



City of Prescott

Tourism Advisory Committee

August 12, 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 **August 12, 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 May 13, 2026 Tourism Advisory Committee Meeting Minutes.
Recommended Action: MOVE to approve the minutes as presented
- B. Discussion, Introduction & Welcome of New Member Katherine Dufort to the Tourism Advisory Committee.
Recommended Action: This item is for discussion only. No formal action will be taken.
- C. Discussion, Introduction & Welcome of New Economic Development Director, Steve Prokopek.
Recommended Action: This item is for discussion only. No formal action will be taken.
- D. Presentation & Discussion Regarding City Contract No. 2027-046, for Tourism Destination Marketing Execution, Economic Development Initiatives, and Campaign Support Presented to City Council at the August 11 Voting Meeting.
Recommended Action: This item is for discussion only. No formal action will be taken.

4. UPDATES & ANNOUNCEMENTS FROM STAFF

- A. Presentation & Discussion Regarding Updates Related to: Airport, Bed Tax & Taxable Activity Reports, Tourism STR & Datafy Reports and General Tourism & Economic Development Updates.
- 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 8/6/26 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: August 12 Tourism Advisory Committee
DATE: August 12, 2026
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Approval of the May 13, 2026 Tourism Advisory Committee Meeting Minutes.

ITEM SUMMARY

This item is for approval of the May 13, 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. May 13, 2026 TAC Minutes

City of Prescott

Tourism Advisory Committee



May 13, 2026 | 11:00 AM
201 N. Montezuma Street
Council Chambers, 1st Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Chair Brassard called the meeting to order at 11:01 a.m.

2. ROLL CALL

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

3. DISCUSSION & ACTION ITEMS

A. Approval of the April 8, 2026 Tourism Advisory Committee Meeting Minutes.

MOTION BY MEMBER KELLERMAN TO APPROVE APRIL 8, 2026 MEETING MINUTES; SECONDED BY MEMBER GALLAGHER: PASSED (10 - 0).

B. Presentation & Discussion Regarding the Smith Travel Research (STR) Updated Report.

Tourism Manager Mike Kelly presented a proposed multi-city market comparison report intended to provide the Committee with broader tourism performance metrics and improved benchmarking against comparable destinations. Mr. Kelly explained that staff is working to consolidate information from STR, CoStar, and Datafy into a single monthly report that will provide a more comprehensive overview of tourism trends.

Member Dawson and Chair Brassard discussed the proposed comparison communities, including Prescott Valley, Flagstaff, Sedona, Kingman, and Cottonwood, and recommended adding Williams and Payson to provide additional market comparisons. The report will include

occupancy, Average Daily Rate (ADR), Revenue Per Available Room (RevPAR), and year-over-year performance metrics.

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

C. Presentation & Discussion Regarding the Downtown Beautification Contract.

Mr. Kelly presented an overview of the Downtown Beautification Cooperative Contract and reviewed the current agreement administered in coordination with Public Works through the city's cooperative contract with Swept Away. He explained the funding history of the program and discussed the transition of funding responsibilities through the current cooperative contract ending October 31, and further reviewed the scope of services provided under the contract, including sidewalk pressure washing, litter collection, trash receptacle maintenance, alley vacuuming utilizing specialized water recovery equipment, and special event cleanup services. Mr. Kelly also discussed seasonal adjustments to pressure washing operations during the winter months and the contract's flexibility to respond to special event needs.

Vice Chair Gallagher stated concerns regarding the frequency and consistency of cleaning services within the downtown core and stated concerns related to Whiskey Row sidewalks, alley cleanliness, and the Granite Street Parking Garage, and requested additional clarification regarding service schedules and responsibilities.

Member Keleher stated that he would like to see improvement to the downtown service area map and evaluate increased cleaning frequencies in high-traffic visitor areas and before major special events.

Mr. Kelly stated that Public Works and Swept Away will be invited to attend the August or September TAC meeting to review contract performance, discuss service expectations, and receive Committee feedback. He added that staff will continue coordinating with Public Works regarding downtown maintenance responsibilities and future contract improvements.

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

D. Presentation & Discussion Regarding Current State of the Tourism and Economic Development Departments with City Manager Dallin Kimble.

City Manager Dallin Kimble provided an overview of the current organizational structure within the Economic Development and Tourism Department and discussed ongoing recruitment efforts for the Economic Development Director position. Mr. Kimble explained that once the Director position is filled, staff intends to move forward with filling the vacant Tourism Coordinator position to provide additional administrative support and allow staff to focus more strategically on destination sales, industry partnerships, and tourism development initiatives. Mr. Kimble also reviewed the city's current destination marketing strategy and discussed the ongoing Request for Statements of Qualifications (RSOQ) process to procure professional destination marketing services. He explained that the city is seeking a qualified agency capable of providing integrated marketing, public relations, digital advertising, social media management, branding, and performance reporting in support of both Tourism and Economic Development.

Member Christensen asked if the Economic Development Director position would be in place soon and how the Tourism roles would support each other once the Director is in place.

Mr. Kimble stated that he hoped to make an offer this month and then estimates about 4-6 weeks for the new Director to start. He added that department structure would be evaluated once the Director is in place.

Member Dawson stated the importance of selecting a marketing partner capable of providing measurable results and maximizing the return on tourism marketing investments, and commented that Front Burner Media was a key consultant that has always had a positive impact on Tourism and should always be considered in future decisions.

Mr. Kelly also stated the importance of maintaining the city's Destination Marketing Organization (DMO) affiliation with the Arizona Office of Tourism. He mentioned recommendations from Front Burner Media for consultants that could also handle FAM groups, AOT Coop integration and conference representation.

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

E. Presentation & Discussion Regarding Tourism Grant Review and Award Selections.

Mr. Kelly reviewed the FY2027 Tourism Grant Program and discussed the evaluation process for the (28) grant applications submitted for Committee consideration. He explained the scoring procedures, evaluation criteria, and timeline for completing the Committee's review and scoring, and reminded the Committee that a motion for approval was needed.

MOTION BY MEMBER KLINE TO APPROVE TOURISM GRANT AND AWARD SELECTIONS; SECONDED BY MEMBER KELLERMAN: PASSED (10 - 0).

4. UPDATES & ANNOUNCEMENTS FROM STAFF

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

Airport Marketing, Communications & PR Coordinator Lillie Putman provided an update regarding operations at Prescott Regional Airport. Ms. Putman reviewed recent passenger activity, airline operations, and several capital improvement projects currently underway or in various stages of planning. She reported that April 2026 enplanements totaled 2,769 passengers, representing approximately a 26 percent increase over April 2025, while March passenger activity and airline load factors remained consistent with recent operating trends, and discussed operational challenges experienced by commercial carriers throughout the spring, including weather-related delays, maintenance issues, air traffic control restrictions,

crew availability, aircraft weight and balance limitations, and late arriving aircraft that affected scheduled service to Denver and Los Angeles.

Ms. Putman also reviewed several airport capital improvement projects currently underway or in design, including south ramp crack sealing and seal coating, terminal parking lot restriping and signage improvements, Phase I hangar development, Taxiway Foxtrot realignment, planning for the future Aircraft Rescue and Fire Fighting (ARFF) and Snow Removal Equipment (SRE) Operations Facility, north ramp development, southwest ramp reconstruction, vehicle service road improvements, and additional parking to accommodate future airline growth and expanded commercial service. She also reported that Prescott Regional Airport recently hosted the Arizona Airports Association Conference with record attendance and highlighted the airport's continued growth and increasing activity within Arizona.

Member Christensen requested additional information regarding passenger feeder markets utilizing the Denver and Los Angeles routes to better understand visitor origin markets and travel patterns.

Ms. Putman stated that she would include that info for reporting next meeting.

Mr. Kelly reviewed Tourism performance utilizing Datafy, STR, CoStar, and Google Analytics. Mr. Kelly reported that March visitation totaled approximately 92,888 trips, generating 199,533 visitor days with an average length of stay of 2.1 days. Estimated visitor spending during March totaled approximately \$12.7 million, representing an increase of approximately 48.7 percent over the previous year, while hotel revenue increased approximately 15.7 percent to \$5.48 million.

Mr. Kelly also reviewed lodging performance, reporting March occupancy at 68.48 percent, while comparing Prescott's lodging performance with surrounding communities including Flagstaff, Sedona, Prescott Valley, Kingman, and Cottonwood. He explained that the Department's new integrated multi-city comparison report will continue to evolve by combining STR, CoStar, and Datafy information into one monthly report beginning later this year. Mr. Kelly continued with a review of Experience Prescott's Google Analytics, reporting approximately 40,000 active website users during April compared with approximately 13,000 active users during April of the previous year. Website activity generated approximately 264,000 user events, with paid social media continuing to produce the largest source of website traffic followed by organic search, direct traffic, and referral traffic.

Economic Development Manager Tricia Lewis provided an update regarding current Economic Development initiatives and Department activities. Ms. Lewis reviewed ongoing recruitment efforts for the Economic Development Director position and discussed continued collaboration between the Economic Development and Tourism Divisions to strengthen destination marketing, business recruitment, and community development efforts. She also reviewed the city's ongoing Request for Statements of Qualifications (RSOQ) process for destination

marketing services. She explained that the city is seeking a qualified agency capable of providing integrated branding, marketing, public relations, digital advertising, and destination management services supporting both Tourism and Economic Development initiatives. Staff advised that responses would be evaluated following the June 4 submission deadline and that additional information would be presented to the Committee at a future meeting.

Recreation Supervisor Ryan Harlow provided an update regarding Recreation Services programming, community events, and park improvement projects. Mr. Harlow reviewed several upcoming community events, including the Broken Board Skate Jam scheduled for May 23 at Mike Fann Community Park, Moonlight Movie Night at Granite Creek Park on June 12, the return of Moonlight Movie Night at Watson Lake on July 17, and preparations for the city's Fourth of July Freedom Festival at Pioneer Park. Mr. Harlow discussed Recreation Services' efforts to improve community programming by bringing several special events back under city management, allowing staff greater flexibility to improve organization, scheduling, and overall event quality. He also reviewed ongoing improvements to the city's recreation and events website intended to improve communication regarding community events, park amenities, and recreational programming.

Mr. Harlow concluded with updates regarding several park improvement projects, including continued improvements at Willow Creek Park, enhancements to playground facilities, athletic fields, basketball courts, and other recreational amenities designed to improve the experience for both residents and visitors.

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

- B. Presentation & Discussion Regarding Updates from Committee Members Related to Business & Tourism in Prescott.

Member Kellerman stated that the 52nd Annual Phippen Museum Western Art Show and Sale is happening on the Courthouse Plaza on Memorial Day weekend.

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

5. ADJOURNMENT

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

MATT BRASSARD, CHAIR

STAFF LIASON



TO: MAYOR AND CITY COUNCIL
AGENDA: August 12 Tourism Advisory Committee
DATE: August 12, 2026
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Discussion, Introduction & Welcome of New Member Katherine Dufort to the Tourism Advisory Committee.

ITEM SUMMARY

This item is to provide an introduction and welcome to new member Katherine Dufort to the Tourism Advisory Committee.

Staff will also discuss the new member folder, obtain signatures for the BCC Code of Conduct and remind the members of the previously recorded April 9 Open Meeting Law Training which is required annually for all city BCC members.

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

RECOMMENDED ACTION

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

ATTACHMENTS

1. Resolution No. 2026-1971_TAC
2. BCC Member Handbook_2026

RESOLUTION NO. 2026-1971

A RESOLUTION OF THE MAYOR AND COUNCIL OF THE CITY OF PRESCOTT, YAVAPAI COUNTY, ARIZONA, RESCINDING RESOLUTION NO. 4400-1609 IN ITS ENTIRETY AND RE-ESTABLISHING AN ELEVEN (11) MEMBER TOURISM ADVISORY COMMITTEE AS A STANDING COMMITTEE OF THE CITY OF PRESCOTT

RECITALS:

WHEREAS, Chapter 1-13 of the Prescott City Code authorizes the Mayor and Council to form Standing Committees of the City to act in an advisory role to the Mayor and Council; and,

WHEREAS, the Mayor and Council wish to create a Tourism Advisory Committee that will convene at least six times yearly to discuss and provide regular input on tourism matters; and,

WHEREAS, the establishment of a Tourism Advisory Committee is in the best interest and promotes the welfare of the citizens of Prescott.

ENACTMENTS:

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF PRESCOTT AS FOLLOWS:

Section 1. THAT, City of Prescott Resolution No. 4400-1609 is hereby rescinded in its entirety.

Section 2. THAT, there is hereby formed the Tourism Advisory Committee (the "TAC"), which shall be comprised of eleven (11) members. The TAC shall function as a standing committee pursuant to Prescott City Code Chapter 1-13.

Section 3. THAT, the role of the TAC is to:

- (a) Prepare and recommend to the City Council, a five (5) year Tourism Strategic Plan to use as a guide for future programs.
- (b) Make recommendations to City Staff and the City Council regarding allocation of the City's transient occupancy tax.
- (c) Support the City's tourism staff on matters of local concern and the promotion of tourism.
- (d) Administer annual grant allocations to the City's transient occupancy tax and make recommendations to the City Council for final grant allocations.

(e) Consider any other tourism-related matters assigned to it by the City Council.

Section 4. THAT, The TAC shall meet a minimum of six (6) times per year.

Section 5. THAT, the TAC shall operate in conformance with the policies and procedures for all other City advisory committees.

Section 6. THAT, the City Council shall appoint eleven (11) members for three (3) year staggered terms that begin on the first day of April the year of appointment and continue to the last day of March at term completion. Seven (7) of the members shall represent the hospitality and tourism industry. Three (3) of the members shall represent the local business community, and one (1) member of the general public.

Section 7. THAT, a quorum of six (6) TAC voting members shall be required to conduct business before the TAC.

Section 8. THAT, the officers of the TAC shall include a Chair and Vice-chair, and Secretary, each of whom shall serve for one (1) year and until his or her successor is elected and qualified. The TAC will elect officers annually at their first regularly scheduled meeting after April 1st. A majority of the quorum present is sufficient to elect the officers. Upon vacancy in the position of chair, the vice-chair shall succeed as chair until the next annual election for the position. Vacancies for any other position, created by any cause, shall be filled for the unexpired term by a new election.

Section 9. THAT, all meetings of the TAC shall be open to the public and members shall comply with Arizona Open Meetings Law.

Section 10. THAT, the TAC may establish its own rules of procedure that are not inconsistent with this Resolution or applicable laws.

PASSED AND ADOPTED by the Mayor and Council of the City of Prescott this 10th day of February, 2026.

Cathey Rusing

CATHEY RUSING, Mayor

ATTEST:

APPROVED AS TO FORM:

Sarah M. Thornhill

SARAH M. THORNHILL
City Clerk

Joseph D. Young

JOSEPH D. YOUNG
City Attorney

CERTIFICATION OF RECORDING OFFICER

STATE OF ARIZONA)
County of Yavapai) ss.

I, the undersigned Sarah M. Thornhill, being the duly appointed, qualified City Clerk of the City of Prescott, Yavapai County, Arizona, certify that the foregoing Resolution No. 2026-1971 is a true, correct and accurate copy of Resolution No. 2026-1971 passed and adopted at a Voting Meeting of the Council of the City of Prescott, Yavapai County, Arizona, held on the 10th day of February 2026, at which a quorum was present and, by a 6-0 vote, six voted in favor of said resolution.

Given under my hand and sealed this 18th day of February, 2026.

