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	Using scouting, young marines and 4h club to staff gyms. The use of out of town referees and tournament staff increase the exposure to our town above the 8,000 specters in attendance
Explain coordination with local community organizations (be as specific as possible):	See above
Describe how you expect this event will provide a cultural, historical or artistic benefit to the community:	This is growing into the summer break event in the volleyball world. We are hoping to build a strong volleyball culture in Prescott and become as historic as the softball tournaments that once were held in Prescott
Initials of Applicant	SG
Date of Application	Apr 2, 2026
Submission IP	174.238.230.16
Submission ID	6510593956101340690

Last Update Date

Prescott's Doc HolliDaze Weekend

Submission Date Mar 20, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title Wendi Courtney, Volunteer

Date of Application Mar 20, 2026

Name of Event Prescott's Doc HolliDaze Weekend

Event Organization Name Wild West History Association

Proposed Date of Event Aug 14, 2026

501 c 38-3763414

Location of Event Elks Theatre, Hassayampa Inn, Sharlot Hall Museum

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

The weekend is a celebration of John Henry “Doc” Holliday’s time in Prescott prior to his fateful move to Tombstone. This is an annual event on the weekend closest to Doc’s birthday of August 14th. A Victorian Garden Party at Sharlot Hall Museum kicks off the weekend on Friday, followed by a downtown Pub Crawl. On Saturday, the Wild West History Forum will take place at the Elks Theatre, with presentations by 5 renowned historians. Roy Young, Michael Paul Mihaljevich, Victoria Wilcox, Mark Boardman and Peter Brand are the scheduled speakers. Saturday evening will be Doc's Birthday Dinner and Whiskey/Cigar Tasting at the Hassayampa Inn, with music by Sky Daddy Conwell. On Sunday, four local historians will offer walking tours of downtown Prescott. This event appeals to history enthusiasts as well as 1880's re-enactors from across the globe. Proceeds will benefit the Wild West History Association and Sharlot Hall Museum.

Name Wendi Courtney

Address

Phone Number

Website (If no website, please type N/A) www.PrescottTombstoneConnection.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 15, 2025

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

Initials of Applicant WC

Date of Application Mar 20, 2026

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:

Advertising in history-specific publications such as True West Magazine, Wild West History Journal and the Tombstone Epitaph. Outreach to re-enactor and history groups across the Southwest. Our speakers are coming from as far away as Australia, Georgia and Oklahoma, and we had attendees last year from New York City and London.

How many years has your organization relied on this grant?

1

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

87.5%

Projected Total Attendance:

300

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	10
% Regional	30
% Statewide	30
% National	20
% International	10

If international attendance is recorded, list countries represented:

England, Germany, Australia, Czech Republic

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

85638, 85714, 92648, 85255, 85635

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

150

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

WC

Date of Application

Mar 20, 2026

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 marketing budget)

Wild West History Journal - \$400, 10%
Tombstone Epitaph - \$1000, 25%
True West Magazine - \$1300, 32.5%

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

Facebook, Instagram and Email campaigns, \$1000, 25%

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

Posters and flyers, \$300, 7.5%

Total \$ Value of Placed Media:

\$4000

Initials of Applicant

WC

Email

Date of Application

Mar 20, 2026

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

Whiskey Row History Show podcast, Talking Glass Media/Signals AZ, \$400
Prescott Courier, article, \$300

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

Promotion to local historical societies and re-enactor groups via Facebook and email, \$200

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

Statewide press releases, Cochise County Travels Wild West Podcast, \$200

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

Email promotions via Wild West History Association and Sharlot Hall Museum, \$500

Total \$ Value of Placed Media:

\$4000

Total estimate value of earned media:

\$1600

Total monetary value of marketing efforts:

\$5600

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 organized this event last year through a different non-profit and were not provided with adequate promotional support or financial information. In spite of that, the event was well attended and well received! Our ticket sales opened just a few days ago and we already have attendees coming in from Sahuarita and Queen Creek, AZ and Huntington Beach, CA.

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 Wild West History Association is dedicated to fact-based research, education, and publications on all aspects of the Wild West and is open to anyone with an interest in advancing those objectives. Proceeds from this event will benefit both the WWHA and our local beloved Sharlot Hall Museum, and many of their associates will either attend or volunteer.

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

Our volunteers are respected history enthusiasts! The Prescott Regulators and their Shady Ladies will perform a skit during the lunch break of the Wild West History Forum. Members of the Arizona Territorial Society, Prescott Corral of Westerners, Whiskey Row Social Club and Historical Society, and the Dewey-Humboldt Historical Society have all offered to volunteer and are excited to be a part of this weekend.

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

The weekend is a celebration of John Henry “Doc” Holliday’s time in Prescott prior to his fateful move to Tombstone. In 2024, Whiskey Row Historian Bradley G. Courtney and researcher D. Sue Kissell learned the exact location of the house where John Henry “Doc” Holliday lived during his time in Prescott. It was located off Montezuma Street in what is now the parking lot between Bashford Courts and Yavapai Title. A fundraising effort was launched to create a bronze plaque commemorating the location, and the plaque was placed by the City of Prescott in their easement. A wildly successful unveiling event followed, and the committee elected to continue to celebrate Doc Holliday’s Prescott tenure with an annual event on the weekend closest to Doc’s birthday of August 14th. Our goal is to promote the history of Prescott with entertaining and engaging education and to provide a fun weekend of events for both locals and out of town attendees.

Initials of Applicant

WC

Date of Application

Mar 20, 2026

Submission IP

67.61.51.223

Submission ID

6498353133225473077

Last Update Date

Shakespeare in the Pines

Submission Date

Mar 17, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Connor McKay, Operations Manager

Date of Application

Mar 17, 2026

Name of Event

Shakespeare in the Pines

Event Organization Name

Highlands Center for Natural History

Proposed Date of Event

Jun 11, 2027

501 c

YES

Location of Event

1375 S Walker Road, Prescott AZ 86303

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

Outdoor summer theater event featuring live Shakespeare in Prescott National Forest, presented by Highlands Center and LAARK Productions.

Name

Connor McKay

Address

Phone Number

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

highlandscenter.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?

Jun 27, 2026

Mark the type of Event - select all that apply.

Family Friendly Art & Culture

Initials of Applicant

CTM

Date of Application

Mar 17, 2026

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

5000

Estimated Total Marketing Budget:

7500

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 support a broader marketing campaign for Shakespeare in the Pines, helping us reach audiences beyond Prescott and encourage regional travel to Prescott for this unique outdoor performance experience. Funds will be used in partnership with Hickey Marketing Group, a Prescott-based marketing agency, to develop and place targeted advertising in the greater Phoenix and Flagstaff markets. The goal is to increase awareness of the event among potential visitors who may choose to make a trip to Prescott for a performance, while also dining, shopping, and engaging with the community. In addition to promoting event attendance, the campaign will increase awareness of Highlands Center for Natural History as a unique Prescott destination, helping introduce new visitors to the venue and encouraging repeat visitation. The total estimated marketing budget is \$7,500, with grant support allowing HCNH to expand beyond its baseline marketing capacity and carry out a stronger regional campaign. This support will strengthen attendance and position Shakespeare in the Pines as a cultural tourism event that contributes to Prescott's visitor economy.

How many years has your organization relied on this grant? 0

What % of the grant would be contributed to the total estimated marketing budget? 66.7%

Projected Total Attendance: 540

Projected # of Vendors, Volunteers & Staff: 45

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

	% Per Region
% Local Zip Codes	55
% Regional	15
% Statewide	25
% National	4
% International	1

If international attendance is recorded, list countries represented:

International attendance is anticipated but not specifically recorded by country at this time.

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

86001 — Flagstaff
85016 — Phoenix
85251 — Scottsdale
85226 — Chandler
85718 — Tucson

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

$(540 + 45) / 2 \times 1.5 \times 25\% = 110$ room nights

Do you expect admission sales (\$), product sales and/or food & beverage sales (Please answer yes or no) *If event does not have

Yes

these items, it will not be counted against you*

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

Increased

Initials of Applicant

CTM

Date of Application

Mar 17, 2026

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

Radio Newspaper Digital Outdoor Advertising Print Social Media

Sponsored event listings, boosted calendar placements, and other paid promotional placements supporting regional visibility.

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

Local and regional radio advertising, including placements on 99.1 FM and KNAU 88.7 FM, will be used to promote Shakespeare in the Pines in the Prescott and Flagstaff markets, with added reach into the greater Phoenix market.

Amount spent: \$1,000

% of total marketing budget: 13.3%

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 advertising will support awareness of Shakespeare in the Pines through placements in Prescott-area and visitor-oriented print publications. Planned placements include the Prescott Courier and Prescott NOW Living through HCNH's contract with RAXX Media, as well as printed promotional materials for community distribution.

Amount spent: \$1,500

% of total marketing budget: 20%

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

Digital and social media advertising will serve as the primary marketing channel for Shakespeare in the Pines. Promotion will include paid targeted advertising and Facebook event promotion designed to reach audiences in the greater Phoenix and Flagstaff markets. These efforts will help expand awareness beyond HCNH's existing audience and encourage regional/statewide travel to Prescott for a performance.

Amount spent: \$4,000

% of total marketing budget: 53.3%

Other: (list specifics, amount spent and % of total marketing budget)	Other marketing expenses may include boosted event calendar listings, sponsored community event placements, graphic design, creative development, and related promotional support for Shakespeare in the Pines. Amount spent: \$1,000 % of total marketing budget: 13.3%
Total \$ Value of Placed Media:	7500
Initials of Applicant	CTM
Email	
Date of Application	Mar 17, 2026
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	Earned media will be generated through local press outreach, calendar listings, editorial coverage, partner promotion, and community-based publicity that supports awareness of Shakespeare in the Pines without direct ad placement. Expected local exposure may include coverage in the Prescott Daily Courier, Prescott NOW Living, community event calendars, Highlands Center communications, and partner organization channels. Estimated earned value: \$1,500 Estimated percent of total marketing budget affected: 20%
Regional: (list specifics, amount earned and estimated earned value)	Regional earned media will be generated through arts and culture listings, tourism calendars, partner cross-promotion, and editorial outreach across Yavapai County and nearby regional communities. This may include Verde Valley publicity, regional event calendars, and unpaid feature or calendar coverage that expands awareness of Shakespeare in the Pines as a destination event in Prescott. Estimated earned value: \$1,500 Estimated percent of total marketing budget affected: 20%
State: (list specifics, amount earned and estimated earned value)	Statewide earned media will be pursued through Arizona arts and culture calendars, tourism listings, editorial outreach, and partner promotion that can broaden awareness of Shakespeare in the Pines beyond Yavapai County. This may include Flagstaff-area publicity, statewide calendar placements, editorial mentions, and broader promotional channels across Arizona. Estimated earned value: \$1,000 Estimated percent of total marketing budget affected: 13.3%

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

National earned media may be supported through Highlands Center's partnership network, including ANCA and related partner organizations whose membership benefits extend across institutions. These channels may provide limited but meaningful visibility through partner newsletters, shared event listings, and cross-promotional outreach to audiences with an existing interest in nature-based education, travel, and cultural experiences.
Estimated earned value: \$500
Estimated percent of total marketing budget affected: 6.7%

Total \$ Value of Placed Media:

\$7500

Total estimate value of earned media:

\$4500

Total monetary value of marketing efforts:

\$12000.00

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)

Highlands Center for Natural History is also receiving \$5,000 from the City of Prescott Water Smart program to support the Native Plant Sale. That funding is separate from this request and supports a different program area, audience, and set of project activities. The Water Smart support is part of a broader City effort related to water conservation and native landscaping, while this tourism grant request is specifically for marketing Shakespeare in the Pines as a visitor-serving cultural event.