Seal



Sarah M. Thornhill
City Clerk



Boards, Commissions & Committees



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Welcome

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Appointment

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City Council

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Agendas & Minutes

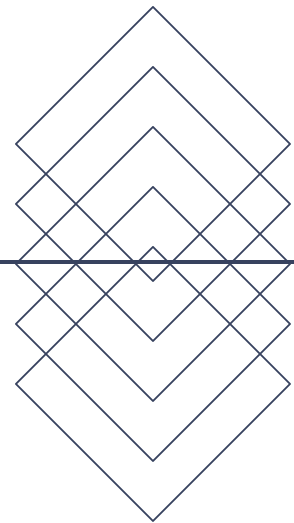
07

**Member Training
Open Meeting Law**

08

Contact Information

Member Handbook





Welcome

Welcome to the team of dedicated Board, Commission, and Committee (BCC) members!

Your participation is essential in shaping the strategies, policies, and initiatives that influence our community and impact our stakeholders. The role you are stepping into is crucial, and your contributions will help drive the effectiveness and success of our organization.

Purpose of the Handbook:

- **Understanding Structure:** This handbook is designed to provide you with a comprehensive overview of the City's structure. It will help you understand how different components of the organization fit together and how they interact with one another.
- **Processes and Procedures:** You will find detailed information about our processes and procedures. This will guide you through your responsibilities and the steps involved in various activities and decision-making processes.
- **Expectations and Responsibilities:** Clearly outlined expectations and responsibilities will be provided to ensure you are well-informed about your role and how you can effectively contribute.

Guidance for Your Role:

- **Unique Contributions:** We encourage you to bring your unique perspectives, skills, and experiences to the table. Each member's individual background and expertise benefit discussions and help in creating well-rounded solutions to community challenges.
- **Active Participation:** Your active involvement is key to achieving our collective goals. Engage with fellow members, and contribute to discussions effectively to make the most of your role.

Commitment to Our Mission:

- **Shared Objectives:** As you work with the BCC members, focus on advancing our mission and fulfilling our goals are central to the success and well-being of the community we serve.
- **Upholding Values:** Upholding the City's core values in your work will ensure that we remain aligned with our mission and continue to positively impact those we serve.

Thank you for your commitment and for stepping into this important role; we look forward to the positive contributions you will make. Together, we will make a meaningful difference in the lives of our community members and strive towards achieving our goals.





BCC Appointment

The City of Prescott has more than 20 active BCCs, that play a crucial role in the functioning and development of our community. These BCCs provide an excellent platform for residents to engage with city government, contribute their expertise, and influence local policies and projects. We are fortunate to have an involved resident base who serve.

Annually, the Council Subcommittee on Appointments review submitted applications to fill vacancies that come available for various term endings on the city's BCCs. After a thorough review of the applications, the Subcommittee makes recommendations to City Council.

City Council then makes the final appointments, selecting members based on their qualifications, experience, and alignment with the needs of the respective BCCs.

It is the goal, through appointments, that volunteers continue to serve on BCCs and have the opportunity to provide their experience and expertise. At the same time, the appointment of new members often brings fresh insights and perspectives that contribute to the many ongoing city projects and initiatives.



For additional information regarding BCCs and the appointment process please feel free to contact the City Clerk's Office.

City Council



Cathey Rusing
Mayor



Jim Garing
Councilmember



Mary Fredrickson
Councilmember



Lois Fruhwirth
Mayor Pro Tem



Patrick Grady
Councilmember



Ted Gambogi
Councilmember



Jay Ruby
Councilmember



City Organization

Organization

The Prescott City Charter was adopted by the city voters in 1958 and is the basic governing authority of the City. The City Charter establishes a Council-Manager form of government. This means that the City Council provides leadership and formulates the laws and general policies of the City which are then administered by the City Manager. The Charter also outlines the duties and responsibilities of each area of City government.

City Council

The City Council consists of a Mayor and six Councilmembers who are elected at large to serve as the legislative body of the City. The Mayor is elected every two years and acts as Chairperson of the Council presiding over Council meetings. Councilmember's hold staggered, four-year terms, with three seats decided every two years. Soon after every City General Election, the Council chooses a Mayor Pro Tempore to serve in the absence of the Mayor.

Consistent with applicable laws and regulations enacted by the Federal and State Governments, the City Council bears sole responsibility and exercises sole authority in establishing the policies governing the operation of the City of Prescott. The City Council enacts local legislation, adopts budgets, and establishes public policy. To do this, the Council sets goals and objectives based on strategic planning; recommendations from the City Manager, City Attorney, boards and commissions, public input, and through the budgeting process. Members of the City Council also serve as Council representatives to most of the City's boards, commissions, and committees.

City Manager

The City Manager is the City's administrative head and is directly responsible to the City Council. The City Charter grants the City Manager a non-voting seat on the Council, which allows the City Manager to take part in Council discussions. The City Manager implements Council policies and directives and makes recommendations to the Council on measures necessary for the efficient and effective operation of municipal services. It is the Manager's responsibility to direct the preparation of the City's annual budget and submit it to the Council for approval. In addition, the City Manager oversees the day-to-day operation of the City and directs the activities of City employees.

City Attorney

The City Council appoints the City Attorney to serve as the legal branch of the City. The City Attorney represents the City's legal interests and rights, providing legal advice, and prosecuting criminal complaints. Among other things, the City Attorney's office drafts and reviews the City's legal documents and issues legal opinions.



City Organization

City Clerk

The City Clerk is appointed by the City Council. The Clerk conducts City elections and maintains the permanent records of the City, including the City Code and City Charter, and oversees the overall City Records Management Program. Additionally, the City Clerk administers the City's BCC program, conducts BCC member training, maintains membership rosters for the City's BCC members and processes all BCC applications.

Be sure to provide any changes in your contact information as soon as possible to the Clerk's office so that your record is accurate.

BCC Roles & Responsibilities

Council Representatives

All city BCCs have a Councilmember, selected annually by the Mayor, who serves as a liaison between the BCC and the Council. These Liaisons are not members of the BCC and do not vote but rather serve as a conduit for the Council and provide quarterly updates on the work of the BCC at regularly scheduled Council meetings.

Staff Liaison(s)

Your staff liaison wears many hats and one of those is to provide support for your BCC.

Among other things, the staff liaison's role is to:

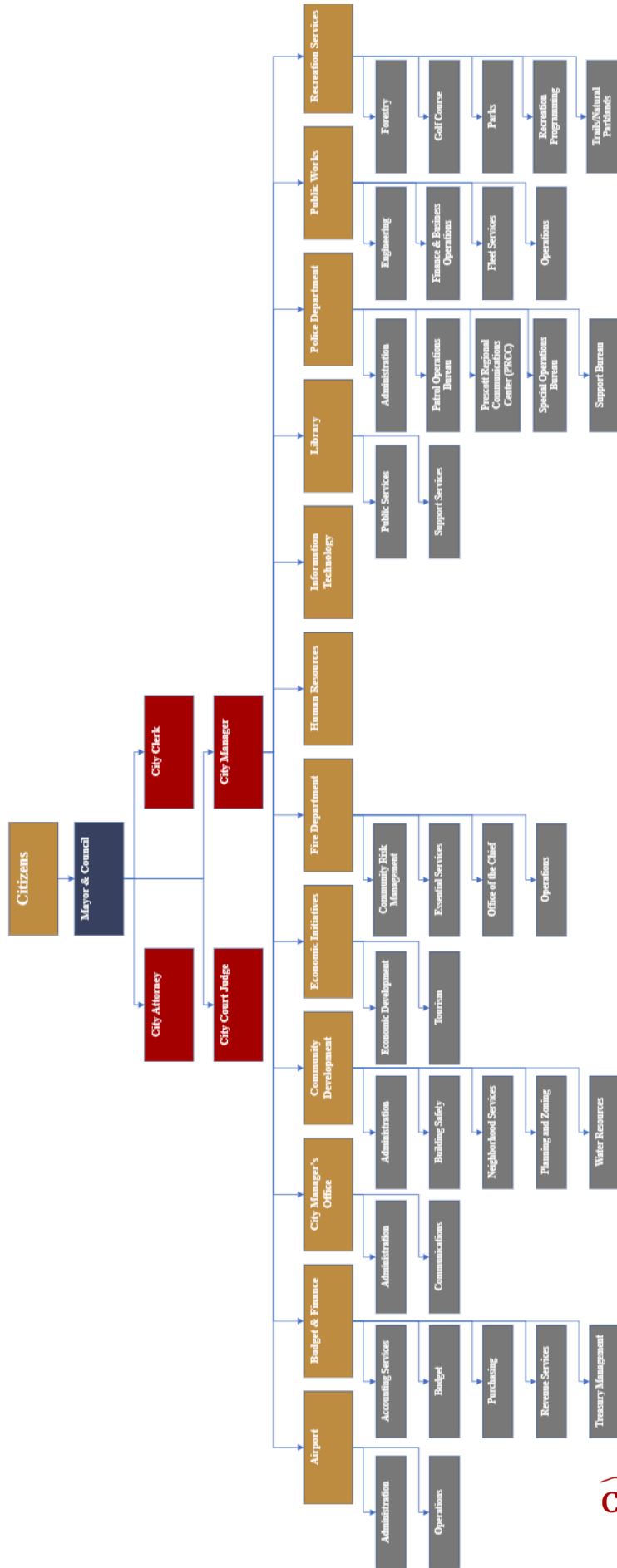
- Prepare meeting agendas with input from the BCC and staff.
- Ensure compliance with Open Meeting Law requirements.
- Assist in distributing information to the body of the BCC according to proper protocols.
- Respond to appointee requests for information related to BCC business.
- Prepare letters & communications of the BCC and process them for review and approval.
- Facilitate interaction with other BCCs.
- Place items on a BCC meeting agenda, in response to direction from the City Council or City Manager, a citizen petition, a request from a commissioner or chairperson, a request from other BCCs, or as deemed necessary by the staff liaison.
- Coordinate requests for legal assistance with the City Attorney.
- Prepare BCC recommendations to the City Council.

The staff liaison also has authority to call special meetings, when necessary, to meet program directives for the BCC.

BCC members do not have authority over the work program of city staff. Rather, the liaison acts as an information resource and provides technical assistance. BCC members may not direct City staff in the performance of their BCC-related activities, nor can they assign projects or direct the work of staff. A BCC may request staff's assistance on various projects; however, the City Manager must approve all requests which create a substantial demand for a work product.



City Organization



Code of Conduct

This section is intended to describe a code of conduct for City BCCs and designed to define the way members shall treat one another, city staff, constituents, and others they come into contact with while representing the City of Prescott. The Council encourages positive and respectful dialogue. Therefore, members shall refrain from abusive conduct, personal charges, disrespectful language, or verbal attacks upon the character of others. It is both encouraged and expected that the Chair of each BCC will intercede when the conduct of another member is in violation of this code of conduct.

BCC members must treat each other and the public with respect. Elected and appointed officials are composed of individuals with a wide variety of backgrounds, personalities, values, opinions, and goals but have chosen to serve the public in order to preserve and protect the community. In all cases, this common goal should be acknowledged.

Residents, property owners and businesses of the City of Prescott are entitled to have fair, ethical and accountable local government. Such a government requires that public officials are independent, impartial, and fair in the judgment, actions, and recommendations, use their public office for the public good and not personal gain, and conduct public deliberations and processes openly, unless legally confidential in an atmosphere of respect and civility.

BCC members shall honor this code of conduct from the time of appointment to office.

BCC members shall act in the public interest, recognizing that stewardship of the public interest must be their principal concern. All shall work for the common good of the City of Prescott and not for any private or personal interest. Members will endeavor to treat all persons, claims and transactions in a fair and equitable manner.

BCC members shall comply with the laws and rules of the Constitution of the United States, the Constitution and laws of the State of Arizona, and the City of Prescott City Charter, City Code, and Policies & Procedures, and all other governing documents related to conflict of interest, election campaigns, financial disclosures, and open meeting law.

BCC members shall refrain from abusive conduct and verbal attacks upon the character or motives of other members of the BCC or City Council, staff, and the public.

BCC members shall have respect for the process and duties shall be performed in accordance with those processes and rules of order established by the Council.



Code of Conduct

(continued)

BCC members shall be present and active for meetings of their respective Board, and inform themselves of public issues, listen attentively to public discussions before the body and focus on the business at hand.

BBCC members are responsible for their communication related to city matters. They shall publicly share substantive information that is relevant to a matter under consideration that they received from sources outside of the public decision-making process.

BCC members shall ensure public confidence in decision-making by being familiar with and complying with conflict of interest laws.

BCC members shall respect and preserve the confidentialities of information provided to them concerning matters of the city. They shall neither disclose confidential information without proper legal authorization nor use such information to advance their financial or private interests.

BCC members have the primary responsibility to ensure that ethical standards are understood and met and that the public can continue to have full confidence in the integrity of their city government.



Loyalty Oath of Office

I, (name), do solemnly swear that I will support and defend the Constitution of the United States, the Constitution and laws of the State of Arizona, and the Prescott City Charter, that I will bear true faith and allegiance to the same and defend them against all enemies, foreign and domestic, and that I will faithfully and impartially discharge the duties of the position of a (BCC) (Position), according to the best of my ability, so I do affirm.

Agendas & Minutes

Agendas are distributed to members in advance of meetings.
They may also be found here:

- Visit www.prescott-az.gov
- Click on “Council & BCC Meetings” (under “Government”)
- You will be taken to the public CivicClerk portal for Events
- Click on the event date
- Click on the event title, then under Meeting Files click on “Agenda Packet” or “Minutes”
- Click on  to download the document



Board Commission Committee Member Training



Effective | Spring 2026



Open Meeting Law

- All agendas must be followed as posted.
 - o Items may be taken out of order, if necessary, at the discretion of staff or the BCC Chair
 - o If an item needs to be moved to a future meeting, a motion to postpone or defer must be made
 - o Only one subject may be before the Committee at a time
 - o Discussion on topics which are not on the posted agenda is prohibited



Open Meeting Law & Meeting Process



- Staff Liaisons shall read the Item Title to introduce each item & discussion will take place as follows:
 - o Staff will present the item
 - o The Committee will discuss
 - o Public comment (if any) will be taken – speakers are limited to three (3) minutes each
 - o Motion, second, and vote (when applicable)
 - o When all items on the agenda have been discussed, the Chair will adjourn the meeting (no motion is necessary for this action)



Discussion vs. Action Items



- Below the description of each item on the agenda is stated whether the item is an action item or for discussion only.
 - Discussion only items
 - Staff will present
 - Committee will discuss
 - Chair will take public comment
 - Action items
 - Staff will present
 - Committee will discuss
 - Chair will take public comment
 - Chair will call for a motion, second, vote
 - Staff liaison will announce pass or fail and vote (ie “Passes 6-0”)

DISCUSSION & ACTION ITEMS

- A. Approval of the June 10, 2024 Pedestrian, Bicycle & Traffic Advisory Committee Meeting Minutes.
Recommended Action: MOVE to approve or approve with changes the minutes as presented
- B. Presentation & Discussion Regarding Westridge Drive Traffic Concerns.
Recommended Action: MOVE to approve or deny recommendations for Westridge Drive Traffic Concerns.
- C. Presentation & Discussion Regarding Sign Request for Lee Boulevard.
Recommended Action: MOVE to approve or deny sign request for Lee Boulevard.
- D. Presentation & Discussion Regarding Ongoing Project Updates.
Recommended Action: This item is for discussion only. No formal action will be taken.

Making a Motion

- If a Committee member wishes to speak, they must be recognized by the Chair.
- A motion can be made by any member of the Committee, including the Chair.
 - o The motion should be in this format:
I move to (approve, deny, defer, etc) the (June 10, 2024 minutes) (as presented, with changes, etc)
 - o I second the motion
 - o Staff liaison states “all in favor”; “any opposed”
 - o Vote
 - o Staff liaison announces vote “Passes 6-0”



Public Participation

- City BCCs allow public comment following discussion regarding items on the posted agenda.
- For all public comment
 - o Members of the public must complete a comment card
 - o When the Chair has opened the floor to public comment, Staff liaisons will call each person separately and give them three (3) minutes to speak
 - o Members of the public may only address the Committee regarding the item being discussed





City of Prescott | City Clerk's Office



(928) 777-1437



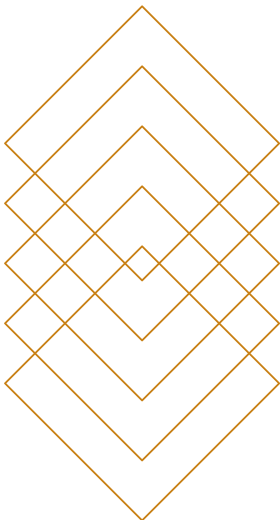
city.clerk@prescott-az.gov



www.prescott-az.gov



201 N. Montezuma Street, Suite 302
Prescott, AZ 86301





TO: MAYOR AND CITY COUNCIL
AGENDA: August 12 Tourism Advisory Committee
DATE: August 12, 2026
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Discussion, Introduction & Welcome of New Economic Development Director, Steve Prokopek.

ITEM SUMMARY

This item is for an introduction and welcome of the city's new Economic Development Director, Steve Prokopek.

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: August 12 Tourism Advisory Committee
DATE: August 12, 2026
DEPT: Tourism
ITEM #: 3.D
SUBJECT: Presentation & Discussion Regarding City Contract No. 2027-046, for Tourism Destination Marketing Execution, Economic Development Initiatives, and Campaign Support Presented to City Council at the August 11 Voting Meeting.

ITEM SUMMARY

This item is to provide an overview to the Committee regarding Destination Management and Marketing Services for the City of Prescott Tourism and Economic Development Department as outlined in this agenda item for approval. The formal contract and presentation outline are also included for further clarification. DestinationiQ, was selected through the City of Prescott Finance Department's OpenGov SOQ process. Details of the contract and scope of work to be provided are attached as well as a presentation outlining the necessity, background on DestinationiQ and the budget impacts.

BACKGROUND

Tourism has been a key economic component for decades, helping create revenues and activity for local area businesses and attractions. In the current City Council Strategic Plan, a specific goal has been established for increasing bed taxes associated with tourist spending, to which these bed taxes are used to help continue to foster and promote tourism. As a registered Destination Marketing Organization (DMO), the City of Prescott has certain responsibilities to establish marketing and advertising campaigns. As a department with limited staff and a growing list of economic development responsibilities, it's important that staff use the dedicated budget for tourism marketing and advertising in the most effective manner by engaging stakeholders and leveraging outside resources, including agencies dedicated to supporting DMOs. The recommendation for contracting with DestinationiQ went through a competitive qualification review process, is within the established budget for Tourism and Economic Development Budget, and in line with City Council strategic goals including: Creating new bed tax revenues, integrating with economic development outreach with Tourism Marketing and streamlining the process to better leverage resources.

FINANCIAL IMPACT

The not-to-exceed annual amount of \$306,500 will be funded through the Tourism and Economic Development available budget, split between the General Fund and the Bed Tax Fund.

RECOMMENDED ACTION

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

ATTACHMENTS

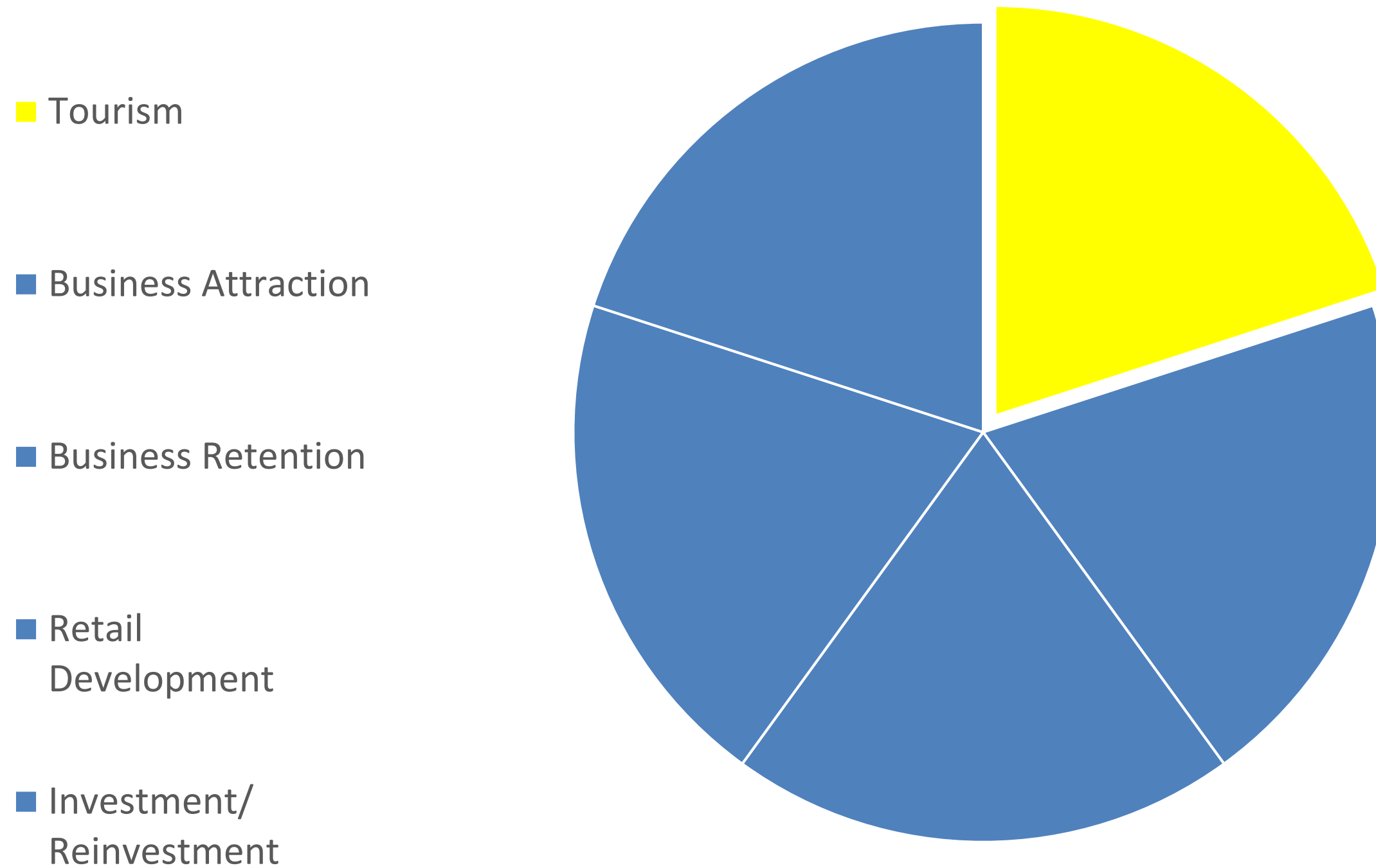
1. Destination IQ Presentation
2. City Contract No. 2027-046

Experience Prescott Advertising Services Contract For DestinationiQ

City Council Meeting August 11, 2026



Economic Development & Tourism



City Council Strategic Goals

- Strategic Plan (2026-2031):
 - Strategic Priority #2: Foster a Dynamic Economic Environment
 - Target Result #4: \$288 Million in Direct Tourism Spending
- Fiscal Year 2027 Budget:
 - **\$200,000** Tourism Advertising Campaign (*Tourism*)
 - **\$60,000** Tourism Advertising Campaign (*Economic Development*)
 - **\$46,015** Software Systems & Maintenance (*Tourism*)
 - **\$100,000** Subscriptions & Memberships (*Tourism*)
- Expected Outcome:
 - Create synergy between Tourism and Economic Development Initiatives

Why is Tourism Important?



- **Destination Marketing Organization – Experience Prescott**
 - The official entity designated by a city or county to promote a destination, attract overnight visitors and support the local tourism economy
 - The Arizona Office of Tourism (AOT), our state partner
 - Experience Prescott serves as the City of Prescott's official DMO, leading destination marketing initiatives that increase visitation, generate tourism spending and support local businesses while aligning with statewide promotion efforts and campaigns.

About Destination*iQ*

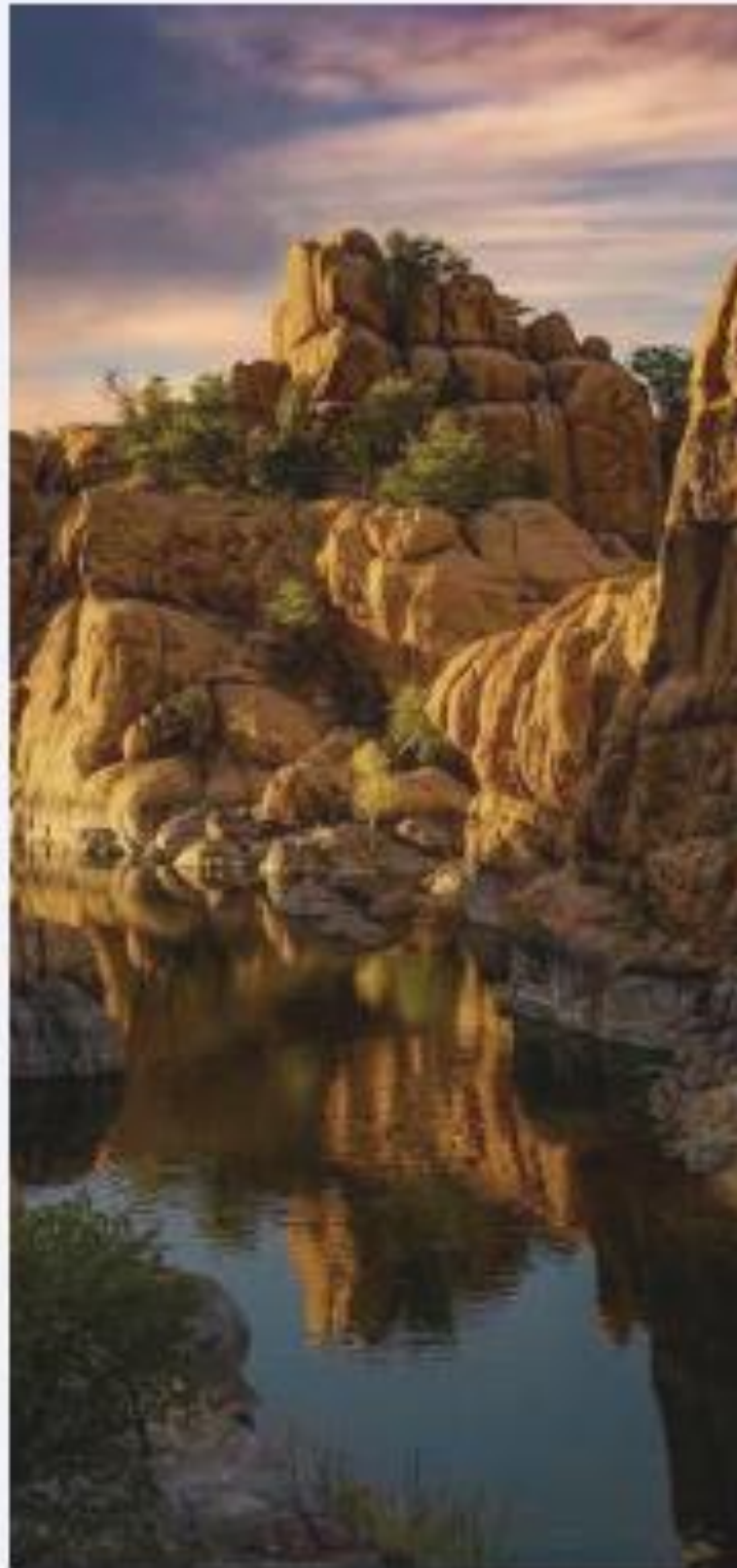


Destination*iQ* is a full-service tourism marketing and destination management agency with 30 years of experience helping communities build stronger, more sustainable visitor economies.

Our integrated team brings together destination strategy, research, branding, creative development, paid media, technology, stakeholder engagement, and performance measurement to turn community priorities into measurable action.

With deep experience across the American West, we understand that successful destination leadership extends beyond advertising.

It requires strong partnerships, responsible stewardship of public resources, compelling storytelling, and a long-term commitment to generating economic impact while preserving what makes each destination distinct.



Core Belief

Every community deserves to be a destination that prospers from the economic impact provided by tourism, improves the quality of life for visitors and residents, and grows sustainably without the effects of overtourism.



Commitment to Collaboration and Transparency

At DestinationIQ, we believe sustainable tourism growth begins with collaboration and transparency.

In addition to working closely with our immediate points of contact, we actively engage Lodging Tax Boards, local governments, business owners, and community stakeholders throughout every stage of our process.

By keeping communication open and ensuring all voices are heard, we foster shared ownership of tourism initiatives—building trust, aligning goals, and creating long-term strategies that benefit both residents and visitors alike.

Services Offered

Strategic Leadership

- Destination strategy
- Strategic planning
- Annual marketing planning
- Destination management
- Brand stewardship
- Executive consulting
- Tourism policy support
- Organizational leadership

Marketing Strategy

- Integrated marketing campaigns
- Media planning & buying
- Advertising strategy
- Digital marketing
- Search engine marketing (SEM)
- Search engine optimization (SEO)
- Campaign planning
- Seasonal marketing initiatives

Brand & Creative

- Brand identity
- Graphic design
- Creative direction
- Copywriting
- Photography direction
- Video production
- Visitor guides
- Print & digital collateral

Digital Communications

- Website strategy
- Website management
- Organic social media
- Email marketing
- Content strategy
- Public relations
- Influencer marketing
- Digital content development

Research & Analytics

- Visitor research
- Resident sentiment
- Market intelligence
- Audience segmentation
- Competitive benchmarking
- Campaign analytics
- ROI measurement
- Performance reporting

Partnership Development

- Cooperative marketing
- Tourism partner outreach
- Stakeholder engagement
- Community collaboration
- Industry communications
- Business partnerships
- Community workshops
- Destination storytelling