As a first-time applicant to this program, current tourism and distance-traveled figures are based on reasonable projections. Beginning with the 2026 event cycle, Highlands Center will begin collecting attendee distance-traveled data to strengthen future reporting and impact measurement.

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

Shakespeare in the Pines 2027 will involve a strong network of volunteers, local businesses, and partner organizations. LAARK Productions will serve as a primary event partner and is expected to provide approximately 30 volunteer actors for the production. Through this longstanding partnership, LAARK will receive one-third of event revenue, and the event will also support Highlands Center's broader education programs as a fundraiser. Shakespeare in the Pines 2027 will also mark approximately 15 years of this longstanding community event, reflecting its sustained local support and role in Prescott's cultural landscape. Highlands Center's full staff team of seven will support planning, coordination, and on-site event operations, and additional community volunteers will assist with guest services, logistics, and event support, with an estimated six volunteers per night over six performances.

The event will also involve several local business partners. El Gato Azul, through Greenway Catering, will provide food service and servers, and Page Springs Cellars will provide wine at a discounted rate. Both businesses will be recognized as event sponsors in acknowledgment of their support. Hickey Marketing Group, a Prescott-based marketing agency, will support promotional strategy and campaign execution to expand outreach beyond Prescott. In addition, Highlands Center's Board of Directors supports the event as part of the organization's broader community and fundraising efforts. Together, these partnerships make Shakespeare in the Pines 2027 a collaborative event with strong local involvement and community benefit.

Explain coordination with local community organizations (be as specific as possible):	Coordination with local community organizations is led primarily by Highlands Center's operations team, which works directly with event partners in advance of Shakespeare in the Pines to manage planning, logistics, scheduling, and event support. This includes coordination with LAARK Productions on production needs, Greenway Catering/El Gato Azul on food service, Page Springs Cellars on beverage service, and Hickey Marketing Group on promotional efforts. Through this advanced coordination, Highlands Center ensures that partner roles are clearly defined and that event operations and guest experience are well supported.
Describe how you expect this event will provide a cultural, historical or artistic benefit to the community:	Shakespeare in the Pines provides a clear artistic and cultural benefit to the community by presenting live outdoor theater in a setting that is uniquely tied to Prescott's identity. As one of LAARK Productions' premier performances each year, the event showcases an all-volunteer cast performing creative interpretations of widely recognized Shakespearean works, often with distinctive thematic elements that make the productions fresh and locally engaging. The event supports local artists, expands access to quality live performance, and offers residents and visitors a memorable cultural experience that combines art, community, and place. It also introduces new audiences to Highlands Center for Natural History, as many attendees are visiting the campus for the first time and experience its grounds through the event. Each year, Shakespeare in the Pines helps generate new memberships, new volunteers, and deeper community connections by bringing people to the Center in a meaningful and memorable way.
Initials of Applicant	CTM
Date of Application	Mar 17, 2026
Submission IP	98.97.118.170
Submission ID	6495817480717476417
Last Update Date	

Solstice Flute Camp and Concert

Submission Date

Apr 2, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Kelly Kennedy, Executive Director

Date of Application

Apr 2, 2026

Name of Event

Solstice Flute Camp and Concert

Event Organization Name

Where Passion Meets Purpose dba Solstice Flute Camp

Proposed Date of Event

Aug 16, 2026

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 – The Federal, 101 W. Goodwin St, 2nd floor, Prescott, AZ 86303

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

At Solstice Flute Camp, we have spent over twelve years dedicated to preserving the rich tradition and beauty of Native American Flute music. Our camp offers a unique environment for individuals of all skill levels to connect with the art of flute playing and explore the cultural significance behind it. Each session is designed to inspire participants through immersive instruction, allowing everyone to foster their own creativity while honoring the heritage of this beautiful instrument. Join us and experience the magic of music that transcends time and connects us all.

All morning classes, afternoon sessions, and activities as well as most of our workshops are new for 2026. All have been redesigned to reflect the theme of Heal Your Soul! We believe not only in the beauty of the Native American Flute but, that its sound reaches deep within you working wonders. And yes, it can even heal your soul!

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?	Yes
Is this a new event or a recurring event?	Recurring
If event is recurring, what date was your last event?	
Mark the type of Event - select all that apply.	☐ History/Heritage ☐ Traditional Event ☐ Food & Beverage ☐ Demonstration ☐ Outdoor Recreation ☐ Fundraiser ☐ Family Friendly ☐ Art & Culture ☐ Educational
Initials of Applicant	kk
Date of Application	Apr 2, 2026
Tourism Grant Requested Amount (Maximum Amount \$5,000)	\$5,000.00
Estimated Total Marketing Budget:	\$19,000.00
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:	N/A

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

Kelly Kennedy from Prescott, Arizona, took on the role as the new Executive Director in 2024. Solstice was rebranded, Solstice Flute Camp to better reflect the setting and experiences that the Prescott location offered. New and additional Board Members were added, our instructors were invited to be more involved, our vendors were asked for input, and volunteers were recruited. Sponsorships and partnerships were developed within the community and across the country.

Our extensive team building for 2024/2025, resulted in the introduction of new and additional programs at flute camp; enhanced lodging and facility options at Chapel Rock and a partnership with a local hotel for those who wish to stay off-site; updates to our tech and website; development of an active social media outreach program; promotion of our vendors resulting in placement of their products in several galleries and stores in northern Arizona. The grant award we received last year from the Office of Tourism in Prescott, Arizona along with donations and sponsorships from the community helped support our efforts to promote Solstice Flute Camp, our concert, and the City of Prescott.

New for 2025/2026 - A new logo has been developed to better reflect who and what we are. Solstice Alumni and the local Yavapai Flute Circle teamed to perform a concert at Harvest Festival 2025 in Prescott which resulted in invitations to play at other venues for 2026. We are receiving invitations for our pro instructors to perform at other times and venues in the community. Through sponsor and partnership building, Solstice Flute Camp opened a brick-and-mortar office with other non-profits in the Natural History Institute January 1, 2026. This will help to give Solstice Flute Camp an increased presence in the community to foster future partnerships, promoting both, our organization and the joy of the flute. Additionally, our annual concert location will be moved to The Federal, a beautiful historic preservation project in downtown Prescott on August 21, 2026. Another great way to share our message.

Assistance from the grant this year will allow us to do further outreach to our community, the state of Arizona, across the United States and internationally. Our growth will allow us to provide additional offerings to our community and the flute world. We are hoping to offer a Native American flute program in 2027 to youth in our community and surrounding areas. The more we can promote Solstice Flute Camp, the more support we will bring to all of Prescott.

How many years has your organization relied on this grant?

One year, we applied for this grant last year and received partial funding.

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

100%

Projected Total Attendance:

60 Flute Camp, August 16th-22nd 180 Concert, August 22nd

Projected # of Vendors, Volunteers & Staff:

35 for Flute Camp, August 17th-23rd 35 for Concert, August 22nd

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

	% Per Region
% Local Zip Codes	13.51
% Regional	1.35
% Statewide	27.03
% National	56.76
% International	1.35

If international attendance is recorded, list countries represented:

Netherlands

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
#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:

574 nights for Flute Camp

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

kk

Date of Application

Apr 2, 2026

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)

N/A

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

N/

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

N/A

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

All Digital will be local, regional, statewide, national and international:
Wix - Website Provider: \$ 283.00
Wix - Email Marketing \$ 308.00
Wix App – Concentric GDPR Cookie Banner \$ 74.00
Whereby Video Conferencing: \$ 180.00
Google Workspace Business Standard \$ 331.00
Google Voice \$ 460.00
Square \$ 120.00
Director of IT \$ 710.00

Total Cost of Digital: \$ 2,466.00
% of the total marketing budget: 38.53%

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

Outdoor Advertising will be local:

Street Banners (local printing and installation)

Better Deals Printing (banner printing) \$ 325.00

The Banner Guy, Pete Walker (installation) \$ 325.00

Total Cost of Outdoor Advertising \$ 650.00

% of the total marketing budget: 10.16%

Print will be local, regional, statewide, national and international.

Flute Camp and Concert Promotional: \$ 1,200.00

Flyers, handouts, foam board posters,
pens, schedules, business cards

Two-pocket portfolios \$ 200.00 Printer Ink \$

300.00

Total Cost of Print \$ 1,700.00

% of the total marketing budget: 26.56%

Rebranding

Total Costs of Rebranding Logo \$ 900.00

% of the Print budget: 14.06%

Social Media will be local, regional, statewide, national and international.

Facebook

Director of social media \$ 684.00

% of the total marketing budget: 10.69%

Total \$ Value of Placed Media:

\$6400.00

Initials of Applicant

kk

Email

Date of Application

Apr 2, 2026

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

Print and Digital Magazines:

Prescott Now – Events Calendar

Estimated Value: \$200.00

Radio Interviews

Talk of the Town Radio Show: 2 spots

Estimated Value: \$500.00

Public Relations:

Yavapai Flute Circle events in town, flyer distribution and public contact

Estimated Value: \$500.00

Chamber of Commerce

Mixer events
 Public relations contacts
 Calendar of events
 Estimated Value: \$500.00
 Harvest Fest – Opening Musical Performance for NoCo sponsored event
 Estimated Value: \$500.00
 Local businesses actively promote our Flute Camp and Concert:
 Black Arrow Gallery
 Earth and Herb
 Gray Dog Music
 Oggs Hogan
 Residence Inn
 SpringHill Suites
 The Porch
 Theadore's Fine Foods
 Estimated Value: \$800.00
 Businesses post our concert flyers
 Approximately 75 local businesses allow us to post concert flyers in their storefront windows
 Estimated Value: \$750.00
 Digital promotion via emails to membership:
 Yavapai Flute Circle
 Estimated Value: \$100.00
 Trinity Presbyterian church
 Estimated Value: \$50.00

Local Estimated Value Total: \$3,900.00

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

Businesses promoting Solstice Flute Camp and Concert in their stores
 Sacred Rites Gallery, Sedona - AZ
 Meaningful Things of Sedona - Sedona, AZ (NEW)
 Estimated Value: \$200.00
 Digital promotion via emails to membership:
 Kokopelli Flute Circle – Cottonwood, AZ
 Estimated Value: \$100.00

Regional Estimated Value Total: \$300.00

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.
 Estimated Value: (NEW)
 Businesses promoting Solstice Flute Camp and Concert in their stores
 Sacred Rites Gallery - Flagstaff, AZ
 High Spirits Flute Gallery – Tucson, AZ (NEW)
 Instrumental Music – Tucson, AZ (NEW)
 Estimated Value: \$300.00

Public Relations:

Southwest Flute Festival, promotional booth - Apache Junction, AZ

Estimated Value: \$100.00

Digital promotion via emails to membership:

Arizona Flute Circle - Apache Junction, AZ

Kokopelli Flute Circle - Cottonwood, AZ

Quartzsite Flute Circle - Quartzsite, AZ

West Valley Flute Circle - Surprise, AZ

High Spirits Flute - Tucson, AZ

Flutes for Vets - Tucson, AZ

Streams in the Desert - Tucson, AZ

Estimated Value: \$700.00

State Estimated Value Total: \$1,100.00

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

Businesses promoting Solstice Flute Camp and Concert in their stores:

Ortega's Indian Trading Post – Silverton, CO

White Eyes Gallery - Silverton, CO

Estimated Value: \$200.00

Digital promotion via emails to membership:

Auburn Flute and Drum Circle - Auburn, CA

Spiritual Wind Flute Circle - Oceanside CA

Flute Hearts Flute Circle - Portola Valley, CA

Mile High Flute Circle - Denver, CO

Grand Junction Flute Circle - Grand Junction, CO

Front Range Flute Circle - Johnstown, CO

Four Winds Flute Circle - South Fork, CO

Thelin Court Flute Circle - Evanstown, IL

Townsend Flute Circle - North Natick, MA

Huron River Flute Circle - New Boston MI

Spirit Talkers Flute Circle - Lee's Summit, MS

Ashland Flute Circle - Ashland, OR

Mt Mazama Flute Circle - Klamath Falls, OR

Columbia River Flute Circle - Manning, OR

Three Rivers Flute Circle - McMinnville, OR

Winds of Umpqua Flute Circle - Roseburg, OR

Rooted in Sound Flute Circle - North Pittsburg, PA

Smokey Mountain Flute Circle - Townsend, TN

Dallas Flute Circle - Dallas, TX

Heart of Texas Flute Circle - Waco TX

Timpangos Native American Flute Circle - Orem, UT

Winchester Native American Flute Circle - Winchester, VA

Listening Tree Flute Circle - Olympia, WA

Medicine Wheel Music Circle - Washington DC

Solstice Flute Camp Virtual Flute Circle

Estimated Value: \$ 2,500.00

Public Relations:

Flute Aloha Flute School – CA

Estimated Value: \$500.00
Website Promotions from other flute organizations:
Flute Aloha - CA
Flutes by Nash - CA
Horizons Flute Store - IA
World Flute Society - SD
Native Sunrise Flutes - UT
Woodsounds Flutes – UT

Estimated Value: \$600.00
International Recording Artist/Instructor/Performers for Solstice Flute Camp and Concert 2026 promote digitally, through social media and at events across the country and internationally.

Joseph L Young - ID
Kalani Das - CA
Shelley Morningsong and Fabian Fontenelle - NM
Rona Yellow Robe - WA
Suzanne Teng and Gilbert Levy - NM
Estimated Value: \$3,500.00

National/International Estimated Value Total: \$7,300.00

Total \$ Value of Placed Media: \$6400.00

Total estimate value of earned media: \$12,600.00

Total monetary value of marketing efforts: \$19,000.00

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)

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):

Volunteers:

Yavapai Flute Circle (YFC) – Prescott
Members assist us with the following:
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 flyers and handouts
Attending flute festivals in-state and assisting in promotion
Distribution of concert flyers to approximately 75 local businesses
Beverage sales at the concert
Solstice in turn provides YFC:
Provides them with a location to host their monthly flute circle

Proceeds of beverage sales at the concert to YFC
Promotion 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
Access to performance opportunities
YFC has a large banner featured at our concert venue
Vendor access at Solstice Flute Camp
Opportunities to register for Optional Workshops at Solstice Flute Camp

Solstice Flute Camp Ambassadors:

Consist of three members from Yavapai Flute Circle and one flute camp alumni from Scottsdale, AZ. They will assist for the entire week of flute camp and at the concert

Flute Camp duties to include:

Preparing student packets

Camp set-up

Check-in

Directing students to their rooms

Assisting vendors and instructors with table set-up

Overseeing the registration desk and concierge assistance transportation needs, tourism information

Optional workshop sales

Flute Camp check-out

Concert night duties to include:

Greeters at The Federal

Ticket sales

Silent auction

Beverage

Take-down and clean-up

Partnerships & Sponsorships:

Residence Inn & Summerhill Suites by Marriott, Prescott

Partnered with the hotels 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

Hotels are promoting the Solstice Concert by posting flyers and through their concierge services

Marriott donated a room package for the Solstice Concert silent auction fundraiser

Solstice Flute Camp promotes the hotels on their website to promote attendee bookings as a sponsors and partners

We have offered to display a promotional banner for the hotel at our concert venue

This is our second year of working together

Black Arrow Native American Jewelry & Art, Prescott

Sells Native American style flutes and promotes their customers to attend Solstice Flute Camp and Concert

Provides discount coupons for our attendees and participants to shop at their store
The store is a sponsor of Solstice Flute Camp and Concert and is promoted on our website
Solstice Flute Camp assists 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 banner featured at our concert
This is our third year to work with Black Arrow as both a sponsor and a partner and they are promoted on our website

Earth and Herb, Prescott
Currently working with the owner on a sponsorship/partnership opportunity
Earth and Herb is a promoter of Solstice Flute Camp and Concert

Safeway, White Spar Road
Supports us by providing gift cards to help with the cost of the Staff meeting dinner
We encourage our attendees and participants to stop by their convenient location to pick up any incidentals they might need during the week
This is our third year working with them and they are promoted as a sponsor on our website

Private individual sponsors
Are recognized on our website and at the concert unless requested otherwise
Thanks to a private donor, we now share an office in the Natural History Institute (non-profit) Building
The Collective which is houses:
Where Passion Meets Purpose dba Solstice Flute Camp (non-profit)
Hazeltine Theatre and Arts Center (non-profit)
Ross Lynn Charitable Foundation (non-profit)
Deppeana LLC which works with all of the LLC's around Noco
This has allowed us to officially join the NoCo District

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):

NoCo District
As part of the NoCo District, we are working collectively with other businesses in the district to find ways to promote each other and to enhance our community involvement to include:
Provided entertainment for the Harvest Festival in October
Provided information on flutes to Gray Dog Music
Working together with Ogg's Hogan on brining Native American vendors and music to the district
Teaming with the Transportation Hub (non-profit) to provide transport for participants from Chapel Rock to downtown
Hosting our annual concert at The Federal this year, bringing more revenue to the downtown area
Hosting the annual Solstice Flute Camp Concert afterparty August 22nd at the Fairweather Social Club for the 2nd year
Meeting with district restaurants to provide food for the afterparty
Promoting our local events through the NoCo District Events Calendar and promoting other NoCo Events while conducting our own events

Working together with our fellow tenants in the NHI building

Chapel Rock Camp and Conference Center (non-profit)

Has been the host site of our Flute Camp since 2023

We added the camp as a feature on our 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)

Our concert location for 2024 and 2025

Coordinate with YFC and Solstice Flute Camp members to play prior to church services and/or during the offering

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

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 tours

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:

It is difficult to separate cultural, historical or artistic benefits to the community as Solstice Flute Camp and Concert embraces all three and they intermingle in the process as illustrated:

Cultural:

Our cultural significance for Solstice Flute Camp begins with our logo:

The mountains depicted in the logo represent the San Francisco Peaks, known in the Apache language as Dził Si'an N'chaa. These mountains are sacred to the Apache Tribes of Arizona and hold profound spiritual meaning. They represent the West direction within Four Sacred Directions. In traditional teachings, the West is associated with adulthood, a stage of life marked by responsibility, wisdom, and reflection.

At the center of the design is the hummingbird, or Dahtiyé in Apache. In creation teachings, the hummingbird holds a sacred role, representing hope, trust, and divine affirmation.

The hummingbird is shown flying with a flute at its center, symbolizing the sacredness of music. While

Native American flutes vary widely across Turtle Island, the flute in Apache culture holds particular significance. Traditionally, it has been used by men as a means of courtship, carrying prayers, intention, and emotion through sound. The placement of the flute honors music as a living, spiritual expression that connects the human heart to the Creator.

The circle of light in the logo represents both the sun and the moon, honoring the sacred cycles of time. As the sun, it reflects the Summer Solstice, the namesake of Solstice Flute Camp, when the sun shines the longest day of the year. This time marks the Apache New Year and the beginning of ceremonies that guide young men and young women into adulthood. As the moon, it honors the Winter Solstice, the shortest day of the year, when the moon shines the longest, reminding us of balance, reflection, and renewal. Together, the sun and moon symbolize transition, ceremony, and the ongoing cycle of becoming.

Together, the mountains, the hummingbird, the sun, the moon, and the flute form a story of emergence, hope, beauty, and sound. This logo is not just an image, it is a prayer and a song carried forward for future generations.

(written by, Chiffon Lark)

Our Logo's Artist

Chiffon Lark is the amazing talent who created the Solstice Flute Camp logo. She is a full-time artist and wildlife illustrator based in San Diego, California. Her father is a member of the White Mountain Apache Tribe, and her mother is of Mescalero Apache and Coahuiltecan descent. Chiffon is an Indigenous advocate for environmental sovereignty for all Native people and wildlife, weaving cultural knowledge and ecological awareness into her creative work.

Her illustrations serve as both art and storytelling. Celebrating the inter-connectedness of land, people, and non-human relatives. She has collaborated with Native-led and non-Indigenous organizations across the United States, Canada, and South America dedicated to cultural conservation and climate preservation.

We continue with our cultural significance by sharing two evenings of special activities with our participants and attendees:

Calling in the Directions Ceremony – New for 2026

Join us in this sacred gathering on Monday night for the Calling in the Directions Blessing Ceremony led by Rona Yellow Robe and Shelley Morningsong. Together, we will honor the land, the ancestors, and the guiding spirits of the Directions East for new beginnings, South for growth and passion, West for release and reflection, and North for wisdom and guidance. Father Sky for vision and manifestation. Earth for grounding and connections. Within for love and healing. As the fire glows and the stars shimmer above, let your flute sing its first prayer of love, healing, gratitude, and joy. Breathe in the beauty of the moment and feel the circle of harmony awaken within you.

Soul Circle – New for 2026

Solstice Flute Camp instructors present an evening of healing music, stories, and guided imagery, designed to elevate moods, foster our childlike spirit of wonderment, and deepen our connection to the Divine. We will sing, play, and move together as we honor traditions and create new pathways for healing through intention-based creative play.

The sharing of culture continues throughout the week in classes and workshops:

Classes & Workshops:

Newbies Welcome

Level: 1st Time Flute Player

With: Shelley Morningsong & Fabian Fontenelle

I am so honored to teach and give guidance to our students who are brand new to the Native American style flute! I strive to keep a very relaxed atmosphere as I teach.

There's something so special and almost spiritual that happens when one begins to bond with this instrument. As you play the Native American style flute, it delivers the songs of your heart and soul, it is a healing instrument.

This year at Solstice Flute Camp 2026, my husband Fabian Fontenelle will join me in teaching! Fabian will provide traditional hand drum to inspire you and teach how to play with drum rhythms. Fabian is a beautiful addition to this class as he shares traditional storytelling and drumming that align with the history and spirit of the Native American style flute.

Ceramic Bass Ocarina Making with Nash Tevewa

Join us for a hands-on workshop where participants will learn how to create a ceramic ocarina using traditional Terra Cotta clay. This session offers a practical introduction to the process of shaping clay into a fully functional instrument, guided by experienced instruction and cultural knowledge.

Participants will learn directly from Nash Tavewa, a ceramic instrument maker and Indigenous artist who has spent many years crafting and teaching traditional instruments. This workshop provides a unique opportunity to learn foundational techniques and gain insight into the artistry and care involved in making Indigenous clay instruments.