Visitor Experience

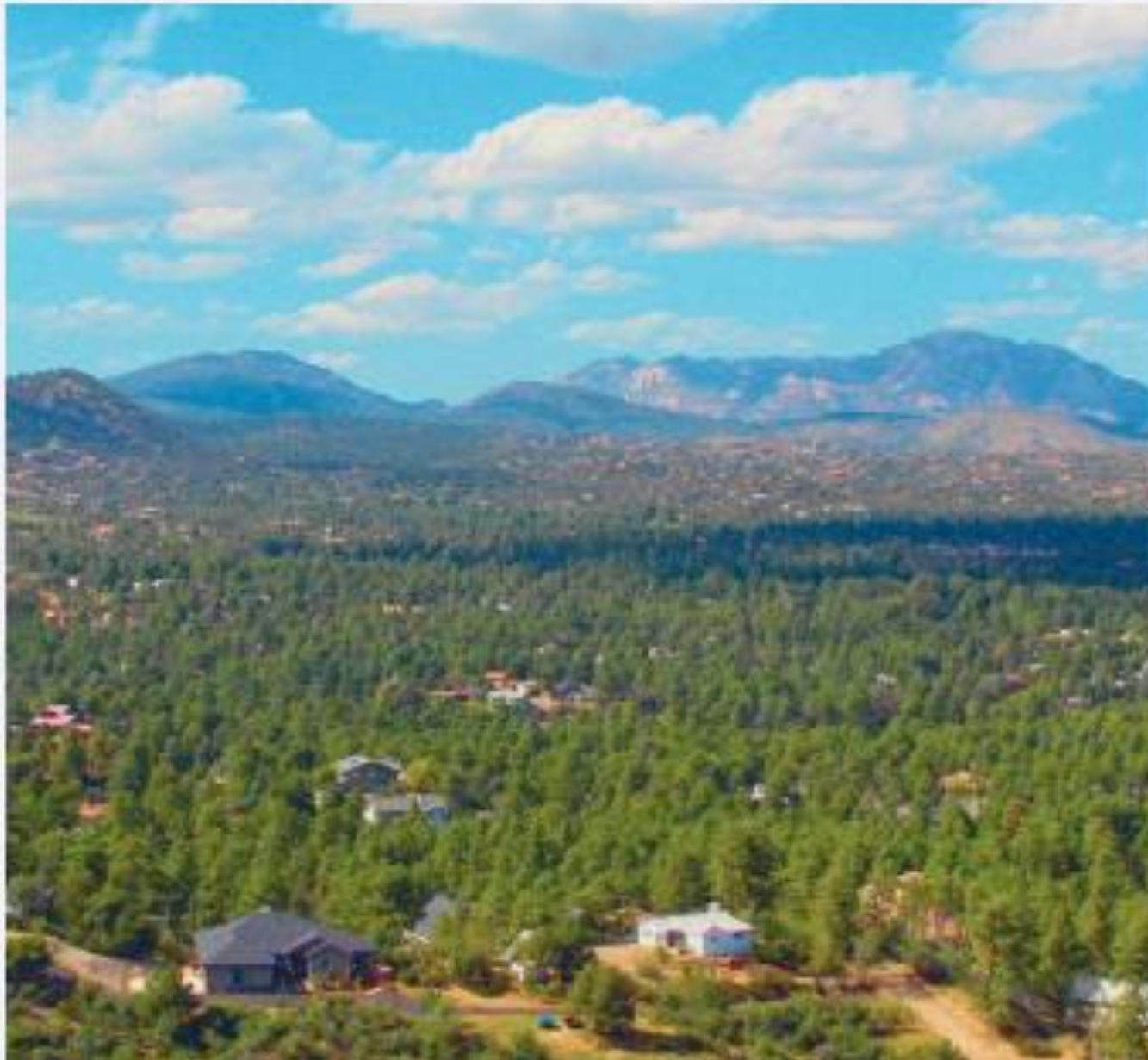
- Experience development
- Tourism product development
- Wayfinding strategy
- Itinerary development
- Event marketing support
- Visitor information strategy
- Destination storytelling
- Experience mapping

Organizational Support

- Budget development
- Annual work plans
- Board facilitation
- Committee facilitation
- Strategic reporting
- Grant assistance
- Meeting facilitation
- Transition planning

YEAR 1 SERVICES

PRESCOTT, AZ



Destination Management Services

- Destination Management Services Retainer
- Immersion Trip

Brand Strategy & Development

- Citywide/General Campaign Development

Content Marketing

- Photography
- Video Ad Development
- Targeted Campaigns
- Yodel Calendar Program
- Website Development & Updates

Digital Advertising

- Google Search Ads
- Meta Ads

Organic Social Media

- Organic Social Media (FB & IG)

Visitor Research & Insights

- Placer.ai Management and Analysis

DestinationiQ Team

Full-time Staff
40+ specialized vendors
200+ years of leadership experience
A team crafted specifically for Prescott, AZ.



Bryan Jordan
Owner & President



Lindsay Diamond
VP, Client Strategy



Kirsten Slavin
Account Director



Lauren Durie
Marketing Director



Sean Jefferson
Technical Director



Jim Kober
Content Manager



Samantha Shennum
Digital Advertising
Director



Ashley Mosher
Organic Social
Media Director



Carly Hirai
Graphic Designer



Tina Jordan
Calendar
Management



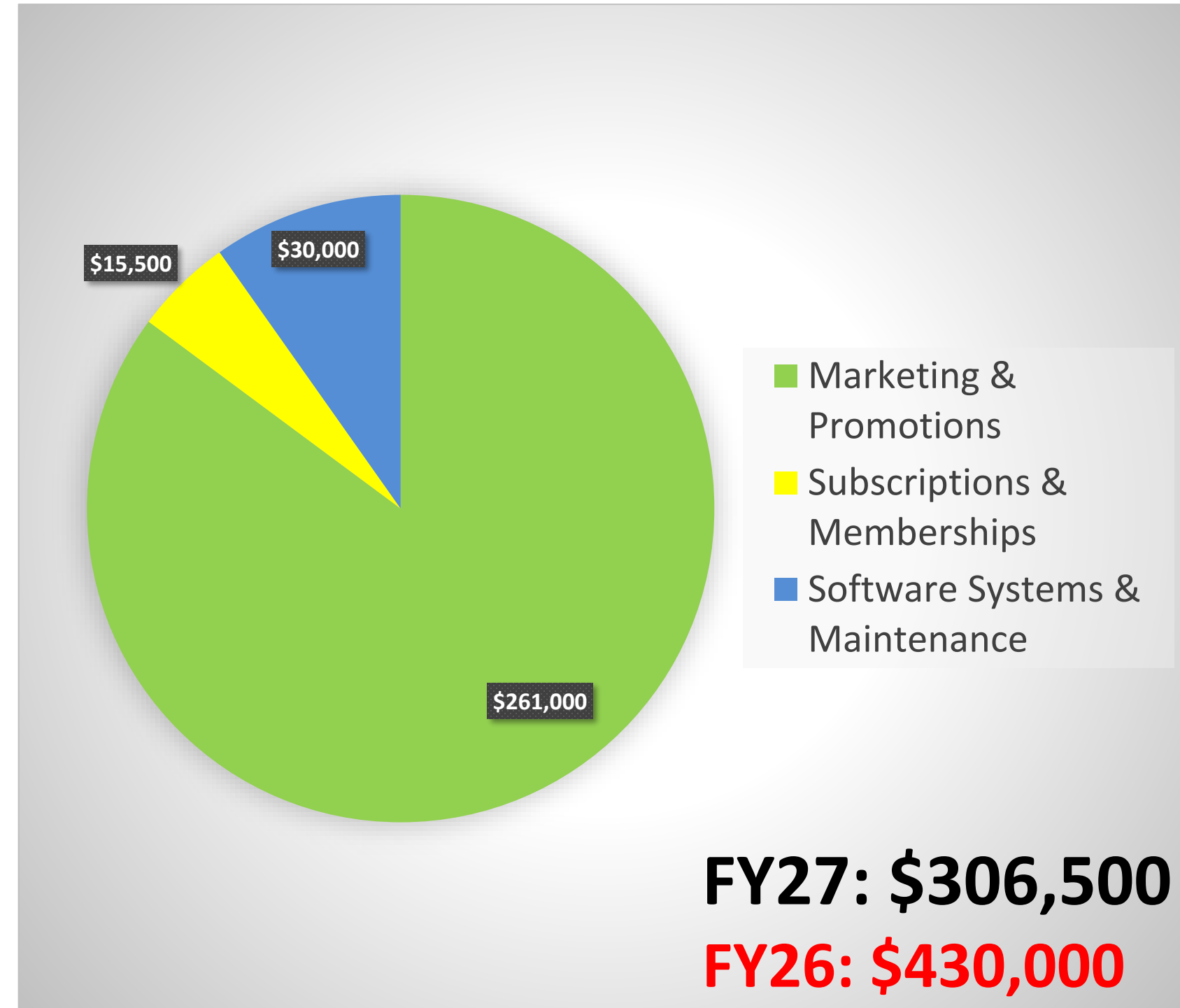
Zrenda Smith
Administrative
Assistant

DestinationiQ Clients



DestinationiQ – FY27 Contract

Category	Project
Destination Management Services	Destination Management Services
Destination Management Services	Immersion Trip
Brand Strategy & Development	Citywide/General Campaign Development
Content Marketing	Photography
Content Marketing	Video Ad Development
Organic Social Media	Organic Social Media (FB & IG)
Digital Advertising	Google Search Ads
Digital Advertising	Meta Ads
Content Marketing	Targeted Campaigns
Content Marketing	Website Development & Updates
Content Marketing	Yodel Calendar Program
Visitor Research & Insights	Placer.ai Management and Analysis



Next Steps

- TAC Engagement
- Potential Added Items
 - Tourism Strategic Plan
 - Economic Development/Tourism Advertising Campaign(s)
- Evaluation
 - Monthly Updates and Reporting
 - Bed Tax Revenue & ROI
 - Engagement & Visitation Metrics

Recommendation

Approve City Contract No. 2027-046

Destination Marketing Organization (DMO) Services





PROFESSIONAL SERVICES AGREEMENT/CONTRACT

Destination Marketing Organization (DMO) Services

Contract No. 2027-046

WHEREAS the City of Prescott (hereinafter referred to as “City”) is in need of certain services; and

WHEREAS, the City has solicited Requests for Qualifications in accordance with local and State Law; and

WHEREAS Global Vista Technologies, Inc. DBA DestinationiQ (hereinafter referred to as “Professional”), has expertise in providing Destination Marketing Organization Services.

NOW, THEREFORE, IN CONSIDERATION OF THE COVENANTS HEREIN CONTAINED, and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by each party to the other, it is hereby agreed as follows:

1. SCOPE OF WORK

- A. That Professional shall provide the services to the City in relation to the Destination Marketing Organization Services project as indicated in Exhibit “A” (Request for Statements of Qualifications, Statement/Proposal, and as indicated in the Detailed Scope of Work, Task and Fee Estimate, and Project Schedule as accepted by the Mayor and Council per the Council Minutes of August 11, 2026), and as requested by the City Economic Enterprise Director (hereinafter referred to as “Director”).
- B. In addition to those services identified in Paragraph A above, the Professional shall also perform all subordinate tasks not specifically referenced in Paragraph A, but necessary for the full and effective performance of the tasks specifically referenced.
- C. The Professional shall provide a sufficient number of qualified personnel to perform any and all services as required herein, including but not limited to inspections and the preparation of reports, as reasonably requested by representatives of the City.
- D. All services identified in Paragraphs A and B above shall be completed to the satisfaction of the City and shall be performed in compliance with the Professional's project schedule identified in the attached Exhibit “A”.

2. TERM OF AGREEMENT

The initial term of the Agreement shall be for a period of one (1) year, with the consideration of four (4), one-year extensions based on successful completion of work and mutual agreement, commencing on a fully executed contract.

3. COMPENSATION

- A. The City shall pay to Professional a total sum of Three Hundred Six Thousand, Five Hundred Dollars and Zero Cents (\$306,500.00) for all services specified in the Professionals project schedule of this Agreement, as specified in Exhibit "A".
- B. The foregoing sum includes payment for any and all services to be rendered by Professional or sub-contractors, which the Professional may employ for this Contract. It is expressly agreed by and between the parties that the Professional is solely responsible for any and all payment to such any other professionals or subcontractors retained by the Professional.
- C. Payment of the total amount provided for under this agreement/contract shall not relieve Professional of its obligation to complete the performance of all those services specified in the Scope of Work. Should the City request in writing additional services beyond that specified in the Scope of Work, then Professional shall charge, and City shall pay Professional in accordance with Exhibit "A".
- D. Prior to the final payment to the Professional, the City shall deduct therefrom any and all unpaid privilege, license and other taxes, fees and any and all other unpaid monies due the City from the Professional and shall apply to those monies to the appropriate accounts. Professional shall provide to the City any information necessary to determine the total amount(s) due.
- E. The Professional shall bill the City monthly for the fee due the Professional for services/work completed for each itemized task pursuant to this Agreement and Exhibit "A" during the billing period. City shall pay such billings within thirty (30) days of the date of their receipt.

4. CONTRACT CONDITIONS

4.1. TERMINATION

Notwithstanding the foregoing, this Agreement may be terminated by either party upon thirty (30) days written notice, with or without cause or upon completion of services. If this Agreement is terminated, the Professional shall be paid for authorized services satisfactorily performed to the date of the Professional's receipt of such termination notice.

4.2. COOPERATIVE USE OF CONTRACT

This contract may be extended for use by other municipalities, school districts and government agencies in the State of Arizona and as part of the Strategic Alliance for Volume Expenditures (S.A.V.E.) with the approval of the contracted vendor. Any such usage by other entities must be in accordance with the statutes, codes, ordinances, charter and/or procurement rules and regulations of the respective government agency.

4.3. INCORPORATION OF EXHIBITS

It is agreed by and between the parties that this Agreement incorporates the attached Exhibit "A" thereto as a part of this Agreement, and that the terms thereof shall be binding between the parties.

4.4. CONFLICT OF INTEREST

Pursuant to A.R.S. § 38-511, the City may cancel this Agreement, without penalty or further obligation, if any person significantly involved in initiating, negotiating, securing, drafting or creating the Agreement on behalf of the City is, at any time while the Agreement or any extension of the Agreement is in effect, an employee or agent of any other party to the Agreement in any capacity or a Professional to any other party of the Agreement with respect to the subject matter

of the Agreement. In the foregoing event, the City further elects to recoup any fee or commission paid or due to any person significantly involved in initiating, negotiating, securing, drafting, or creating this Agreement on behalf of the City from any other party to the Agreement arising as a result of this Agreement.

4.5. INVOICES

All invoices shall be emailed to ap@prescott-az.gov.

4.6. NOTIFICATIONS

Any notices to be given by either party to the other must be in writing, and personally delivered or mailed by prepaid postage, at the following addresses:

City of Prescott	Global Vista Technologies, Inc.
201 N. Montezuma Street	PO Box 4629
Prescott, AZ 86301	Buena Vista, Colorado 81211
contracts@prescott-az.gov	bryan@destinationiq.com

4.7. INDEPENDENT CONTRACTOR STATUS

It is expressly agreed and understood by and between the parties that the Professional is an independent contractor, and, as such, Professional shall not become a City employee, and is not entitled to payment or compensation from the City, or to any fringe benefits to which other City employees are entitled. As an independent contractor, Professional further acknowledges that it is solely responsible for payment of any and all income taxes, FICA, withholding, unemployment insurance, or other taxes due and owing any governmental entity whatsoever as a result of this Agreement. As an independent contractor, Professional further agrees that it will conduct itself in a manner consistent with such status, and that it will neither hold itself out nor claim to be an officer or employee of the City by reason thereof, and that it will not make any claim, demand or application to or for any right or privilege applicable to any officer or employee of the City, including, but not limited to, worker's compensation coverage, unemployment insurance benefits, social security coverage, or retirement membership or credit.

4.8. ASSIGNMENT

This Agreement is non-assignable by the Professional unless by sub-contract, as approved in advance by the City.

4.9. AMBIGUITY

This Agreement is the result of negotiations by and between the parties. Although it has been drafted by the Prescott City Attorney, it is the result of negotiations between the parties. Therefore, any ambiguity in this Agreement is not to be construed against either party.

4.10. INTELLECTUAL PROPERTY

All services/work products of the Professional for this Project are instruments of service for this Project only and shall remain the property of the City whether the Project is completed or not. All plans, drawings, specifications, data maps, studies, and other information, including all copies thereof, furnished by the City shall remain the property of the City. They are not to be used on other services/work, and, with the exception of this Agreement, are to be returned to the City on request or at the completion of the services/work.

4.11. DISPUTE RESOLUTION

The parties hereto expressly covenant and agree that in the event of a dispute arising from this Agreement, each of the parties hereto waives any right to a trial by jury. In the event of litigation, the parties hereby agree to submit to a trial before the Court. The Professional further agrees that this provision shall be contained in all sub-contracts related to the project, which is the subject of this Agreement

4.12. ATTORNEYS' FEES

The parties hereto expressly covenant and agree that in the event of litigation arising from this Agreement, neither party shall be entitled to an award of attorney fees, either pursuant to the Agreement, pursuant to A.R.S. § 12-341.01(A) and (B), or pursuant to any other state or federal statute, court rule, case law or common law. The Professional further agrees that this provision shall be contained in all sub-contracts related to the project, which is the subject of this Agreement.

4.13. INTEGRATION AND AMENDMENT

This Agreement represents the entire and integrated Agreement between the City and the Professional and supersedes all prior negotiations, representations, or agreements, either written or oral. This Agreement may be amended only by written instrument signed by both the City and the Professional. Written and signed amendments shall automatically become part of the Agreement, and shall supersede any inconsistent provision therein; provided, however, that any apparent inconsistency shall be resolved, if possible, by construing the provisions as mutually complementary and supplementary.

4.14. SEVERABILITY

In the event any provision of this Agreement shall be held to be invalid and unenforceable, the remaining provisions shall be valid and binding upon the parties. One or more waivers by either party of any provision, term, condition, or covenant shall not be construed by the other party as a waiver of a subsequent breach of the same by the other party.

4.15. INDEMNIFICATION

Subject to the limitations of A.R.S. § 34-226, to the fullest extent allowed by law, the Professional hereby agrees to indemnify and hold harmless the City, its departments and divisions, its employees, and agents, from any and all claims, liabilities, expenses or lawsuits as a result of the Professional's negligent acts, errors, or omissions, pursuant to this Agreement, except to the extent said claims, liabilities, expenses or lawsuits arise by the negligent acts or omissions of the City or his/her agents. The Professional further releases and discharges the City, its departments and divisions, its agents and employees, and any and all persons legally responsible for the acts or omissions of the City, from any and all claims which the Professional has or may have against the City, its agents or employees, arising out of or in any way connected with the Professional's activities as set forth below, other than those acts which occur due to the negligence of the City, its employees or agents.

4.16. MODIFICATIONS AND WAIVERS

No oral order, objection, claim or notice by any party to the other shall affect or modify any of the terms or obligations contained in this Agreement, and none of the provisions of this Agreement shall be held to be waived or modified by reason of any act whatsoever, other than by a definitely agreed waiver or modification thereof in writing. No evidence of modification or waiver other than evidence of any such written notice, waiver or modification shall be introduced in any proceeding.

4.17. DISCREPANCY

In the event of a discrepancy between this Agreement and Exhibit “A”, this Agreement shall control over Exhibit “A”.

4.18. NON-APPROPRIATION OF FUNDS

Fulfillment of the obligation of the City under this Agreement is conditioned upon the availability of funds appropriated or allocated for the performance of such obligations. If funds are not allocated and available for the continuance of this Agreement, this Agreement may be terminated by the City at the end of the period for which the funds are available. No liability shall accrue to the City in the event this provision is exercised, and the City shall not be obligated or liable for any future payments as a result of termination under this paragraph.

5. GENERAL PROVISIONS

5.1. CHANGES IN SERVICES/WORK

- A. The City, without invalidating the Contract, may order additional/extra services/work, make changes by altering, or delete any portion of the services/work as specified herein, or as deemed necessary or desirable by the Director. All such services/work shall be executed under the conditions of the original Contract except that any claim for extension of time and additional cost caused thereby shall be made at the time of ordering such change or additional/extra services/work.
- B. Additional/extra services/work shall be that services/work not indicated or detailed on the Scope of Work and not specified. Such services/work shall be governed by all applicable provisions on the Contract Document.
- C. In giving instructions, the Director shall have authority to make minor changes in the services/work, not involving additional/extra cost, and not inconsistent with the purposes of the services/work. No additional/extra services/work or change shall be made unless in pursuance of a written order by the Director and no claim for an addition to the total amount of the Contract shall be valid unless so ordered.
- D. Payment for any change ordered by the Director which involves services/work essential to complete the Contract, but for which no basis of payment is provided for herein, shall be subject to agreement prior to said services/work being performed.
- E. Adjustments to price and/or Contract Time which are agreed upon shall be incorporated in the written amendment issued by the Purchasing Division, which shall be written so as to indicate acceptance on the part of the Professional as evidenced by its signature. In the event prices cannot be agreed upon, the City reserves the right to terminate the Contract as it applies to the items in question and make such arrangements as it may deem necessary to complete the services/work, or it may direct the Professional to proceed with the items in question to be reimbursed pursuant to the unit prices in the Professional’s fee proposal.
- F. If the Professional claims that any instructions involve additional/extra cost under this Contract, it shall give the Director written notice thereof within forty eight (48) hours after the receipt of such instructions, and in any event before proceeding to execute the services/work. No such claim shall be valid unless so made. The Professional shall do such additional/extra services/work therefore upon receipt of an accepted Contract Amendment or other written order of the Director and in the absence of such Contract Amendment or other written order of the Director, the Professional shall not be entitled to payment for such additional/extra services/work. In no case shall services/work be undertaken without

written notice from the Director to proceed with the services/work. All Contract Amendments must be approved by the Director. Contract Amendments that go over \$50,000.00 or if the contract in total goes over fifty thousand dollars must be approved by the City Council.

5.2. PROFESSIONAL RESPONSIBILITY

Professional shall exercise the same degree of care, skill, and diligence in the performance of the Services as is ordinarily possessed and exercised by a professional under similar circumstances.

5.3. NO THIRD-PARTY BENEFICIARIES

Nothing in this Agreement shall be construed to give any rights or benefits to anyone other than the City and Professional.

6. FEDERAL AND STATE LAWS

6.1. COMPLIANCE WITH RELEVANT LAWS

All Services performed by Professional shall be performed in compliance with all applicable federal, state, county, or city laws, rules, regulations, and ordinances. Professional, at Professional's expense, shall be responsible for obtaining all necessary licenses, permits and governmental authorizations required to perform the Services. Professional understands and acknowledges the applicability to it of the Immigration Reform and Control Act of 1986 and the Drug Free Workplace Act of 1989.

6.2. NONDISCRIMINATION AND EQUAL EMPLOYMENT OPPORTUNITY

The Parties, with regard to the work performed by it after award and during their performance of this contract, will not discriminate on the grounds of age, race, color, national origin, religion, sex, disability, pregnancy, veteran status, familial status, or any other protected status in the selection and retention of employees and subcontractors, including procurement of materials and leases of equipment. The Parties will not participate either directly or indirectly in the discrimination prohibited by or pursuant to Titles VI and VII of the Civil Rights Act of 1964; Sections 501, 503 and 504 of the Rehabilitation Act of 1973; Section 109 of the Housing and Community Development Act of 1974; the Age Discrimination Act of 1975; the Americans With Disabilities Act (Public Law 101-336, 42 U.S.C. 12101-12213) and all applicable federal regulations under the Act; and, Arizona Governor Executive Orders 99-4, 2000-4, 2009-09, as may be amended from time-to-time.

6.3. ARIZONA LAWS

This Agreement shall be construed under the laws of the State of Arizona.

6.4. PROFESSIONAL IMMIGRATION WARRANTY

Professional understands and acknowledges the applicability to it of the Americans with Disabilities Act, the Immigration Reform and Control Act of 1986 and the Drug Free Workplace Act of 1989. The following is only applicable to construction contracts: The Professional must also comply with A.R.S. § 34-301, "Employment of Aliens on Public Works Prohibited", and A.R.S. § 34-302, as amended, "Residence Requirements for Employees".

Under the provisions of A.R.S. § 41-4401, Professional hereby warrants to the City that the Professional and each of its sub-contractors ("Sub-contractors") will comply with and are contractually obligated to comply with all Federal Immigration laws and regulations that relate to their employees and A.R.S. § 23-214(A) (hereinafter "Professional Immigration Warranty").

A breach of the Professional Immigration Warranty shall constitute a material breach of this Contract and shall subject the Professional to penalties up to and including termination of this Contract at the sole discretion of the City.

The City retains the legal right to inspect the papers of any Professional or Sub-contractors' employee who works on this Contract to ensure that the Professional or Sub-contractor is complying with the Professional Immigration Warranty. Professionals agree to assist the City in regard to any such inspections.

The City may, at its sole discretion, conduct random verification of the employment records of the Professional and any of subcontractors to ensure compliance with the Professional Immigration Warranty. Professional agrees to assist the City in regard to any random verification performed.

Neither the Professional nor any Sub-contractor shall be deemed to have materially breached the Professional Immigration Warranty if the Professional or Sub-contractor establishes that it has complied with employment verification provisions prescribed by Sections 274A and 274B of the Federal Immigration and Nationality Act and the E-Verify requirements prescribed by A.R.S. § 23-214(A).

The provisions of this Article must be included in any contract the Professional enters into with any and all of its Sub-contractors who provide services under this Contract or any sub-contract. "Services" are defined as furnishing labor, time, or effort in the State of Arizona by a professional or sub-contractor. Services include construction or maintenance of any structure, building or transportation facility or improvement to real property.

6.5. ISRAEL

Company certifies that it is not currently engaged in and agrees for the duration of this Agreement that it will not engage in a "boycott", as that term is defined in A.R.S. § 35-393, of Israel.

6.6. FORCED LABOR OF ETHNIC UYGHURS CERTIFICATION

Pursuant to A.R.S. § 35-394, Firm certifies that the firm does not currently, and agrees for the duration of the contract that it will not, use:

- A. The forced labor of ethnic Uyghurs in the People's Republic of China
- B. Any goods or services produced by the forced labor of ethnic Uyghurs in the People's Republic of China; and
- C. Any Firm, subcontractors or suppliers that use the forced labor or any goods or services produced by the forced labor of ethnic Uyghurs in the People's Republic of China; and
- D. If the Firm becomes aware during the term of the Contract that the company is not in compliance with the written certification, the Firm shall notify the City of Prescott within five business days after becoming aware of the noncompliance. If the Firm does not provide City of Prescott with a written certification that the Company has remedied the noncompliance within 180 days after notifying the City of Prescott of the noncompliance, this Contract terminates, except that if the Contract termination date occurs before the end of the remedy period, the Contract terminates on the Contract termination date.

6.7. CODE OF FEDERAL REGULATIONS; MINORITY OWNED BUSINESSES

Contracting with small and minority firms, women's business enterprise and labor surplus area firms:

- A. The Company will take all necessary affirmative steps to assure that minority firms, women's business enterprises, and labor surplus area firms are used when possible.
- B. Affirmative steps shall include:
 1. Placing qualified small and minority businesses and women's business enterprises on solicitation lists.
 2. Assuring that small and minority businesses, and women's business enterprises are solicited whenever they are potential sources.
 3. Dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority business, and women's business enterprises.
 4. Establishing delivery schedules, where the requirement permits, which encourage participation by small and minority business, and women's business enterprises.
 5. Using the services and assistance of the Small Business Administration, and the Minority Business Development Agency of the Department of Commerce.

7. INSURANCE REQUIREMENTS

7.1. INSURANCE LIMIT REQUIREMENTS

The Professional shall obtain and maintain in effect during the term of, and until final acceptance of all services/work under this Agreement, a policy, or policies of liability insurance with the following coverage:

Commercial General Liability – Occurrence Form

Policy shall include bodily injury, property damage, personal injury, broad form contractual liability, and XCU coverage.

- General Aggregate \$2,000,000
- Products - Completed Operations Aggregate \$2,000,000 (if applicable)
- Personal and Advertising Injury \$1,000,000 (if applicable)
- Each Occurrence \$1,000,000
- Fire Legal Liability (Damage to Rented Premises) \$100,000 (if applicable)

The policy shall be endorsed to include the following additional insured language:

“The City of Prescott shall be named as an additional insured with respect to liability arising out of the activities performed by, or on behalf of the Professional.”

Professional Liability (Errors and Omissions Liability)

- Each Claim \$1,000,000
- Annual Aggregate \$2,000,000

In the event that the professional liability insurance required by this Contract is written on a claims-

made basis, Professional warrants that any retroactive date under the policy shall precede the effective date of this Contract and that either continuous coverage will be maintained, or an extended discovery period will be exercised for a period of two (2) years at the time services/work under this contract is completed.

The policy shall cover professional misconduct or lack of ordinary skill for those positions defined in the Scope of Work of this contract.

Business Automobile Liability (if applicable) Bodily Injury and Property Damage for any owned, hired, and/or non-owned vehicles used in the performance of this Contract.

- Combined Single Limit (CSL) \$1,000,000

7.2. WORKERS' COMPENSATION

Prior to commencing services/work under this Agreement, the Professional shall provide City with evidence that it is either a "self-insured employer" or a "carrier insured employer" for Workers' Compensation as required by A.R.S. § 23-901 et seq., or that it employs no persons subject to the requirement for such coverage.

7.3. ADDITIONAL INSURANCE REQUIREMENTS

The policies shall include, or be endorsed to include the following provisions:

- A. On insurance policies where the City of Prescott is named as an additional insured, the City of Prescott shall be an additional insured to the full limits of liability purchased by the Contractor even if those limits of liability are in excess of those required by this Contract.

**Additional Insured:
City of Prescott
201 N. Montezuma Street
Prescott, AZ 86301**

- B. The Contractor's insurance coverage shall be primary insurance and non-contributory with respect to all other available sources.

All certificates required by this Contract shall be emailed directly to coi@prescott-az.gov. The City contract number and project description shall be noted on the certificate of insurance. The City reserves the right to require complete, certified copies of all insurance policies required by this Contract at any time.

Any Renewal of insurance certificates with endorsements will need to be emailed to the above emails at least two weeks prior to expiration.

City and Professional waive all rights against each other and their directors, officers, partners, commissioners, officials, agents, sub-contractors, and employees for damages covered by property insurance during and after completion of the Services.

All insurance required pursuant to this Agreement must be written by an insurance company authorized to do business in the State of Arizona, to be evidenced by a Certificate of Authority as defined in A.R.S. § 20-217, a copy of which certificate is to be attached to each applicable bond or binder.

7.4. NOTICE OF CANCELLATION

With the exception of a ten (10) day notice of cancellation for non-payment of premium, any changes to material to compliance with this contract in the insurance policies above shall require thirty (30) day written notice.

7.5. ACCEPTABILITY OF INSURERS

Insurance is to be placed with insurers with a current A.M. Best's rating of no less than A-VII, unless otherwise approved by the City of Prescott Risk Management Division. All insurance is to be placed with an insurer admitted in the state in which operations are taking place.

7.6. VERIFICATION OF COVERAGE

Professional shall furnish the City with certificates of insurance (ACORD form or equivalent approved by the City) as required by this Contract. The certificates for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. Please note the contract number on the Certificate.

DATED: _____ day of _____, 2026

IN WITNESS WHEREOF, the parties hereto have executed this Agreement through their duly authorized representatives and bind their respective entities as of the Contract Execution date above.