During the workshop, students will:

Learn the basics of working with Terra Cotta clay

Shape and construct their own ceramic ocarina

Understand how sound is formed within a clay instrument

Create a fully functional instrument by hand with guided instruction

All materials are included

This workshop is designed for individuals interested in hands-on learning, traditional craftsmanship, and the process of creating a functional musical instrument from natural materials.

Discover The Indonesian Suling 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.

"This sweet flute enchanted me when I first heard it four decades ago. It continues to bring me such joy when I play it. Its earthy tone speaks to me, bringing me back to the peaceful island of Bali and making me smile as I remember the gentle people who I met there." - Suzanne

Healing Stitches: Crafting flute bags with purpose with Fabian Fontenelle

Create your own flute bag under the instruction of Fabian Fontenelle.

Fabian will provide soft buckskin, glass pony beads of various colors, leather tools, and acrylic paint pens for the students to design their own art designs on the bag.

Healing With Love: A Sound Healing Journey with Shelley Morningsong & Rona Yellow Robe
Step into a sanctuary of peace and renewal with Healing With Love, a deeply moving sound experience guided by Shelley Morningsong and Rona Yellow Robe. Together, they weave an unforgettable tapestry of sound, heart, and spirit — inviting you to rest, release, and reconnect with the healing power of love. Through the resonant tones of Crystal Singing Bowls, Ancient Vocal Chants, Native Flute, Gong, Hang Drum, Stringed Instruments, and more, you'll be gently carried into a meditative state where balance, harmony, and inner calm naturally unfold. This immersive sound journey is designed to soothe the nervous system, quiet the mind, and awaken the heart. You'll leave feeling lighter, grounded, and deeply nourished — wrapped in the gentle energy of Healing with Love.

Sacred Drum Making with Cindy Green
Sacred Drum Making Ceremony
Birth Your Drum • Discover Your Rhythm • Step Into a Healing Journey
Since 1996, Drumheart has been honored to witness profound healing through the teachings of the sacred drum. Guided by Elders and spiritual teachers, this workshop supports participants as they experience the powerful transformation that can occur when a drum is birthed. During our time together, you will learn about:
Making and caring for your drum
The sacred responsibility of being a drum keeper
The healing power of the drum
Journeying to meet the Spirits at the origin of your drum, guided by the hide and wood we include in the ceremony.
Building a drum is a deeply personal and centering experience that invites you to see the world from a new perspective. Many find this journey transformational — connecting them to their inner rhythm and a deeper understanding of self.

Transformative Power of the Native American Flute with Ronna Yellow Robe
Healing With Love, a deep inspiring workshop that awakens the heart through the timeless voice of the Native American flute. Guided by Rona's warmth, wisdom, and artistry, participants will embark on a journey of healing and self-discovery through sound, breath, and intention. Explore the spiritual essence of the flute as Rona shares her unique techniques for channeling its soothing, therapeutic energy. You'll learn to create meditative spaces where music becomes a tool for stress relief, emotional release, and personal growth.
Key Takeaways:
Experience the healing essence of love expressed through the Native American flute.
Learn to create a meditative and soulful environment for inner peace and renewal.
Deepen your connection with yourself, your music, and the sacred vibration of life.

And finally concludes at the end of the week when our talented team of world class instructors is showcased at our annual concert on August 21st: This concert will be held at The Federal and is open to the public.
Solstice Flute Camp Presents: Heal Your Soul
An intimate evening of Native American Flute & World Music, Song & Dance

Historical:
Prescott is a city steeped in colorful history. Solstice Flute Camp embraces this history. From our office and flute camp locations to our concert and after-party venues, we have chosen to immerse ourselves with the history of the area. We believe that our annual flute camp and concert share a touch of the Native

American History through music, song, and dance with our local community.

Chapel Rock Camp and Conference Center (Solstice Flute Camp Location)

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.

Early 1900s - The property served as a tuberculosis sanitarium owned by Dr. Albert Wilson.

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

2021 - Chapel Rock celebrates its 90th anniversary

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."

The Federal Venue (Solstice Flute Camp Concert Location)

Approved in 1913, construction began in 1930 and concluded in 1931. Designed in the Beaux-Arts style, the building initially housed the National Forest Office, Post Office, District Federal Court and federal attorneys. In 1985, it was added to the National Register of Historic Places

Today, the Federal Venue is Prescott's premier event destination. This meticulously restored building is filled with the classic style and ambience of a bygone era, blending historic charm with modern functionality. The Federal Venue provides a timeless backdrop for events while celebrating Prescott's heritage while embracing its future.

2022 Governor's Heritage Preservation Honor Award Winner – Prescott Post Office Rehabilitation Project

The Fairweather Social Club (Solstice Flute Camp and Concert Afterparty Location)

Historic building in the NoCo District

Natural History Institute (Solstice Flute Camp and Concert Office)

Historic building in the NoCo District corporate

Artistic:

Solstice Flute Camp has developed a world class team of performers who instruct and guide our students through their journey throughout the week. Each brings their own styles of playing to flute camp, offering creativity and inspiration to all

Shelley Morningsong and Fabian Fontenelle

Shelley Morningsong (Northern Cheyenne) is a multiple music award winner, with seven prestigious Native American Music Awards to her credit. She sings, writes and performs soulful and powerful Native American Contemporary music.

Her credits include:

2025 World Roots Music Award Winner in the Intercontinental Music Awards out of Los Angeles and 2019 Native American Music Awards "Artist of the Year" Singer, Songwriter and Native American flute player, Grammy Member, photographer. and painter. 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.

Shelley is joined by her husband, Fabian Fontenelle, he was born in Zuni Pueblo, New Mexico and resides there in the middle Village with his wife Shelley Morningsong. Fabian is the great-great-grandson of the

famed Chief Big Elk of the Omaha people and is of the Elk clan on his Omaha side. On his Zuni side, he is of the Coyote and White Badger clan.

Fabian is an original member of the American Indian Dance Theatre. He has provided master-work choreography and dance performances with two-time Grammy Award Winning Taos Pueblo, NM acclaimed artist Robert Mirabal on tour in the acclaimed “Music from a Painted Cave” which was also featured on PBS television under Great Performances. As an educator on the history of Native America, Fabian has done consulting work and acting for the History Channel on Into the West which was produced by Stephen Spielberg along with other productions. His work also includes education for public schools and museums. While performing around the world with The Shelley Morningsong Band, Fabian has developed a long history of delighting audiences. 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.

Shelley and her husband Fabian have recently opened their very own fabric & sewing supply shop in the Village of Zuni Pueblo, “Elk Dance Native Threads,” in order to serve their community member's and artist's great need for supplies.

Classes & Workshops:

Newbies Welcome

Level: 1st Time Flute Player

I am so honored to teach and give guidance to our students who are brand new to the Native American style flute! I strive to keep a very relaxed atmosphere as I teach.

There's something so special and almost spiritual that happens when one begins to bond with this instrument. As you play the Native American style flute, it delivers the songs of your heart and soul, it is a healing instrument.

As part our class, I also love to take my students to visit the other workshops, upon permission, that are taking place so they can get a feel for what could be a next step for them on return to our beloved flute camp!

There is so much to explore and learn here at Solstice Flute Camp. I feel that our class is just the beginning of a beautiful musical journey. I love being the door, so to speak, that can give you a good start, encouragement and welcome to our new, incoming flutists!

This year at Solstice Flute Camp 2026, my husband Fabian Fontenelle will join me in teaching! Fabian will provide traditional hand drum to inspire you and teach how to play with drum rhythms. Fabian is a beautiful addition to this class as he shares traditional storytelling and drumming that align with the history and spirit of the Native American style flute. We look forward to spending quality time with you as we learn how to hold the flute, play it and create songs.

Flute Fusion Story Circle with Shelley Morningsong

In this afternoon session, students learn to tell a story using sound layers instead of acting. Small groups create “sound journeys” using Native American flutes, body percussion, breath sounds, and vocal textures. Your flute, your breath, and your imagination will do all the work.”

Healing Stitches: Crafting flute bags with purpose

Healing With Love: A Sound Healing Journey

Rona Yellow Robe, Introduction to the Native American Flute

Rona Yellow Robe is a Cree and African American woman, born and raised in Havre, Montana, and an

enrolled member of the Chippewa Cree Tribe of Rocky Boy, Montana. She picked up her first flute in 2002, and from that moment, her life was forever changed.

What began as desire and curiosity soon became a calling — a musical and spiritual journey that continues to shape who she is today. Through her voice, her gift in storytelling, her Native American flutes, and her heartfelt presence, she shares what she feels most deeply: the beauty of love, healing, and connection.

Over the years, Rona has recorded several award-winning albums, including Voice of the Trees, The Gathering, Lighting Our Way, Shoot for the Moon, and Sunday's Child. Each project has been created with the intention to inspire, uplift, and fill the listener with peace and hope.

Rona was honored to receive the Native American Music Award for Flutist of the Year, and held the title in 2014, 2015, and 2016. My song Voice of the Trees was nominated for Song of the Year, and her albums have received nominations for Album of the Year and Female Vocalist of the Year. Another special recognition came when her song Caterpillar & Butterfly received the North American Indigenous Flute Player Award from the Native American Style Flute Association.

Rona's music has carried her across the country and around the world — performing at tribal gatherings, festivals, schools, museums, and sacred ceremonies. Whether she is honoring our veterans, celebrating life, or offering comfort at memorials, she sees each performance as a prayer — a moment to share love, peace, and light through her Native American flutes.

For nearly two decades, Rona has brought her flutes into hospice settings, offering music as a companion in moments of transition and healing. Rona's work with hospice communities has taught her that music can touch the soul in ways words cannot — it becomes a bridge between the seen and the unseen, a breath of comfort and grace.

Rona's purpose and mission with her music also serves to advocate for the awareness of the MMIWM&C (Missing and Murdered Indigenous Women, Men, & Children). She works with Canada's Truth and Reconciliation, which brings awareness to the healing of our Elders and those of us affected by cultural genocide and intergenerational trauma by the Indian Residential schools. She also works with tribes and organizations to bringing support and awareness about cancer and diabetes. These are missions that are personal, and near and dear to her heart.

These missions are personal, and near and dear to her heart. Rona often says, "I will perform for five or for fifteen hundred." And I have — because for me, it's never about the size of the audience; it's about the intention behind every song I sing and every note I play. My music is created with purpose to bless lives, to awaken peace, and to remind each listener that within every heart there is a song waiting to be heard — one of joy, love, healing, and belonging. ~Rona Yellow Robe

Classes & Workshops:

Flute Magic for Beginners Level: Beginners

Let your heart take a deep breath and your spirit sing! In this uplifting beginner class, Rona Yellow Robe invites you to discover the joy of playing the Native American style flute — an instrument that speaks the language of the soul. With warmth, fun, and gentle guidance, Rona will help you explore the flute's beautiful basics — scales, finger patterns, breath, and little flourishes that make your melodies dance. Along the way, you'll awaken your own unique sound and begin to create Spirit Songs that flow straight from your heart. Come as you are — curious, playful, and ready to learn. Rona's welcoming approach makes every note a celebration, and every session a step deeper into creativity, confidence, and connection.

Transformative Power of the Native American Flute

Healing With Love: A Sound Healing Journey

Joe L Young, Intermediate & Advanced 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.

Joe is also a 2nd degree black belt in Chinese Shao-Lin Kung Fu and Tai Chi. Having spent 14 years studying the martial arts discipline, he carries many of the philosophies of grounding, breathing, inner balance and training into his musical performances and teachings. 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. Students of all abilities find Joe to be a patient, gracious, motivating, and knowledgeable teacher. You can discover more about Joe and his music at www.josephlyoung.com.

Classes & Workshops:

Presence While Playing, Level: Intermediate & Advanced

We’ll explore how presence, awareness and intention with our flute playing helps us create deeper, more authentic connections within ourselves, with our music, and with one another.

Rediscovering Wonder

Think back to how it felt to try something new as a child, when curiosity came naturally and there was joy in simply exploring. There were no rules, no fear of mistakes, just imagination and discovery. Let’s bring that same openness to the flute. Try new fingerings, explore unusual sounds, improvise without worrying about right or wrong. Play with dynamics, rhythm, and tone colors. Let your flute become a tool for exploration and reconnect with the joy of discovery. Whether you’ve been playing for years or recently started, your flute has something new to show you.

Kalani Das, Intermediate & Advanced Levels

Kalani Das is an internationally known musician, music educator/trainer, and music therapist whose books and publications have shaped the way people create, teach, and facilitate music.

As a percussionist, Kalani has worked with the likes of Barry Manilow, Yanni, Rod Stuart, Kenny Logins, Jon Mayall, and others. He can be heard on movie and TV sound tracks by Disney, Warner Bros., Tri-Star, Jim Hensen Records, The Nature Company and Paramount. He has released three CDs as an Artist: Pangea, Insights and Rhythm Spirit.

As an Orff-Schulwerk music educator and creator of the Developmental Community Music (DCM) approach, Kalani has written over eleven books, including *Together in Rhythm*, and *The Way of Music*. His YouTube channels: Kalani Music, Ukulele Club, and World Drum Club, are some of the most popular of their kind, with over 300k subscribers and millions of views. As a presenter, Kalani works with the National Association for Music Education, The American Music Therapy Association, the Percussive Arts Society, regional, state, and local music education and music therapy chapters, and International Associations from Asia to Europe. He has shared the DCM approach with hundreds of music educators, music therapists, and music facilitators for over 20 years.

As a music therapist, Kalani specializes in TBI and Addiction Recovery, currently working at several Los Angeles locations. He is a former Adjunct-Professor of Music Therapy at California State University Northridge and a founding member of the Music Therapy Drumming curriculum for music therapists. Kalani teaches world drumming, ukulele, native flute, and specializes in the art of music improvisation, community music facilitation, and how music making and mindfulness practices are mutually supportive and beneficial. He publishes *Music Mindfulness* via the Kalani Das YouTube channel, and continues to promote the many benefits of music making to his fans and followers.

As someone who was diagnosed with Dyslexia at the age of seven, and who currently experiences adult ADHD, Kalani has experience living with, and overcoming, invisible and misunderstood conditions and challenges. He lives in Los Angeles with his wife and enjoys classic cars and motorcycles, scuba diving, and sharing good food with friends and family.

Classes & Workshops:

Rhythm Mastery, Level: Intermediate & Advanced

Participants will explore facets of rhythm, including “rhythm modes” that will unlock expressive potential by providing more options when creating music, both in composition and improvisation. We will explore a variety of rhythmic relationships and find new freedom and potential in the music we make. These skills will help us become better musical partners, as we become more tuned into the ways we create and develop relationships through music.

Rhythms of Life

Participants will tune into the rhythms we experience each day, from breathing to moving in different ways, and resting. By connecting to fundamental rhythms, we increase our ability to connect with our body and the spirit of life, as it manifests in our daily routines and rituals. We’ll create music alone, in small groups, and as a whole. Use this session to jumpstart your personal musical spa practice and inform your role as a musical guide for the healing of others.

Just Duet!

Play a duet, starring you on Flute and Kalani on drums and percussion, all captured on Video. Book a 40 minute session and record as many Duets as time allows. Kalani helps you plan and produce your recording. Share your videos online or with friends and family. Use as gifts, tributes, memorials, dedications, or just for fun.

Let that \$*#! Go

So much of our healing depends on our ability to move beyond our stories of trauma, into the present, where we can live authentically. This session is aimed at facilitating the release of anything we hold onto, but that often prevents us from feeling how we want to feel. This session includes guided visualization, active music making, and an invitation to ‘Let That &*;#!* Go.’

Suzanne Teng, Intermediate & Advanced Levels
Gilbert Levy, Facilitator

Suzanne Teng has been described by the Los Angeles Times as a “brilliant flutist” who “plays music for the soul.” Originally from Berkeley, California, she received her Master’s degree in Music Performance from Boston University’s School for the Arts and completed the coursework for the PhD in ethnomusicology at UCLA where her focus was on music and healing. She plays an extensive array of flutes from around the world and is a renowned music educator who has taught at conservatories, colleges and universities, music camps, schools and conventions for over 40 years. She served on the National Endowment for the Arts Music Education panel for three years and is an endorsed Yamaha Performing Artist. Recognized in the recording industry for her skillful and creative playing, she can be heard on hundreds of recordings on Polygram, Warner Brothers, Windham Hill, BMG, Shanachi, Sounds True, Scottie Brothers and numerous independent labels, commercial soundtracks for Kleenex, Pepsi, Dodge, Johnnie Walker, video game soundtracks for “Myst” and “Prince of Persia,” film and television soundtracks for Emmy-winning “Tumble Leaf” (PBS), “Machu Picchu” (Netflix), “Miss Spider,” “Babar and the Adventures of Badou,” “Boston Legal,” “Murder, She Wrote,” and the films “300,” “Green Dragon,” and “The Kid Stays in the Picture,” plus numerous films and commercials for India, Germany, Korea and Mexico. She has appeared on national television, including live performances on several of CBS’s Survivor finale shows, which were seen by over 70 million viewers.

Suzanne and Gilbert Levy, her husband and music partner, have released seven critically acclaimed albums. They have won numerous international 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.”

They live in Santa Fe with their dog, cat, a coop of chickens, and their son Miles, when he visits home for the holidays.

Gilbert Lervy’s musical journey started early at the age of seven when he began to play the piano. He received his first drum set for his Bar Mitzvah and was launched for life. By the age of 18, he was performing professionally on Bourbon Street in his hometown of New Orleans and soon after, had the distinction of hiring Wynton and Branford Marsalis for some of their first gigs while they were still in high school.

At 28, he moved to Los Angeles to pursue his musical endeavors. Of significance during that time was that he discovered North Indian music and began to study tabla drums. (This move was hastened by the fact that one could not practice a drum set in a small apartment.) Discovering hand drums changed his life. All of a sudden, he was in different musical environments that were much closer to the music he loved, and which led him to meet Suzanne Teng who was also involved in the world music scene.

After many years as an in-demand world music drummer in the Los Angeles scene, he developed a significant hand injury. Gilbert then had to learn to play left-handed, and the injury caused him to learn different instruments than he’d played before. Also at this time, he embraced his keyboard and stringed instrument skills, leading him to discover a new voice that was more musically and compositionally based.

Classes & Workshops:

Viva Expression, Level: Intermediate & Advanced

Sharing our personal stories can have a powerful impact on healing our souls. In this class, we'll each share a story of an event/time/moment in our lives that had a profound effect on us. We'll then play our flutes and follow the emotions that arise, letting them guide our music. Suzanne will assist you through this process, showing how she developed this method over the years, and sharing how, by playing her flutes this way, she discovered not only her authentic musical voice, but career success as well!

The Joy of Fluting & Drumming

Come have fun playing your flute along with a great professional drummer!

Gilbert will have his full world drum kit set up and everyone will get the chance to PLAY with him in this setting complete with microphones and an enthusiastic and supportive audience. Play a piece or improvise and don't think of this opportunity as a performance, but rather a musical exchange and joyful experience.

Suzanne will give tips and guide the proceedings.

Bring any flute, any key, any size. World flutes welcome as well! ALL levels welcome - even our newbies can have fun playing their new notes with the drums!

Discover The Indonesian Suling

Masterpiece Recording Session

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. 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. You will witness the blossoming of your musical idea into a completed composition and leave with a fully produced and professionally recorded masterpiece!

Cost includes two-hour recording session plus one-hour postproduction 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 (or during Flute Camp if you schedule your session early in the week). For an extra cost, 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.

Music transcends through culture, history and artistry.

"Every year, Solstice Flute Camp is a celebration of music, connection, and personal growth. As a teacher, I am inspired by the opportunity to share my knowledge and passion for music with others. The smiles and sparkling eyes of the attendees are a testament to the transformative power of music to uplift and inspire. As Micky Hart so beautifully expresses it, "There's nothing like music to relieve the Soul and uplift it." This is the profound experience that awaits when you're creating music and empowering others to find their own unique voice.

" 🎵 🎵

Rona Yellow Robe - Instructor SFC
Washington - USA

Thank you for your consideration of our grant request.

Initials of Applicant

kk

Date of Application

Apr 2, 2026

Submission IP

97.246.175.67

Submission ID

6510000117651804992

Last Update Date

The Nutcracker

Submission Date

Apr 3, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Isabelle Stonbraker- Fundraising Committee

Date of Application

Apr 2, 2026

Name of Event

The Nutcracker

Event Organization Name

Yavapai Ballet Theater

Proposed Date of Event

Dec 12, 2025

501 c

41-3187681

Location of Event

The Ruth Street theater, 1050 Ruth St, Prescott, AZ 86301

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

Yavapai Ballet Theatre's The Nutcracker is a premier holiday performing arts event in Prescott, Arizona, drawing thousands of attendees for a high-quality, family-friendly cultural experience. Hosted at the Ruth Street Theater, the production features three full performances accompanied by live orchestral and choral music from local performing arts groups. In addition, YBT offers public seminars, school assemblies, pop-up events, and two performance galas, expanding access to the arts while fostering community engagement and education.

The season brings together local dancers, artists, and technical professionals, creating a seamless blend of homegrown talent and professional-level production.

The Nutcracker also presents a significant opportunity to showcase Prescott as Arizona's Christmas City. Marketing efforts will target regional audiences in key markets such as Phoenix and throughout Northern Arizona. As a seasonal destination event, it draws a notable number of out-of-area visitors, contributing to Prescott's economy through overnight stays, dining, and holiday retail spending.

Name Isabelle Stonebraker

Address

Phone Number

Website (If no website, please type N/A) <https://www.ybtheatre.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. Family Friendly Art & Culture Educational

Initials of Applicant IS

Date of Application Apr 2, 2026

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

Estimated Total Marketing Budget: 6000

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 Grant funds will be used strategically to expand the regional reach of Yavapai Ballet Theatre's The Nutcracker, with a focused effort on attracting visitors from beyond a 90-mile radius and increasing

of your event:

overnight stays in Prescott during the holiday season.

A minimum of 75% of awarded funds will be allocated directly to paid and targeted marketing efforts in key out-of-area markets, including the greater Phoenix metropolitan area, Flagstaff, and other Northern Arizona communities. These efforts will prioritize high-visibility, conversion-focused channels that effectively reach families, arts patrons, and holiday travelers.

Digital advertising will include geographically targeted campaigns across platforms such as Facebook, Instagram, and Google, designed to reach audiences actively planning holiday activities and weekend travel. These efforts will be complemented by a coordinated campaign of printed promotional materials, including flyers and posters distributed throughout regional partner locations, visitor centers, schools, and local businesses to extend awareness and drive attendance.