Global Vista Technologies, Inc. DBA DestinationiQ

City of Prescott, a municipal corporation:

AUTHORIZED SIGNATURE (FULL NAME)

CATHEY RUSING, MAYOR

DATE SIGNED

DATE SIGNED

TITLE

EMAIL

ATTEST:

APPROVED AS TO FORM:

SARAH M. THORNHILL, CITY CLERK

JOSEPH D. YOUNG, CITY ATTORNEY

DATE SIGNED

DATE SIGNED

Exhibits List

A - Quote_2026 Destination Management and Marketing Services for Prescott

B - DestinationiQ_Response Document Report

Exhibit A

**Quote_2026 Destination Management and
Marketing Services for Prescott**

Destination Management and Marketing Services for Prescott

August 2026



Category: Destination Management Services

Project	Deliverables	Annual Investment
Destination Management Services	Meetings (DMO + TAC), consulting, annual marketing plan, AOT Coop management, lead management, reporting, budget management, onboarding	\$58,000
Immersion Trip	3 - 4 full days, DestinationiQ leadership team, 4 focus groups, focus group report	\$10,000

Category: Brand Strategy and Development

Project	Deliverables	Annual Investment
Citywide/General Campaign Development	New tagline, stakeholder surveys, flexible uses per interest, messaging, website updates	\$10,000

Category: Content Marketing

Project	Deliverables	Annual Investment
Photography	Supports campaign and ongoing media library development. 3 - 4 days	\$15,000
Video Ad Development	New videos with new tagline. For use in video ads in year 2. Two visits per year. Includes b-roll.	\$20,000

Destination Management and Marketing Services for Prescott

August 2026



Project	Deliverables	Annual Investment
Targeted Campaigns	4 per year/1 per quarter, topics TBD, audience segmentation, geo targets, campaign messaging, campaign landing page content and development. Digital marketing campaigns on Google Search and Meta.	\$18,000
Yodel Calendar Program	Year 1. Subscription and calendar management. Includes one-time set up fee.	\$9,500
Website Development & Updates	Experience Prescott website maintenance, updates, and creative enhancements	\$30,000

Category: Digital Advertising

Project	Deliverables	Annual Investment
Google Search Ads	Includes account launch, management, and media costs	\$25,000
Meta Ads	Includes account launch, management, and media costs	\$25,000

Destination Management and Marketing Services for Prescott

August 2026



Category: Organic Social Media

Project	Deliverables	Annual Investment
Organic Social Media (FB & IG)	Management and content creation	\$80,000

Category: Visitor Research & Insights

Project	Deliverables	Annual Investment
Placer.ai Management and Analysis	Setup, analyze, interpret, and make recommendations based on Placer data	\$6,000

Total Not To Exceed

\$306,500

Bryan Jordan

7/24/26

DestinationiQ (Printed Name)

Date

A handwritten signature in black ink, appearing to read 'Bryan Jordan', written over a horizontal line.

Owner & President

DestinationiQ (Signature)

Title

City of Prescott (Printed Name)

Date

City of Prescott (Signature)

Title

Exhibit B

DestinationIQ_Response Document Report



City of Prescott
Procurement

Melissa Busby, Purchasing Manager
201 N. Montezuma St., Prescott, AZ 86301

[DESTINATIONIQ] RESPONSE DOCUMENT REPORT

RSOQ No. 2026-RSOQ-272

Destination Marketing Organization (DMO) Services

RESPONSE DEADLINE: June 4, 2026 at 2:00 pm

Report Generated: Friday, July 31, 2026

DestinationiQ Response

CONTACT INFORMATION

Company:

DestinationiQ

Email:

bryan@destinationiq.com

Contact:

Bryan Jordan

Address:

PO Box 4629

Buena Vista, CO 81211

Phone:

(800) 341-5944 Ext: 301

Website:

[DestinationiQ.com](https://www.destinationiq.com)

Submission Date:

Jun 3, 2026 8:06 AM (Arizona Time)

ADDENDA CONFIRMATION

Addendum #1
Confirmed Jun 3, 2026 8:05 AM by Bryan Jordan

QUESTIONNAIRE

1. Cover Letter*

Pass

Please upload a cover letter indicating interest in providing services.

Your cover letter shall not exceed two (2) pages and is exclusive of the page count limitation for the SOQ. The letter shall be on the firm's company letterhead and shall be signed by an officer or principal of the firm with contracting authority.

Prescott,_AZ_Cover_Letter_DestinationiQ.pdf

2. Contact Person Full Name*

Pass

What is the full name of the point of contact for your Statement of Qualifications?

Bryan Jordan

3. Contact Person Title*

Pass

What is the official title/position of the point of contact for your Statement of Qualifications?

Owner & President

4. Contact Person Email Address*

Pass

What is the email address of the point of contact for your Statement of Qualifications?

bryan@destinationiq.com

5. Contact Person Phone Number*

Pass

What is the full phone number of the point of contact for your Statement of Qualifications? Please be sure to include the area code.

800-341-5944 x301

6. Statement of Qualifications*

Pass

Please upload your COMPLETE Statement of Qualifications (PDF format) and all required documentation here formatted in the manner required by this RSOQ.

Prescott,_AZ_Statement_of_Qualifications_DestinationiQ.pdf

7. Locations of Firm*

Pass

Please provide the full physical/ mailing address of your firm including City, State, and ZIP Code.

If there are multiple locations, please provide.

PO Box 4629 Buena Vista, CO 81211

8. Names of Principals*

Pass

Please provide the full names of all Principals of the firm on this Statement of Qualifications.

Bryan Jordan

9. Key Team Member Resumes*

Pass

Please upload a brief resume for key project team members outlining their credentials and experience.

Prescott,_AZ_Appendices_DestinationiQ.pdf

10. Certificate of Insurability*

Pass

I hereby certify that I am fully aware of Insurance Requirements contained in the contract documents for the solicitation and by the submission of this Offer, I hereby assure the City that the firm is able to produce the insurance coverage required if awarded the contract.

If the firm is awarded the contract and then becomes unable to produce the insurance coverage specified within ten (10) working days, I am fully aware and understand that this will make my submission nonresponsive and I/the firm will be disqualified for this project.

Confirmed

11. Additional Information (if needed)

For any additional information requested or required by any of your provided answers please upload additional documentation (PDF format) here.

No response submitted

12. Submittal Confirmation*

Pass

Respondent confirms that they have the authority to submit on behalf of the stated company and have furnished any documentation necessary as proof of such authority.

Confirmed

Jaimie Sventek
Contract Coordinator
City of Prescott
contracts@prescott-az.gov

Dear Mayor Rusing, Council Members, and the City of Prescott Review Committee:

Prescott has something most destinations spend decades trying to manufacture: authenticity. A downtown that has been the heart of the community for generations. Outdoor access that rivals destinations ten times its size. A signature events calendar that fills hotels and brings people back year after year. The work ahead is not about inventing a story. It is about making sure the right people hear it, experience it, and return for more.

DestinationiQ has been doing this work for 30 years, and we do it differently than most.

We call ourselves a destination management agency, not just a marketing agency, because we believe the most effective tourism programs are built from the inside out. Marketing that is disconnected from the community it represents rarely achieves lasting results. Tourism departments that have the trust and active support of local businesses, hospitality partners, event organizers, and residents consistently outperform those that operate in isolation.

Stakeholder and community engagement is not a box we check. It is the foundation we build everything else on.

📞 800.341.5944 x 301

✉ bryan@destinationiq.com

📍 PO Box 4629 Buena Vista, CO 81211

Our philosophy translates to results. In Cottonwood, Arizona, community alignment behind a new destination brand generated \$3.2 million in incremental visitor spending in the first 10 months, a 52:1 return on investment. In Beaver County, Utah, a sustained multi-channel program doubled transient room tax over five years. In Morgan County, Utah, lodging tax grew 117% during our partnership. In each case, the marketing performed because the community was behind it.

For Prescott, we begin by listening. Our multi-day immersion process brings us face to face with City staff, Experience Prescott leadership, hospitality operators, event organizers, and community members before a single campaign dollar moves. We audit what exists, benchmark what is working, and build on a foundation that is earned, not assumed.

From there, we manage the full scope: paid media across SEM, social, programmatic, video, and connected TV; creative development; travel trade and FAM tours; influencer programming; and monthly reporting tied directly to visitor volume, spending, length of stay, and bed tax revenue. One roof, one accountable team.

Prescott deserves a partner that sees the full picture. We are ready to be that partner.

Sincerely,



Bryan Jordan
Owner & President

📞 800.341.5944 x 301

✉️ bryan@destinationiq.com

📍 PO Box 4629 Buena Vista, CO 81211



STATEMENT OF QUALIFICATIONS

DESTINATION MARKETING
ORGANIZATION SERVICES

Prescott, Arizona

destinationiq.com

BRYAN JORDAN

bryan@destinationiq.com

OWNER & PRESIDENT

800-341-5944 x301

Why DestinationiQ?

Prescott is one of Arizona's most compelling destinations: a city with genuine Western heritage, a thriving arts and culinary scene, and outdoor access that most communities can only dream of. The opportunity isn't convincing travelers to visit. It's ensuring they stay longer, come back in every season, and bring others with them.

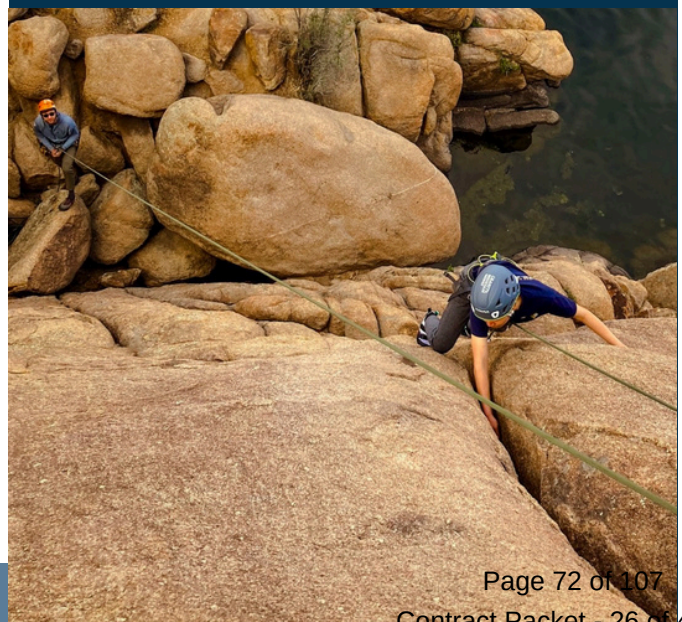
DestinationiQ has spent 30 years doing exactly that for destinations across the West. We combine brand strategy, creative development, paid media execution, and measurable performance into one integrated team, built to responsibly drive bed tax revenue, not just impressions.

We know this market. Our team currently works in Arizona, Utah, Colorado, New Mexico, and Montana, and we bring that regional depth to every strategy we build. For Prescott, that means a partner who understands not just digital advertising mechanics, but the full arc of destination storytelling from brand positioning through performance accountability.

Our work in Arizona runs deep.

As Agency of Record for the City of Cottonwood, AZ, we developed the *Savor the Moment* destination brand.

The total branding and marketing investment generated \$3.2 million in incremental visitor spending in the first 10 months post-launch, delivering a 52:1 return on investment.



Integrated Campaign Execution

DestinationiQ plans and optimizes tourism campaigns across the full traveler journey, from awareness to trip planning and booking. Using Google Search, Display, Meta, programmatic, YouTube, Connected TV, and similar channels, campaigns reach travelers at every stage of decision-making with one goal in mind: meaningful economic impact for Prescott.

We manage the full media buying process in-house, including vendor coordination, budget pacing, and real-time optimization. Seasonal and event-based campaigns are layered into an always-on strategy so Prescott stays top of mind year-round, not just during peak travel windows.

WHAT SETS US APART?

One team. No handoffs, no gaps. Creative, media, analytics, and optimization all under one roof.

Every campaign is fully tracked with monthly reporting on engagement metrics, return on ad spend (ROAS), and the cost per visitor so the City always knows exactly what its marketing investment is producing. Where the data exists, we layer in behavioral insights from tools like Placer.ai and Datafy to connect digital performance to real-world visitation and lodging demand.



\$18.8M → \$20.6M

In the first year implementing an integrated campaign strategy for Morgan County, UT, travel spending increased by 9.6%

Creative Development & Content Production

OUR APPROACH TO CREATIVE

Every piece of content we produce serves a strategic purpose. From concept to final asset, our work is built around the destination's brand, the target audience, and the campaign goal. **Never templates.**

We produce photography, video, social media content, print and digital ads across every platform and format so whether a traveler encounters Prescott on Google, Instagram, or a billboard, the look and message are consistent online and off.

STORYTELLING ALIGNED WITH YOUR BRAND

Experience Prescott's identity and signature events drive all content, designed to reinforce what makes Prescott distinct.

Campaign messaging adapts by season, audience, and channel while keeping the brand consistent. Graphic design, photography, and video production are managed in-house to keep quality consistent and timelines tight.

SCALABLE CONTENT FOR EVERY PLATFORM

From short-form reels to destination videos, we build content libraries for multi-platform distribution, either in new or existing channels to preserve historic data and campaign momentum.

\$57M → \$103.6M

15 years of coordinated creative and marketing strategies grew Fremont County CO's travel spending 82%.



Getting Visitors Here and Keeping Them Longer

We coordinate itineraries, plan FAM tours, and execute hosted visits that build relationships translating directly into group bookings and regional exposure. Our influencer programs prioritize authentic storytelling over reach.

We will source creators whose audiences align with Prescott's visitor profile and coordinate visits that produce content built for the highest ROI.

Focus on Economic Impact

Every campaign is aligned to measurable economic objectives: visitor volume, spending, length of stay, and lodging demand, optimizing for bed tax revenue and real economic impact, not just impressions.

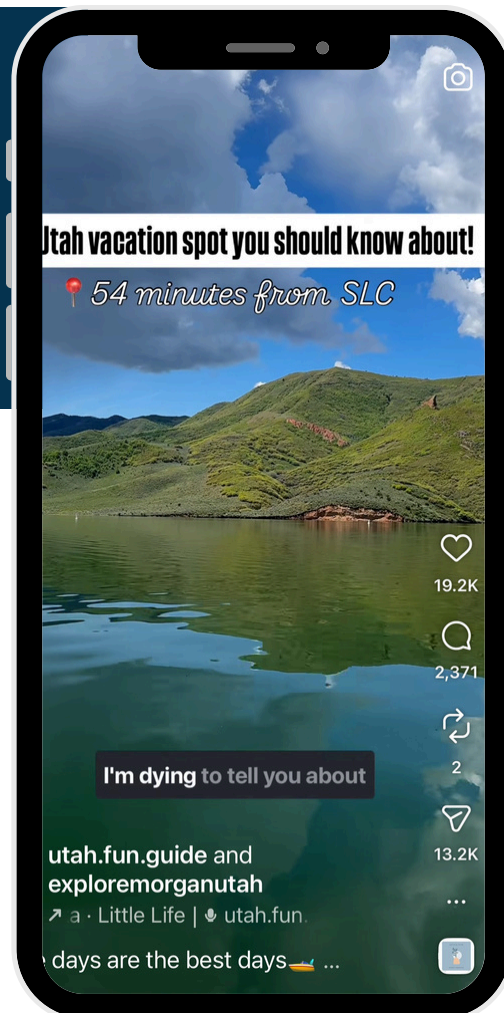
We identify opportunities where tourism marketing crosses into economic development, helping Prescott attract visitors, investment, and workforce interest.

INFLUENCER MARKETING THAT MOVES THE NEEDLE

Morgan County, UT's 2025 Influencer Program helped to increase Instagram interactions by 364% and followers by 400% year over year.

TRAVEL TRADE AND VISITOR PROGRAMS

We pursue regional and national exposure through cooperative marketing with the Arizona Office of Tourism, regional partners, and earned media that extends Prescott's reach beyond paid channels. Our network across the West will give Prescott relationships and visibility that most destinations take years to build.



Performance Measurement & Reporting

What Gets Measured Gets Improved

We deliver monthly performance reports covering paid media performance, conversions, reach, and cost per acquisition. Every report is built to be readable by stakeholders, not just marketers.

Where available, we layer in visitor demand indicators and lodging tax trends to connect digital activity to real economic outcomes and ROI. This ensures the City can see exactly what each marketing dollar is returning.

Data-driven recommendations accompany every report. We don't just show numbers, we tell you what they mean, what we're doing about them, and hold ourselves accountable to the outcomes that matter most to Prescott.

Stakeholder coordination is the cornerstone of everything we do.

We don't operate at arm's length. We will collaborate directly with City of Prescott staff, Experience Prescott leadership, and local tourism, hospitality, event partners, and local residents.

We work the way your team does. Whether that means frequent collaboration or a more hands-off approach, we show up at a cadence that works for you.

Since engaging DestinationiQ in fall 2025, Los Alamos County, NM has seen consistent year-over-year growth in monthly website traffic.