Grant funds will also support the development and production of promotional collateral, ensuring a cohesive and professional visual identity across all marketing channels. This includes a dedicated budget of \$3,500 for digital ads, printed materials, and other promotional assets to maximize audience reach and engagement.

To further elevate the event's visibility and long-term marketing impact, \$2,000 is allocated for professional photo and video documentation. These high-quality visual assets will be used for ongoing promotion, media outreach, social campaigns, and future tourism marketing efforts, helping position The Nutcracker as a premier holiday destination event.

Additionally, \$775 is allocated toward website and digital infrastructure, including domain registration (\$40/year), web hosting (\$660/year), and a one-time website template purchase (\$75). These tools ensure a user-friendly, accessible online presence where out-of-area visitors can easily access event information, purchase tickets, and plan their visit to Prescott.

All marketing efforts will be strategically timed to align with peak travel planning months (October through December), encouraging advance ticket purchases and overnight trip planning. Messaging will highlight The Nutcracker as a signature holiday experience and a compelling reason to visit Prescott, promoting not only the performances but also the broader local experience, including dining, shopping, and seasonal attractions.

By leveraging grant funding to expand both the reach and quality of marketing efforts, Yavapai Ballet Theatre will increase out-of-area attendance, strengthen tourism-driven economic impact, and further establish Prescott as a vibrant cultural destination during the holiday season.

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:

5,550

Projected # of Vendors, Volunteers & Staff:

107

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

	% Per Region
% Local Zip Codes	28.75
% Regional	28.75
% Statewide	33
% National	9
% International	.5

If international attendance is recorded, list countries represented:

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

85018 – Phoenix (North/Scottsdale area)
85032 – Phoenix (East Valley / Mesa/Tempe)
86001 – Flagstaff, AZ
86336 – Sedona, AZ
85381 – Peoria / West Valley, AZ

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

832

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

IS

Date of Application

Apr 2, 2026

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 marketing budget)

Rox Media: Now Magazine, Prescott living, Luxury Living, Healthy Living, Prescott Now \$1500

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

Signals AZ (Digital/e-news)
Social Media ads Meta Ads (Facebook/Instagram) targeting Northern Arizona (Sedona, Flagstaff, Verde Valley) and Phoenix arts enthusiasts.
\$2,000

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

Total \$ Value of Placed Media:

3,500

Initials of Applicant

IS

Email

Date of Application

Apr 3, 2026

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

Custom Vinyl Banners and signs (in-kind donation of printing to create awareness) \$1600

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

The Daily Courier (Print ads), Signals AZ (Digital/e-news), Prescott Living Magazine (Quarterly), and local Radio (KPPV/KYCA), etc. \$5,900

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

Arizona Department of Tourism Bureau \$1,000

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

Total \$ Value of Placed Media: 3500

Total estimate value of earned media: 8500

Total monetary value of marketing efforts: 12,000

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)

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

Yavapai Ballet Theatre's The Nutcracker actively engages volunteers and community organizations to support both the production and outreach components of the event, creating a meaningful community benefit.

Volunteers:

- Approximately 50 volunteers assist with a variety of tasks, including front-of-house operations, ticketing, ushering, concessions, costume preparation, set assistance, and assisting with school assemblies and pop-up performances.
- Volunteers include local residents, high school and college students, and members of Prescott's arts and cultural community.
- Volunteer hours are carefully tracked to quantify community involvement and provide recognition, with over 500 cumulative volunteer hours expected for the full season.

YBT is working to establish relationships with the following organizations:

- Prescott Unified School District (PUSD): Collaborates for school assemblies and outreach programs, introducing students to performing arts and offering discounted tickets to underserved students.
- Prescott Public Library: Partners on promotional events and community engagement activities, including storytelling sessions tied to the holiday season.
- Local businesses: Provide in-kind support such as printing services for promotional materials, space for flyer/poster distribution, and sponsorships.
- Prescott Downtown Association: Assists with promotion and pop-up performances to increase public visibility and community participation.
- Yavapai College Performing Arts Department: Supports technical staff and student interns in production roles, offering hands-on learning opportunities.

YBT is also actively working to deepen partnerships with local educational institutions to ensure that volunteer opportunities include meaningful professional development. This includes pairing students with experienced performing arts professionals across all areas of production, including set design, costume design, technical engineering, acting, producing, dance, stage management, and front-of-house operations.

Through these combined volunteer efforts and community partnerships, The Nutcracker not only strengthens operational success but also fosters arts education, builds lasting connections, and creates valuable pathways for local engagement—ensuring the event benefits Prescott residents as much as it attracts visitors.

Through these volunteer and partnership efforts, The Nutcracker not only enhances operational efficiency but also builds strong community connections, fosters arts education, and provides meaningful opportunities for local engagement, ensuring that the event benefits Prescott’s residents as much as it attracts visitors.

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

Working through multiple local studios: we provide free continuing dancer development and education to studios by working in partnership with their faculty to support important areas of curricular development. We also support their professional development by opening opportunities for them to learn from professionals in the field in pursuit of producing large scale productions.

We are also working to form a partnership with Yavapai College - OLLI (continuing education for the community) to host workshops open to all community on artistry, technique, choreography, and character study.

Our financial aid programs ensure that we are targeting students with limited resources who would otherwise be limited in engaging in their sport or reaching opportunities to develop their skillsets.

Collaboration with local non-profits and community centers ensures 200 free or discounted tickets reach underserved populations, making the arts accessible to a broader range of residents

Volunteers are coordinated through local civic and arts organizations to assist with ushering, ticketing, concessions, costume handling, and community outreach. Other organizations across the performing arts organizations including basin lake theater, hazeltine, cosmos, one stage family theater, fourth wall productions, and elks are all providing in kind volunteer, professional talent, intrinsic resources, and expertise.

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

Yavapai Ballet Theatre’s The Nutcracker provides a significant artistic and cultural benefit to the Prescott community by presenting a world-class holiday ballet experience that combines classical music, dance, and theatrical storytelling. The event celebrates the performing arts and contributes to the city’s cultural identity, creating a seasonal experience that will become a cherished community touchstone. The production will engage local dancers, musicians, and artistic staff, fostering artistic growth and professional development while showcasing the talents of Prescott residents alongside regional performers. Through outreach efforts—including school assemblies, public seminars, and pop-up performances—the event introduces hundreds of students and community members to classical ballet, music, and stagecraft, expanding arts education and cultural literacy across age groups. Additionally, the event strengthens community identity and pride by providing a shared cultural experience that draws together residents, local organizations, and visitors. By combining performance excellence with community engagement, The Nutcracker enhances Prescott’s reputation as a vibrant arts destination and contributes to the city’s long-term cultural vitality.

Initials of Applicant

IS

Date of Application	Apr 2, 2026
Submission IP	159.118.190.121
Submission ID	6510477561218359818
Last Update Date	

Watson Lake Car Show

Submission Date Mar 18, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title Tom Holden

Date of Application Mar 18, 2026

Name of Event Watson Lake Car Show

Event Organization Name Prescott Antique Auto Club (PAAC)

Proposed Date of Event Jun 12, 2027

501 c 237288886

Location of Event Watson Lake Park

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

The Prescott Antique Auto Club (PAAC) will host the 52nd annual Classic Car Show, a 2-day event, 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, Mayer, Ash Fork and Flagstaff. We also have a Food Court with 5-6 food vendors. The event brings in 6,000 to 8000 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 2, 2025

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 TH

Date of Application Mar 18, 2026

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

Estimated Total Marketing Budget: \$3500 - \$5000

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, Lonesome Valley Newspaper, Prescott Daily Courier, Prescott Living) in addition to several automotive magazines (i.e. Hemmings Motor News (worlds largest collector car marketplace), Car and Driver, Roddin & Racing, Hot VW's & Dune Buggies and VW Trends.

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

What % of the grant would be contributed to the total estimated marketing budget? 90%

Projected Total Attendance: 6,000 - 8,000

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	25
% Statewide	15
% 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 - Flagstaff, AZ
85251 - Scottsdale, AZ
85716 - Tucson, AZ
86401 - Kingman, AZ
85375 - Sun City West, AZ

Expected # of room nights event attendees will stay in Prescott: 2,050

Do you expect admission sales (\$), product sales and/or food & beverage sales (Please answer yes or no) *If event does not have Yes

these items, it will not be counted against you*

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

Increased

Initials of Applicant

TH

Date of Application

Mar 18, 2026

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 (Drivetime), 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 - \$5,454; PAAC Newsletters - \$800, Car Cruise-in/Office Flyers - \$515

Amount Spent = \$6,769
% of Budget = 84%

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 = \$1,250
% of Budget = 15%

Total \$ Value of Placed Media:

\$8,109

Initials of Applicant	TH
Email	
Date of Application	Mar 18, 2026
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 Daily Courier, Lonesome Valley Newspaper, 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 Earned Value: \$1,200
State: (list specifics, amount earned and estimated earned value)	Hemmings, HOT VW's, AZ Highways, Roddin & Racing, Daily News Sun City. Estimated Earned Value: \$1,100
National: (list specifics, amount earned and estimated earned value)	Hemmings Motor News, National Street Rod Association, VW Trends, Thesamba.com Estimated Earned Value: \$1,100
Total \$ Value of Placed Media:	\$6,614
Total estimate value of earned media:	\$4,400
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)	
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	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. Embry Riddle University U.S. Air Force ROTC cadets support our Watson Lake show car parking and setting up for the event.

Explain coordination with local community organizations (be as specific as possible):	4. We support several assisted living facilities such as: Haven Health and Willow Wind with approximately 20 members/vehicles for shows at their facilities.
	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 Prescotttonians 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	TH
Date of Application	Mar 18, 2026
Submission IP	71.209.217.88
Submission ID	6496801418876032887
Last Update Date	

WildLights & Animal Sights

Submission Date

Apr 3, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Stephanie Claytor Marketing Manager

Date of Application

Apr 3, 2026

Name of Event

WildLights & Animal Sights

Event Organization Name

Heritage Park Zoological Sanctuary

Proposed Date of Event

Nov 27, 2026

501 c

86-0549101

Location of Event

Heritage Park Zoological Sanctuary

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 27th and 28th and running through January 1st & 2nd, 2026. 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. Each year we see more excitement, and we are planning to make 2026 even better!

Name

Stephanie Claytor

Address

Phone Number

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

<https://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 27, 2025

Mark the type of Event - select all that apply.

Fundraiser

Family Friendly

Educational

Initials of Applicant

SC

Date of Application

Apr 3, 2026

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

5000

Estimated Total Marketing Budget:

6000

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 will significantly benefit from the grant assistance. In previous years, the additional funding has enabled us to broaden our advertising efforts, allowing us to connect with audiences we otherwise could not reach. Given our limited budget that is shared with all other programming and prioritizes the care of the sanctuary animals, this grant will help us gain visibility among new attendees that our typical advertising methods may not attract.

How many years has your organization relied on this grant? 6 (2019-2025)

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

Projected Total Attendance: 2500

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	60
% Regional	15
% Statewide	15
% 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: 86322, 86325, 86326, 86331, 86336

Expected # of room nights event attendees will stay in Prescott: 3820.25

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:

Stayed the same

Initials of Applicant

SC

Date of Application

Apr 3, 2026

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

Radio Newspaper Digital Outdoor Advertising Print Social Media Banners

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

\$500, 13.2% KYCA, Liza Live

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)

\$2600, 68.3%, Daily Courier, Rox Media, Prescott Living, Prescott Now, Newsletter, Print Flyers

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

\$500, 13.2% HPZS Website, HPZS Newsletter, Facebook, Instagram, Constant Contact, Signals, Prescott E-News, Chamber of Commerce Websites (Prescott, Chino Valley, Prescott Valley), Experience Prescott Event Calendar

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

\$200 Banners, 5.3%

Total \$ Value of Placed Media:

\$3,800

Initials of Applicant

SC

Email

Date of Application

Apr 3, 2026

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

\$800 Prescott Living, Prescott NOW, Daily Courier, Funny Bone, Prescott Dog Magazine, Daily Courier via PSA – editorial coverage, articles written

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

\$1000 Prescott Chamber Radio, KYCA editorial coverage

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

\$3,000 AZ TV Live Hits and Highlights of Christmas (+ Parade) in Prescott/ CW7 editorial coverage

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

Total \$ Value of Placed Media:

3800

Total estimate value of earned media:

4800

Total monetary value of marketing efforts:

8600

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):

WildLights requires 100's of hours of staff and volunteers decorating the park with lights in advance of the event. In 2025, we utilized 100 shifts of both staff and volunteers for decorating & hosting the event on scheduled nights. We have a strong volunteer team in-house that extends their time from other departments to be part the event, consisting of adults and teens. We utilize volunteer teams from Embry Riddle, FedEx, local schools, and other community groups to decorate and host this event.

Explain coordination with local community organizations (be as specific as possible):	These groups assist with light installation, park decoration, park maintenance, and crowd control on event nights. This helps these groups reach their community outreach goals while contributing to the preparation and maintenance of this event. We also 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, and 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. Not only do locals come to visit this event, but families visiting from out of town, or returning home for the holidays have made visiting Wildlights part of their holiday season.
Initials of Applicant	SC
Date of Application	Apr 3, 2026
Submission IP	174.126.132.145
Submission ID	6510564665415146174
Last Update Date	

Yavapai County Fair

Submission Date

Mar 4, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Sabrina Sutton Treasurer

Date of Application

Mar 4, 2026

Name of Event

Yavapai County Fair

Event Organization Name

Yavapai Fair Foundation

Proposed Date of Event

Sep 10, 2026

501 c

Yes

Location of Event

Prescott Rodeo Grounds

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

The Yavapai County Fair is a annual celebration of community, agriculture, and family fun that offers something for everyone. Throughout the fairgrounds you'll find local exhibits showcasing the best of Yavapai County's talents — from arts and crafts to photography to home-grown horticulture, canned goods, and more. Along with a carnival, livestock exhibits and food vendors. Daily entertainments includes walking entertainers, music and a rodeo. The Yavapai County Fair is a true highlight of the fall season, blending tradition, community pride, and fun for visitors of all ages.

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 4, 2025

Mark the type of Event - select all that apply. Traditional Event Outdoor Recreation Family Friendly Educational

Initials of Applicant SS

Date of Application Mar 4, 2026

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

Estimated Total Marketing Budget: \$37,865

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: This money will support radio ads, a strong social media presence and banners to be hung from our area down through the I17 corridor. It will also support printing needs leading up to and including the week of the fair.

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: 40,000

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	50
% Regional	40
% Statewide	10
% 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: 86322
85086
86321
85331
85358

Expected # of room nights event attendees will stay in Prescott: 10,037

Do you expect admission sales (\$), product sales and/or food & beverage sales (Please answer yes or no) *If event does not have Yes

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

SS

Date of Application

Mar 4, 2026

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

Radio Digital Outdoor Advertising Print Social Media

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

Yavapai Broadcasting
PV Broadcasting
Total \$2,030

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 Prescott Times
Social Media Manager
Total \$5,500

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

Printing needs
T-Shirts
Parade
Banners
Hand-outs
Total \$25,335

Total \$ Value of Placed Media:

\$32,865

Initials of Applicant

SS

Email

Date of Application

Mar 4, 2026

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

The Prescott Times- editorial coverage and multiple interviews
Est earned value of \$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:

\$32,865

Total estimate value of earned media:

\$5,000

Total monetary value of marketing efforts:

\$37,865

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 fair is run by volunteers from setting up to tearing down. Involved organizations include 4H groups, high school sports teams, the VA and many individuals.

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

Yavapai Fair works with local high school sports teams to aid in parking, ticketing needs and trash duty
Local quilt guilds aid with building monitoring
The VA holds an art show exclusive to veterans and they also aid in building monitoring

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

Yavapai Fair serves as a central gathering place that reflects the identity and values of Yavapai County. By featuring agricultural exhibitions, livestock shows, rodeo events, and family-oriented programming, the Fair celebrates the rural traditions and western heritage that have shaped the region. The educational exhibits and livestock competitions showcase the history of Yavapai County, ensuring that local history remains visible. The fair also provides multiple platforms for community-based artistic expression. Competitive and non-competitive exhibits in fine arts, photography, quilting, crafts, baking, and other creative disciplines offer residents the opportunity to showcase their talents.

Initials of Applicant

SS

Date of Application

Mar 4, 2026

Submission IP

24.245.190.164

Submission ID

6484631804613218867

Last Update Date

Yavapai Yuletide Event

Submission Date

Apr 3, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Eric Stoff on behalf of Nicole Kennedy, Yavapai College Foundation Chief Development Officer

Date of Application

Apr 3, 2026

Name of Event

Yavapai Yuletide Event

Event Organization Name

Yavapai College Foundation

Proposed Date of Event

Dec 20, 2026

501 c

23-7232985

Location of Event

Yavapai Prescott Campus at the PAC (Performing Arts Center)

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

This “must attend” holiday Yavapai Yuletide Event will be a two-day event offering a festive, family-friendly kick off to the holiday season! The magical event will feature an annual signature event featuring live music, photos with Santa, story times, a small petting zoo, amazing food, a drone show, adult crafting classes among other events. The culinary school is making and selling food in addition to various food trucks being on site. We anticipate 25 carefully vetted vendors, many of whom are local to the Prescott area. This will ensure a diverse selection of goods that appeal to a wide audience while helping the local economy. All participating vendors will actively promote the event.

Funds raised will support the college’s underserved students by funding essential services such as scholarships, the food program (helping ensure access to balanced, nutritious meals), as well as other critical student support programs.

Name	Tim Mitzel
Address	
Phone Number	
Website (If no website, please type N/A)	N/A
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 Traditional Event Food & Beverage Demonstration Fundraiser Family Friendly Festival/Party Art & Culture Educational
Initials of Applicant	ES
Date of Application	Apr 3, 2026
Tourism Grant Requested Amount (Maximum Amount \$5,000)	5,000
Estimated Total Marketing Budget:	6,000
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:	PennyGunning, 602-469-0511

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

We will utilize any funds received to print banners, brochures and posters as well as for social media to expand our reach.

The marketing campaign will be led by a Prescott-based company, with additional promotion through a featured pull-page article in Trends magazine and support from Gordon James' company in Phoenix. Brochures, Banners, and other marketing material will be printed and distributed as appropriate. Marketing funding is critical for the event and will be utilized to broaden the event's reach and increase overall visibility.

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:

7,000

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	15
% Regional	30
% Statewide	35
% National	10
% International	0

If international attendance is recorded, list countries represented:

International attendance is not expected.

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

85001, 85327, 86366, 85331, 85266

Expected # of room nights event attendees will stay in Prescott: 1875

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 ES

Date of Application Apr 3, 2026

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

Radio: (list specifics stations, radio programs, amount spent and % of total marketing budget) We are planning on advertising on local radio stations, however, no stations have been approached as of yet since we are early in the process.

Television: (list specifics stations, TV programs, amount spent and % of total marketing budget) No marketing on television stations is planned at this time.

Newspaper & Print: (list specific papers, print organizations, amount spent and % of total marketing budget) Trend magazine has been contacted to run a full-page article on the event. We are still in the planning stages so no other information is available at this time.

Digital & Social Media: (list specifics, amount spent and % of total marketing budget) Social media will be utilized for this event. Vendors and performers are required to advertise the event periodically.

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

Total \$ Value of Placed Media: This event is still in the planning stages so no marketing funds have been spent to date.

Initials of Applicant	ES
Email	
Date of Application	Apr 3, 2026
Local: (list specific medias, outlets, publications, amount earned and estimated earned value)	This event is still in the planning stages; no marketing funds have been spent to date.
Regional: (list specifics, amount earned and estimated earned value)	This event is still in the planning stages; no marketing funds have been spent to date.
State: (list specifics, amount earned and estimated earned value)	This event is still in the planning stages; no marketing funds have been spent to date.
National: (list specifics, amount earned and estimated earned value)	This event is still in the planning stages; no marketing funds have been spent to date.
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)	
Describe how this event will involve volunteers and other organizations (be as specific as possible - list groups and organizations involved and/or quantitative details):	Individuals are involved – pageant event, local schools will be participating, the drone show is from Emery Riddle, majority of vendors are local, food trucks will be local, supporting performing arts center. This event will beautifully showcase the charm of Prescott and the delightful treasures it has to offer.
Explain coordination with local community organizations (be as specific as possible):	We are in the initial stages of setting our plan in motion. Our organization has several dynamic individuals who are working in this area. The local community is pivotal to the success of this event as we plan to reach out to local vendors, businesses, and individuals to ensure the event has a Prescott feel

and remains reflective of the community. One of the two musical groups the group is hoping to sign is from the local community as well.

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

This family-friendly event will celebrate the culture of Prescott while promoting both the city and the college. It will draw families into the community and provide information about local services and everything the area has to offer. Because people often only know what they're exposed to, this event is designed to introduce local and statewide families to the many outstanding amenities available in and around Prescott.

Initials of Applicant

ES

Date of Application

Apr 3, 2026

Submission IP

107.182.73.17

Submission ID

6510536457134786644

Last Update Date

YES! Explorers Challenge

Submission Date

Mar 16, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Amanda Voss Founder and Executive Director

Date of Application

Mar 16, 2026

Name of Event

YES! Explorers Challenge

Event Organization Name

Yavapai Exploration and Science of Prescott

Proposed Date of Event

May 8, 2027

501 c

99-3344040

Location of Event

A.C. Williams Granite Creek Park

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

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.

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.

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!

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? Yes

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 16, 2026

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

Estimated Total Marketing Budget: 18000

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 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

of 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?

1

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

100

Projected Total Attendance:

500

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	75
% Regional	15

	% Per Region
% Statewide	8
% 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: Increased

Initials of Applicant ARV

Date of Application Mar 16, 2026

Placed Media (advertising): check the purchased media you plan to use: Television Digital Outdoor Advertising Print 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 (7% of the \$18,000 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)

The YES! Explorers Challenge will be promoted through television advertising on CNN, TNT, and ESPN through a targeted advertising campaign with Sparklight. These networks were selected to reach a broad regional audience, including families, travelers, and sports enthusiasts who may be visiting or planning trips to Prescott.

Commercial spots will air for one month leading up to the event during high-viewership time blocks, including early morning, midday, and evening programming. This strategy ensures repeated exposure to potential visitors across a variety of popular programs and viewing times. Messaging will highlight the YES! Explorers Challenge as a unique, family-friendly STEAM event and encourage viewers to travel to Prescott to participate.

A total of \$3,000 (17% of the \$18,000 marketing budget) will be allocated to television advertising through Sparklight, expanding regional awareness and increasing tourism-driven attendance for the event.