+202.68%

**Total Website Users
19,166 vs. 6,332**

April 2026 vs April 2025

Strategic Approach

DISCOVERY, FOUNDATION & INTEGRATED CAMPAIGN STRATEGY

Before we market Prescott, we learn it. Our discovery process combines stakeholder engagement, competitive analysis, and on-the-ground immersion to build a foundation specific to Prescott, not a generic playbook. From day one, existing campaigns stay live across every paid channel with no interruption.



In-Person Immersion & Stakeholder Engagement

We conduct a multi-day immersion trip meeting City staff, Experience Prescott leadership, and key tourism partners, holding focus groups to understand local sentiment and the visitor experience firsthand.



Campaign Transition & Continuity

We immediately review and assume management of all existing paid media, ensuring uninterrupted market presence while new strategies are developed alongside.



Asset, Competitive & Channel Analysis

We audit Prescott's digital presence & paid media mix against other Arizona destinations, identifying creative gaps, channel inefficiencies, and budget opportunities before a single new dollar is spent.



Baseline Performance KPIs and Benchmarks

We establish clear starting points across website traffic, paid media performance, social engagement, and lodging tax trends to anchor every future performance report and stakeholder conversation.



Positioning Statement, Messaging & Audience Framework

We develop a unified positioning statement, messaging framework, prioritized audience segmentation, and the voice guiding all creative and campaign work.

July '26

Onboarding
Immersion
Discovery

August '26

Strategy
Research
Planning

September '26

Creative
Launch
Activation

Oct - June '27

Optimize
Grow
Scale

Strategic Approach

CREATIVE, ADVERTISING & TRAVEL TRADE

Every asset we create and every dollar we spend is purpose-built for Prescott. From launch forward, creative and media execution run in parallel across paid digital channels, content production, travel trade, and influencer programming, all aligned to Experience Prescott's brand and economic growth objectives.



Integrated Digital Advertising Execution

We plan, buy, and optimize across the full paid media ecosystem including SEM, paid social, programmatic display, video, & CTV, with campaigns timed to Prescott's peak travel windows & signature events.



Creative Development & Content Production

We produce high-impact creative across all active channels, including graphic design, photography, and video production, with all assets reviewed by the City before deployment.



Storytelling, Brand Alignment & Content Calendar

We develop a brand style guide defining visual style, tone of voice, and brand storytelling, paired with a production calendar covering every publishing opportunity through June 2027.



Travel Trade, FAM Tours & Visitor Programs

We plan and execute FAM tours, support travel trade engagement, develop itinerary-based marketing, and coordinate with the Arizona Office of Tourism for regional and national exposure.



Influencer & Content Creator Marketing

We identify, brief, and manage travel influencers and content creators, integrating deliverables into the content calendar and measuring performance against reach, engagement, and visitation goals.

July '26

Onboarding
Immersion
Discovery

August '26

Strategy
Research
Planning

September '26

Creative
Launch
Activation

Oct - June '27

Optimize
Grow
Scale

Strategic Approach

IMPLEMENTATION, REPORTING & STAKEHOLDER COORDINATION

Execution and accountability run in parallel from the first month. Reporting begins in August covering both the transition period and new campaign activity. Every stakeholder, from City staff to Experience Prescott leadership to tourism partners, stays informed, aligned, and confident in the program's direction.



Phased Implementation & Budget Framework

July we transition campaigns, August we build audience strategy, September we launch. Media spend is allocated by channel with flexibility to shift toward top performers as results emerge.



Monthly & Quarterly Performance Reporting

Every month we deliver a stakeholder-ready report. Quarterly reviews assess the full program, realign budgets, and deliver optimization recommendations. Reports are live and accessible at any time.



GA4 Tracking, Attribution Modeling & KPI Framework

We implement GA4 and programs like Placer.ai where available, with a tiered attribution model tied to Prescott's economic objectives: visitor volume, length of stay, and bed tax revenue growth.



Stakeholder Coordination & Partnership

We collaborate with City staff, Experience Prescott leadership, and local tourism stakeholders through scheduled reviews, coordinating with AOT and regional partners to extend Prescott's reach.



Signature Event Support & Ongoing Optimization

We align campaigns to Prescott's signature events calendar, coordinate with event organizers, and continuously test and optimize to get the most out of every dollar spent.

July '26

Onboarding
Immersion
Discovery

August '26

Strategy
Research
Planning

September '26

Creative
Launch
Activation

Oct - June '27

Optimize
Grow
Scale

Case Study: Campaigns That Protect Place

BRAND EXECUTION & STEWARDSHIP STORYTELLING

The strongest destination creative does more than attract visitors. It connects them to a place's values.

The Colorado Stargazing campaign demonstrates our ability to build a brand platform that educates, inspires, and drives action.

DestinationIQ developed the state-wide "*Protect the Night*" campaign for Dark Sky Colorado, producing brand identity, social media content, brochures, posters, postcards, and a series of professionally produced broadcast-quality videos, all built around creative that educated without lecturing.



**Colorado Stargazing
won the 2020 Colorado
Tourism Governor's
Award for Best
Marketing Campaign.**

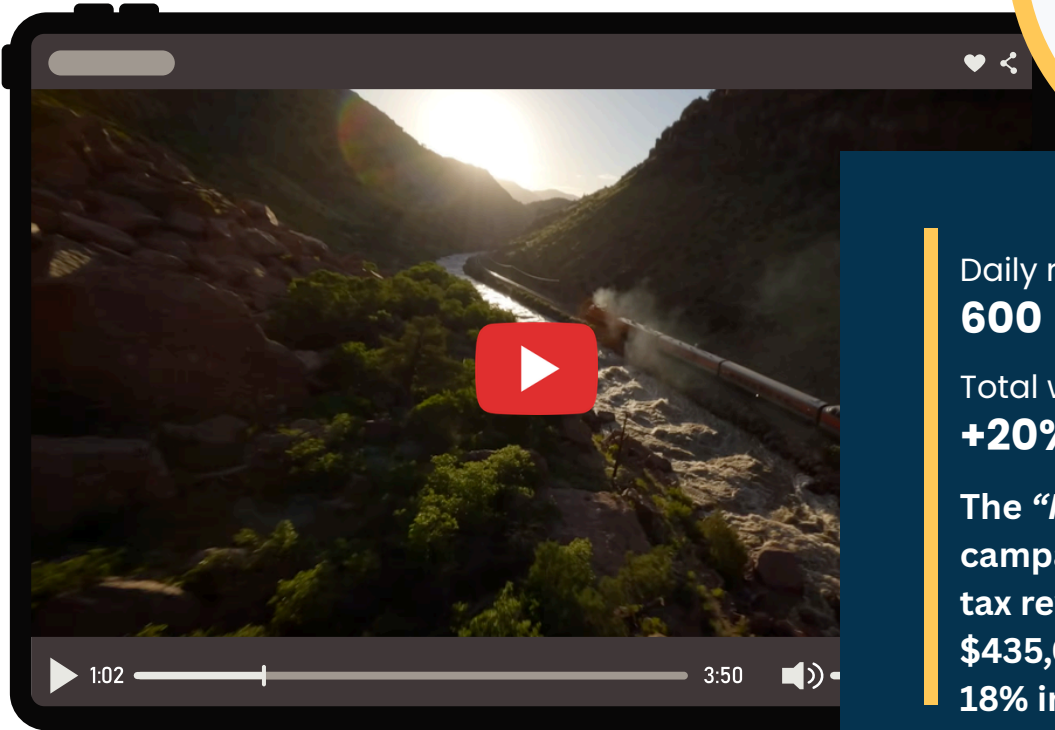
Creative rooted in purpose outperforms creative rooted in promotion.

Across the three-year Colorado Stargazing campaign, nine participating counties **averaged \$21.2 million in travel spending growth.**



Case Study: Destination Marketing in Action

DestinationiQ
serves as DMO
for Fremont
County, CO

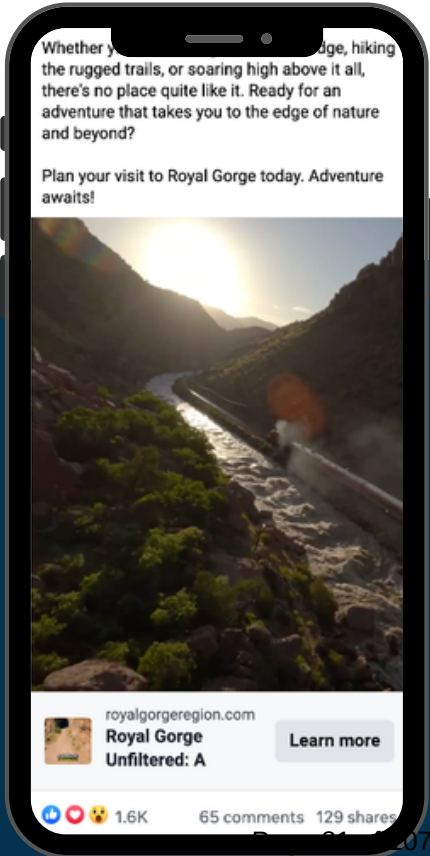


Daily returning YouTube users
600

Total website users
+20%

The “*Royal Gorge Unfiltered*”
campaign helped grow lodging
tax revenue from \$369,349 to
\$435,000 in just one year, an
18% increase.

Nominated for the
Colorado Tourism Office
2025 Governor's Award for
Top Campaign.



DestinationiQ developed the “*Royal Gorge Unfiltered*” campaign for Fremont County, CO, including positioning and messaging through video production, paid media execution, and grant management.

The creative strategy leveraged the region's most iconic asset, the Royal Gorge Bridge, as a gateway to broader destination discovery, shifting perception from a single attraction to a full regional experience spanning family travel, outdoor adventure, dining, and leisure.

Case Study: Brand Evolution Rooted in Place

DestinationiQ reshaped Cottonwood, AZ from a wine-focused identity to a flexible, experience-driven destination brand.

"Savor the Moment" extended that identity to include cuisine, outdoor recreation, and culture while maintaining a cohesive visual identity.

The new brand platform included a website, paid digital campaigns, video, and influencer coordination, repositioning the city beyond wine tourism to highlight outdoor adventure, culture, and dining. The "Savor the Moment" tagline became the flexible thread connecting every experience to every traveler.

A NEW BRAND DELIVERING RESULTS

Visitor spending in Q1 2026
grew 20% year-over-year.



Savor the Night



Savor the Renewal



Savor the Pour



Savor the Splash



Case Study: Campaigns That Drive Overnight Stays

DestinationIQ has managed paid media for Beaver County, UT since 2020, building a multi-channel program across Google Search, Display, YouTube, Meta, video production, SEO, digital guides, and print, with every dollar focused on increasing overnight lodging stays.

Transient room tax grew from \$187,121 to \$410,000 over five years, more than doubling lodging tax revenue for the county and resulting in travel spending growth from \$98.8M to \$131.9M.

Even when 2024 wildfire-related event cancellations reduced marketing spend in 2025, prior strategic momentum drove transient room tax from \$340K to \$410K a 20% increase despite a reduced marketing budget.

When marketing fully resumed, the results spoke for themselves. Total user traffic grew 377% in the first four months compared to the previous year and direct traffic grew 30.7%.

Our media programs are built around one question: **what is this dollar producing?**

Every campaign we manage includes conversion tracking, attribution modeling, and monthly reporting tied directly to economic outcomes, not just impressions.



Case Study: Turning Awareness into Overnight Visitation

Morgan County, UT lacked a unified brand and clear pathway to convert awareness into overnight stays. We launched a full marketing program in 2022 including a new website, visitor guide, photography, organic social, and targeted Meta and Google advertising, all focused on driving lodging demand.

Our strategy connected digital performance to real economic impact, **driving transient room tax collection from \$72,253 to \$104,045 in two years—a 44% increase—and increasing visitor spending from \$18M to \$20.6M.**

\$18M → \$20.6M

14% increase in Visitor Spending in just two years

Our full-funnel marketing program drove visitor spending increases from 2022 to 2024.



This YouTube ad generated 3,467,581 impressions and a 41.99% interaction rate in 2025, more than seven times the industry average. By featuring the website URL at the end of the ad, direct traffic to ExploreMorganUtah.com increased 90% year over year.

Case Study: Engagement Across Multiple Channels



DIGITAL MARKETING & MEDIA EXECUTION

We have served as Trinidad CO's digital marketing partner since 2024, managing a full-funnel paid and organic social media program spanning media planning, creative, paid channels, and organic social, all optimized continuously against performance data.

2025 vs 2024

Website Performance

Organic growth reflects stronger search visibility, improved content strategy, and better audience targeting.

+63.67%	+34.12%	+41.31%
Total Users	Returning Users	Event Count

Organic Social Media Engagement

Reach, views, and engagement more than doubled year-over-year through consistent content and audience-first storytelling.

+171%	+48%	+43%
Views	Follows	Interactions



Team and Capacity

Full-time Staff

40+ specialized vendors

200+ years of leadership experience

A team crafted specifically for Prescott, AZ.



Bryan Jordan
Owner & President



Lindsay Diamond
VP, Client Strategy



Kirsten Slavin
Account Director



Lauren Durie
Marketing Director



Sean Jefferson
Technical Director



Jim Kober
Content Manager



Samantha Shennum
Digital Advertising
Director



Ashley Mosher
Organic Social
Media Director



Carly Hirai
Graphic Designer



Tina Jordan
Calendar
Management



Zrenda Smith
Administrative Assistant

DestinationiQ | Staff Resumes

Lindsay Diamond | VP, Client Strategy

Years with DestinationiQ: 10

Education:

MS, Museum Studies

University of Colorado

Boulder

BS, Anthropology & Creative

Writing, *University of*

Colorado Boulder

Certifications: Google Ads

Lindsay brings 20+ years of marketing and communications experience to her role overseeing long-term strategy, grants management, and budget planning for DestinationiQ clients. Her deep understanding of the tourism landscape connects marketing investment directly to measurable economic outcomes and maximum ROI.

Kirsten Slavin | Account Director

Years with DestinationiQ: 4

Education:

BS, Marketing

University of Nevada, Reno

With 10+ years of management and marketing experience, Kirsten has mastered every operational facet of DestinationiQ over the past four years, earning her Account Director role. This ground-up journey has given her a comprehensive understanding of grants, project management, social media, and destination management, enabling her to navigate complex client needs while empowering and equipping others across the agency.

Lauren Durie | Marketing Director

Years with DestinationiQ: 1

Education:

MS, E-Business

Depaul University

BS, Advertising

University of Colorado

Boulder

Certifications:

Certified Tourism Executive

Texas Travel Alliance

Lauren leads marketing strategy and storytelling for DestinationiQ's destination clients, translating budgets into measurable visitor impact through campaigns, messaging, and ad optimization. An award-winning communications professional with 15+ years across media, DMOs, and agencies, she brings editorial depth and proven results, with 500+ published articles and partnerships with 100+ brands across 25 states.

DestinationiQ | Staff Resumes

Sean Jefferson | Technical Director

Years with DestinationiQ: 11

Education:

MS(Candidate), Terrorism
and Counterterrorism
Operations

Penn State University

BS, Criminal Justice

*Southern New Hampshire
University*

AS, Engineering &
International Business
Duquesne University

Certifications:

Advanced Google Analytics

Introduction to SEO

Sean manages WordPress, web server, DNS, and name-server administration at DestinationiQ, advising on infrastructure, security, and front-end development. With over a decade as a Full-Stack Developer and Server Administrator at organizations including Management Science Associates and Ciber, Inc., he specializes in large-scale hosting operations, having managed up to 200 client websites, 11 web servers, and 480+ domains.

Samantha Shennum | Digital Advertising Director

Years with DestinationiQ: 3

Education:

BS, Marketing

Arizona State University

Certifications:

Google Ads Search, Google
Ads Display, Google Ads
Video

Samantha creates and optimizes Google Ads campaigns across search, YouTube, and display, with over 10 years of paid media experience spanning tourism, e-commerce, and national brands including PetSmart, Ace Hardware, and Toyota. Her greatest strength is staying ahead of platform changes and leveraging the latest updates to keep campaigns competitive and positioned for long-term growth.