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

Print marketing will support the promotion of the YES! Explorers Challenge through strategically placed materials designed to reach both residents and visitors in the Prescott area. Promotional efforts will include event listings and advertisements in communications distributed by the Prescott Chamber of Commerce, along with printed flyers shared throughout local businesses, hotels, visitor centers, libraries, and other family-focused community locations. Flyers will also be distributed through partner organizations and tourism-facing businesses to ensure visitors to the area are aware of the event.

In addition, large promotional banners will be displayed in high-visibility areas leading up to the event to increase awareness among both local residents and travelers entering Prescott. These banners and printed materials will highlight the YES! Explorers Challenge as a unique family-friendly STEAM event and encourage visitors to attend while exploring the community.

A total of \$1,500 (8% of the \$18,000 marketing budget) will be allocated to print marketing, including the design and printing of flyers and event banners, helping expand visibility and encourage tourism-driven participation.

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

The YES! Explorers Challenge will be promoted through a targeted digital and social media campaign managed by Sparklight Advertising to maximize online visibility and attract both local families and visitors from surrounding regions. The campaign will include YouTube video advertisements, promoted posts and event advertising on Facebook, Google retargeting ads, digital banner placements, and website retargeting to reach users who have previously searched for family activities, travel destinations, and events in the Prescott area.

These digital ads will run for two months leading up to the event, strategically targeting audiences across Northern Arizona and nearby metropolitan areas to encourage travel to Prescott for the event. Messaging will highlight the YES! Explorers Challenge as a unique hands-on STEAM experience for families while promoting Prescott as a destination for educational and family-friendly tourism.

Building on the success of last year's campaign, these digital marketing strategies will expand event awareness and strengthen community engagement while reaching potential visitors who are planning

spring travel and weekend activities. A total of \$2,000 (11% of the \$18,000 marketing budget) will be allocated to digital and social media advertising, ensuring sustained online visibility and increased regional attendance.

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

Total \$ Value of Placed Media: 7700

Initials of Applicant ARV

Email

Date of Application Mar 16, 2026

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

For the YES! Explorers Challenge, we have secured \$11,600 in earned (in-kind) marketing support, representing 64% of the total \$18,000 event budget. These contributions significantly expand promotional reach while reducing direct marketing costs.

This includes \$2,000 in Google Ads for Nonprofits provided through Google, which will increase event visibility through targeted digital campaigns and search placement for individuals looking for family activities and events in the Prescott area. Additionally, \$5,000 in in-kind digital marketing services from Sparklight Advertising, managed by Ariana Bennett, will support the campaign through strategic digital outreach, including YouTube video ads, Facebook promotions, Google retargeting, banner ads, and website retargeting to maximize event exposure.

We have also secured \$3,000 in in-kind print advertising and editorial support from Prescott Woman Magazine, The Daily Courier, and Rox Media Group, helping promote the event through print publications and community-focused media outlets that reach local families and visitors. Additionally, \$300 in in-kind support for print banners has been secured to enhance event signage and visibility leading up to the event.

These earned media contributions significantly expand the promotional footprint of the YES! Explorers Challenge, strengthening regional awareness, encouraging tourism-driven attendance, and supporting Prescott's reputation as a destination for family-friendly educational experiences.

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: 7700

Total estimate value of earned media: 10300

Total monetary value of marketing efforts: 18000

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 have not yet used our last award from the Tourism Advisory Committee as our event will take place on May 9 this year so will be reported upon after that date.

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 – This local organization will work with YES! to provide nature-related STEAM activities and volunteers that will engage participants in hands-on, outdoor learning experience.

Natural History Institute - This local organization led by Jennie Tutone will work with YES! to provide nature-related STEAM activities and volunteers that will engage participants in hands-on, outdoor learning experience.

Nature Niños – This local organization led by Kacey Griffin 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.

Cactus Pine Girl Scouts - This local organization will work with YES! to provide nature-related STEAM activities and volunteers that will engage participants in hands-on, outdoor learning experience.

City of Prescott Teen Task Force - This local organization ran by Samara Rice will work with YES! to

provide nature-related STEAM activities and teen volunteers that will engage participants in hands-on, outdoor learning experience.

In addition to these specific groups, the event will benefit from sponsorship 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):

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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.

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 Prescott Public Library, Community Nature Center with Prescott Outdoors Program, and Natural History Institute, 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 16, 2026

Submission IP

159.118.227.114

Submission ID

6495058974119116181

Last Update Date

Yuletide Feast and Song

Submission Date

Apr 2, 2026

Signature of Applicant or Authorized Agent



Printed Name & Title

Marcia K. Lyman

Date of Application

Apr 2, 2026

Name of Event

Yuletide Feast and Song

Event Organization Name

Prescott Chorale

Proposed Date of Event

May 9, 2026

501 c

Yes

Location of Event

Prescott Lakes Club House

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

The Prescott Chorale presents “Yuletide Feast and Song,” a captivating Dinner Concert that immerses guests in the spirit of Medieval and Renaissance holiday traditions. Also known as Madrigal Dinner Theater, guests enjoy choral music from these eras, an authentic multi-course meal with songs and short plays between courses, period costumes, art exhibits, and themed sets. Madrigal dinners are a global tradition that educates and highlights European culture and arts from the 500s to the 1600s. This event aims to establish a new and distinctive Prescott Christmas tradition, accessible to all Northern Arizona communities down through Phoenix, filling the gap left by Northern Arizona University's discontinued Madrigal Dinners. Prescott Chorale's success relies on the combined efforts of artists, staff, and volunteers from Prescott, with partners including Hazeltine Theater, Yavapai College Drama Department, and Prescott Arts Association. We anticipate 100 guests and 60-75 singers, volunteers, and staff.

Name Marcia Lyman

Address

Phone Number

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

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 Traditional Event Family Friendly Festival/Party Art & Culture Educational

Initials of Applicant MKL

Date of Application Apr 2, 2026

Tourism Grant Requested Amount (Maximum Amount \$5,000) \$5,000.00

Estimated Total Marketing Budget: \$12,000

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:

This grant will help offset the marketing expenses required for the Prescott Chorale's event. It will be used for print, digital, and social media presentations.

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:

100

Projected # of Vendors, Volunteers & Staff:

70

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

	% Per Region
% Local Zip Codes	60
% Regional	30
% Statewide	10
% 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, 86005, 85082, 85250, 85254

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

10

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

mkkl

Date of Application

Apr 2, 2026

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)

None

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)

Daily Courier & Verde Independent \$1,500 10%
Arizona Republic \$3,000 20%
Arizona Daily Sun \$1,500 10%
Printed Flyers/Posters \$650 4.33%
Prescott Women's Magazine \$850 5.67%

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

Facebook, Mail Chimp, GoDaddy, AZ Signals email, Website ASK \$1,200 19.33%

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

Outdoor Banners \$1,200 8%

Total \$ Value of Placed Media:

\$13,600

Initials of Applicant

mkkl

Email

Date of Application

Apr 2, 2026

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

2 Daily Courier Articles \$1,750 11.67%
2 KQNA Interviews \$1,750 11.67%
Facebook Forwards \$875 5.83%
1,000 Printed Flyers, 400 Printed Posters-posted \$10,500 70%
Precott Area Performance Alliance-Joint Events Postings monthly newsletters \$14,000 93.33%
Prescott and Prescott Valley Chamber Event Listings & Spotlight \$7,000 46.67%

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

Verde Independent Articles \$1,050
Arizona Daily Star Articles \$1,050
Precott Area Performance Alliance-Joint Events Postings monthly newsletters \$14,000 93.33%
Prescott and Prescott Valley Chamber Event Listings & Spotlight \$7,000 46.67%

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

Arizona Republic Articles \$1,400 9.33%

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

Total \$ Value of Placed Media:

\$13,600

Total estimate value of earned media:

\$59,675

Total monetary value of marketing efforts:

\$73,275

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 Prescott Chorale firmly believes that collaboration among non-profit organizations strengthens community bonds and serves as a foundation for a vibrant and sustainable future for all members of our community. In keeping with this belief our event will actively engage volunteers and partner organizations to create a memorable experience for approximately 100 attendees and 60–85 volunteers at our inaugural Madrigal Dinner Theater.

Explain coordination with local community organizations (be as specific as possible):	The Prescott Chorale will feature 60-65 vocalists, complemented by another 10 vocalists from collaborating groups such as Yavapai College, Prescott Pops Symphonic Choir, Quartz, and Camarata Singers. Ten professional instrumentalists from the Northern Arizona Philharmonic will be employed that will enhance the overall musical performance. The Prescott Chorale is working with the Prescott Arts Association to produce art exhibits that showcase pieces inspired by the historical Renaissance period. Collaboration with the Yavapai College drama department and Hazeltine Theater will ensure the development of authentic costumes and set designs for both singers and actors. The catered dinner will offer a gourmet meal, prepared and served by restaurant staff. Administrative duties throughout the evening will be managed by friends and supporters of Prescott Chorale, ensuring smooth event operations.
Describe how you expect this event will provide a cultural, historical or artistic benefit to the community:	The Prescott Choral is pleased to introduce a new and distinctive tradition for Prescott's Everybody's Home Christmas: the Madrigal Dinner Theater. By establishing this event, we aim to offer an additional reason for tourists and local residents to visit Prescott and engage with the very best our community presents. The Madrigal Dinner Theater is designed to immerse guests in a historical experience that artfully blends music, entertainment, culture, and community. Each aspect of the evening, from the carefully curated art exhibits to the set designs and period-specific costumes, and gourmet dinner is intended to create an authentic atmosphere reflecting the spirit of the 15th-16th centuries. Throughout the event, attendees are encouraged to take part in interactive activities inspired by these eras, making the experience not only engaging but also educational. These participatory elements are meant to foster meaningful connections among guests and performers, reinforcing the sense of community and enhancing the social dimension of the evening. Although the Madrigal Dinner Theater serves as a form of living history, it also provides a welcome respite from modern life, transporting guests into the world of Medieval and Renaissance music, craftsmanship, and celebration.
Initials of Applicant	mkl
Date of Application	Apr 2, 2026
Submission IP	72.24.239.101
Submission ID	6509835821011485898
Last Update Date	



TO: MAYOR AND CITY COUNCIL
AGENDA: May 13 Tourism Advisory Committee
DATE: May 13, 2026
DEPT: Tourism
ITEM #: 4.A
SUBJECT: Presentation & Discussion Regarding Updates
Related to: Marketing, Airport, Sales & STR,
General Tourism Updates, Grants & Recreation
Services.

ITEM SUMMARY

This item will provide an opportunity for city staff to update the Committee on the following:

1. Marketing (Mike Kelly will discuss the tourism website & social media)
2. Airport (Mike Kelly will provide updates submitted by Christina Stapleton)
3. Sales + STR (Mike Kelly will review)
4. Tourism Grants (Mike Kelly will provide an update on the FY27 TAC Grant Scoring Lunch)
5. Recreation Services (Ryan Harlow will review sports, events, new leagues coming to Prescott)
6. TBD - Council Liaison/City Management Updates

BACKGROUND

None.

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

None



TO: MAYOR AND CITY COUNCIL
AGENDA: May 13 Tourism Advisory Committee
DATE: May 13, 2026
DEPT: Tourism
ITEM #: 4.B
SUBJECT: Presentation & Discussion Regarding Updates
from Committee Members Related to Business &
Tourism in Prescott.

ITEM SUMMARY

This item will provide an opportunity for each Committee Member to provide the group with updates regarding their various professional niches in the community.

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