Ashley Mosher | Organic Social Media Director

Years with DestinationiQ: 3

Education:

BS, Marketing & Business

Ashley leads digital marketing strategy, social media storytelling, and content development for DestinationiQ clients. Her work focuses on authentic storytelling through creating viral tourism marketing content that helps destinations increase visibility and connect travelers with local businesses, experiences, and community culture.

DestinationiQ | Staff Resumes

Jim Kober | Content Manager

Years with DestinationiQ: 3

Education:

MPA, Non-Profit, Public,
Organizational
Management

University of Arizona

BA, Creative Writing

University of Arizona

Certifications: Digital Marketing Professional,
Google Analytics IQ, Google Ads Display

Jim leads content creation and brand messaging across web, print, digital, and stakeholder communications, supporting a wide range of marketing initiatives from research and quality assurance to partner toolkits and press releases. His greatest expertise is using strategic communication to drive tourism to unique destinations and improve quality of life for both residents and visitors.

Carly Hirai | Graphic Designer

Years with DestinationiQ: 1

Education:

BA Graphic Design

Whitworth University 2017

Carly leads visual branding and creative development at DestinationiQ, directing projects ranging from city branding and logo design to full visual identity systems, advertising campaigns, and marketing materials that bring destination stories to life. She brings over 10 years of design experience from agency, firm, and independent roles. Her greatest strength is strategic, intentional design that creates cohesive, impactful visual identities capturing the essence of each unique brand.

Zrenda Smith | Administrative Assistant

Years with DestinationiQ: 1

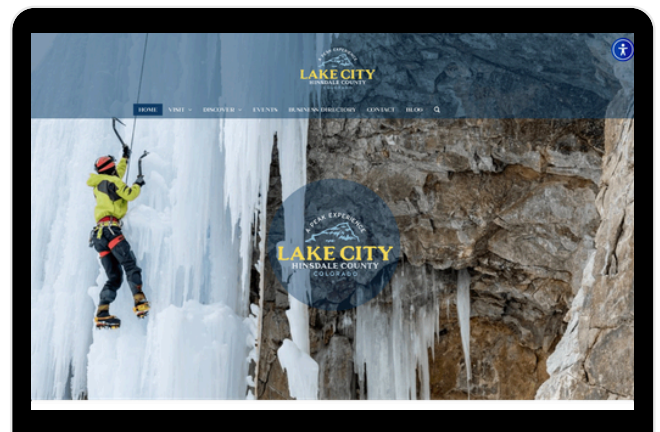
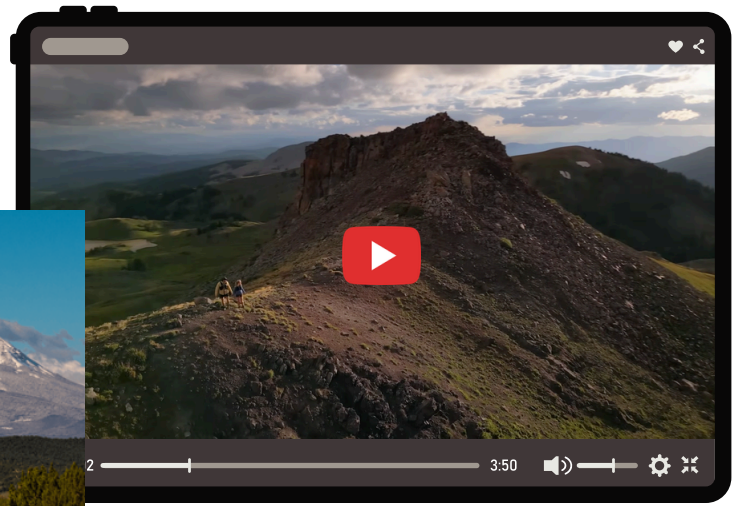
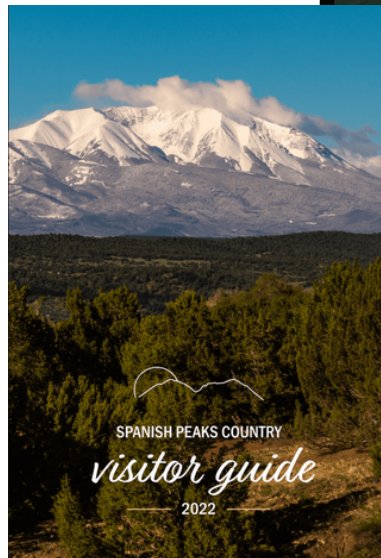
Education:

BA, Business Administration
Arizona State University

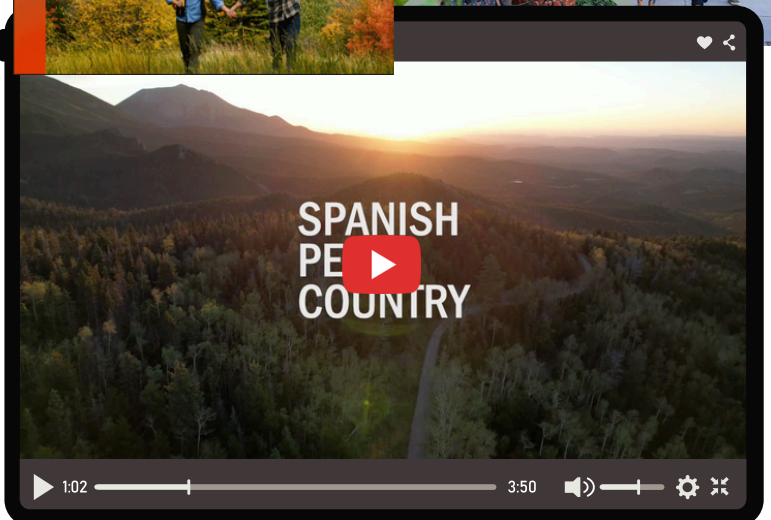
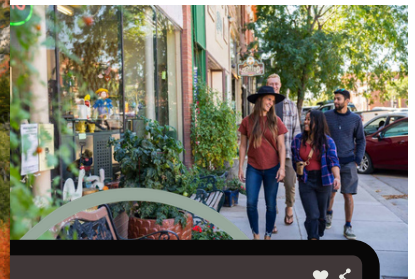
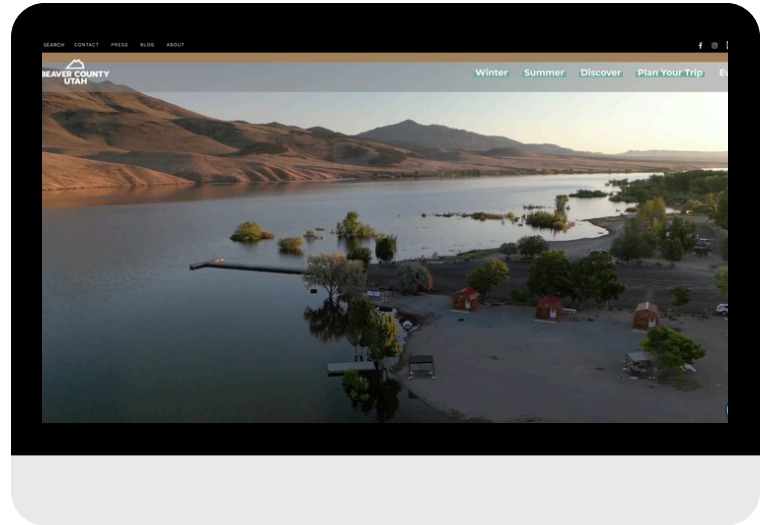
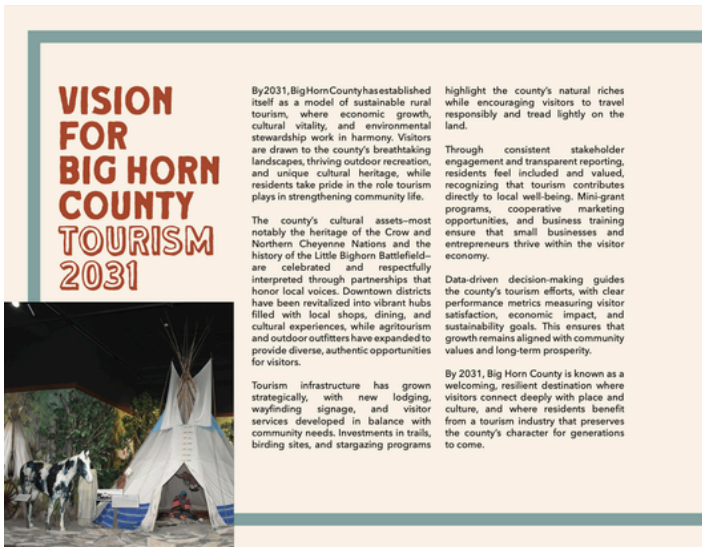
MS, Museum Studies
*University of Colorado
Boulder*

Zrenda supports DestinationiQ clients with project coordination, account management, timeline oversight, and deliverable tracking across multiple accounts. Her background spans operations, community engagement, executive support, and program management across tourism, nonprofit, and remote-first organizations. Her greatest strength is keeping complex, multi-team projects organized, on track, and moving forward without anything falling through the cracks.

Design Portfolio



Design Portfolio





TO: MAYOR AND CITY COUNCIL
AGENDA: August 12 Tourism Advisory Committee
DATE: August 12, 2026
DEPT: Tourism
ITEM #: 4.A
SUBJECT: Presentation & Discussion Regarding Updates
Related to: Airport, Bed Tax & Taxable Activity
Reports, Tourism STR & Datafy Reports and
General Tourism & Economic Development
Updates.

ITEM SUMMARY

This item will provide an opportunity for city staff to update the Committee on the following:

1. Airport Updates(Airport Marketing, Communications & PR Coordinator - Lillie Putman)
2. Tourism Bed Tax, Taxable Activity, STR and Datafy Reports (Mike Kelly)
3. General Tourism & Economic Development Updates (Mike/Steve/Tricia)
4. Recreation Services Updates (Ryan Harlow)
5. TBD - Council Liaison/City Management Updates

BACKGROUND

None.

FINANCIAL IMPACT

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

RECOMMENDED ACTION

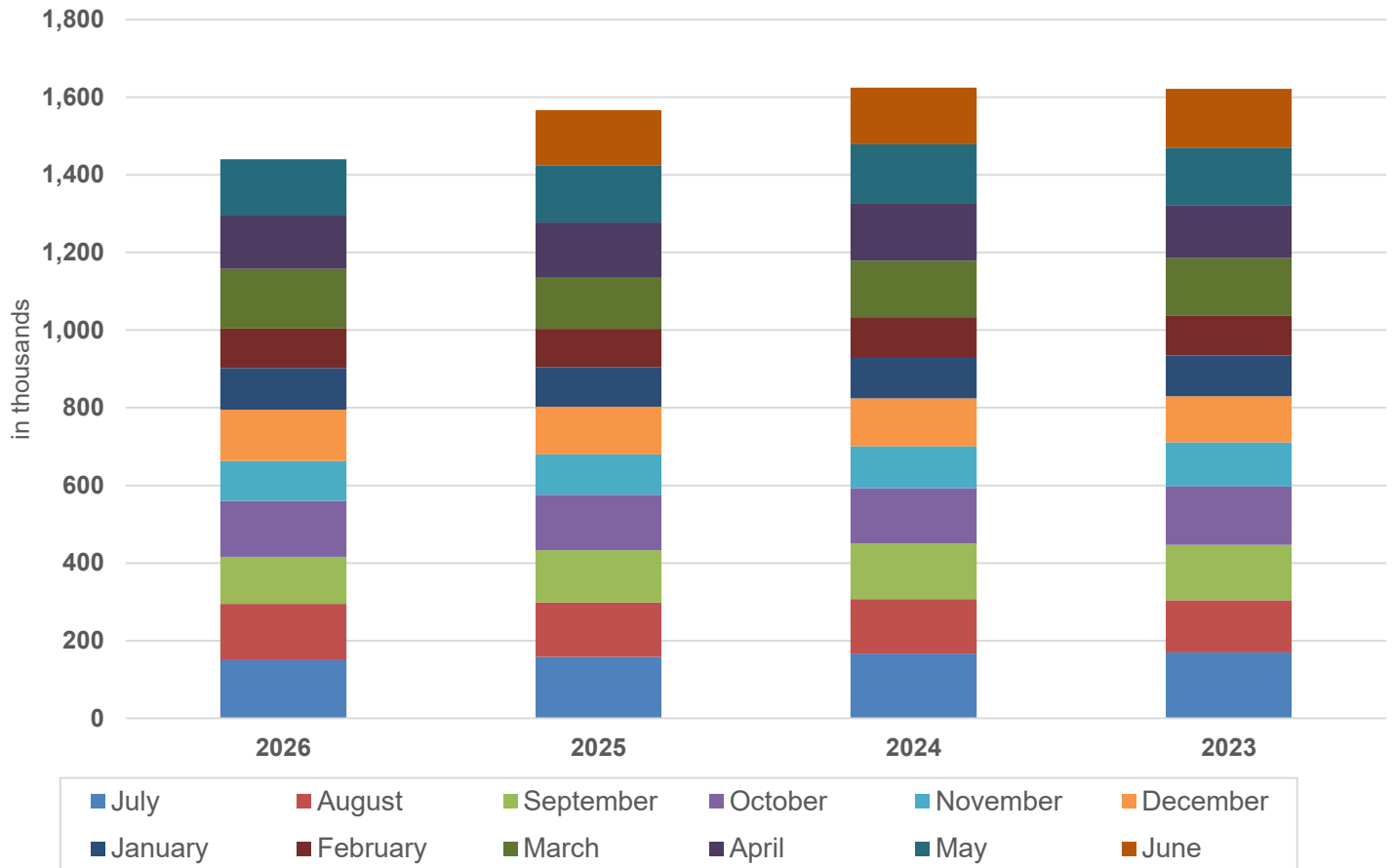
This item is for discussion only. No formal action will be taken.

ATTACHMENTS

1. 2026-05 Bed Tax Report
2. 2026-05 Taxable Activity Report Summary
3. Experience Prescott Monthly Visitation Report - May
4. Experience Prescott Visitation Report

City of Prescott Transient Lodging (Bed) Tax Collection

	FY 2026	% Chg	FY 2025	% Chg	FY 2024	% Chg	FY 2023
July	\$ 149,941	-5.21%	\$ 158,181	-4.99%	\$ 166,492	-2.02%	\$ 169,933
August	145,192	3.35%	140,492	0.16%	140,273	4.89%	133,732
September	120,725	-9.97%	134,097	-6.87%	143,995	0.48%	143,310
October	144,424	1.15%	142,787	0.50%	142,082	-5.35%	150,114
November	102,408	-1.60%	104,071	-3.57%	107,923	-4.88%	113,458
December	132,508	7.45%	123,317	-0.07%	123,398	3.38%	119,360
January	107,216	5.82%	101,316	-2.47%	103,880	-0.85%	104,769
February	101,529	2.14%	99,402	-5.89%	105,617	2.24%	103,306
March	153,638	15.28%	133,273	-7.79%	144,529	-1.97%	147,426
April	137,570	-2.17%	140,624	-5.91%	149,456	9.32%	136,713
May	144,957	-0.95%	146,351	-2.93%	150,772	1.72%	148,222
Subtotal	\$ 1,440,108	1.14%	\$ 1,423,910	-3.69%	\$ 1,478,418	0.55%	\$ 1,470,340
June			142,463	-2.69%	146,400	-3.33%	151,449
Total			\$ 1,566,373	-3.60%	\$ 1,624,818	0.19%	\$ 1,621,789



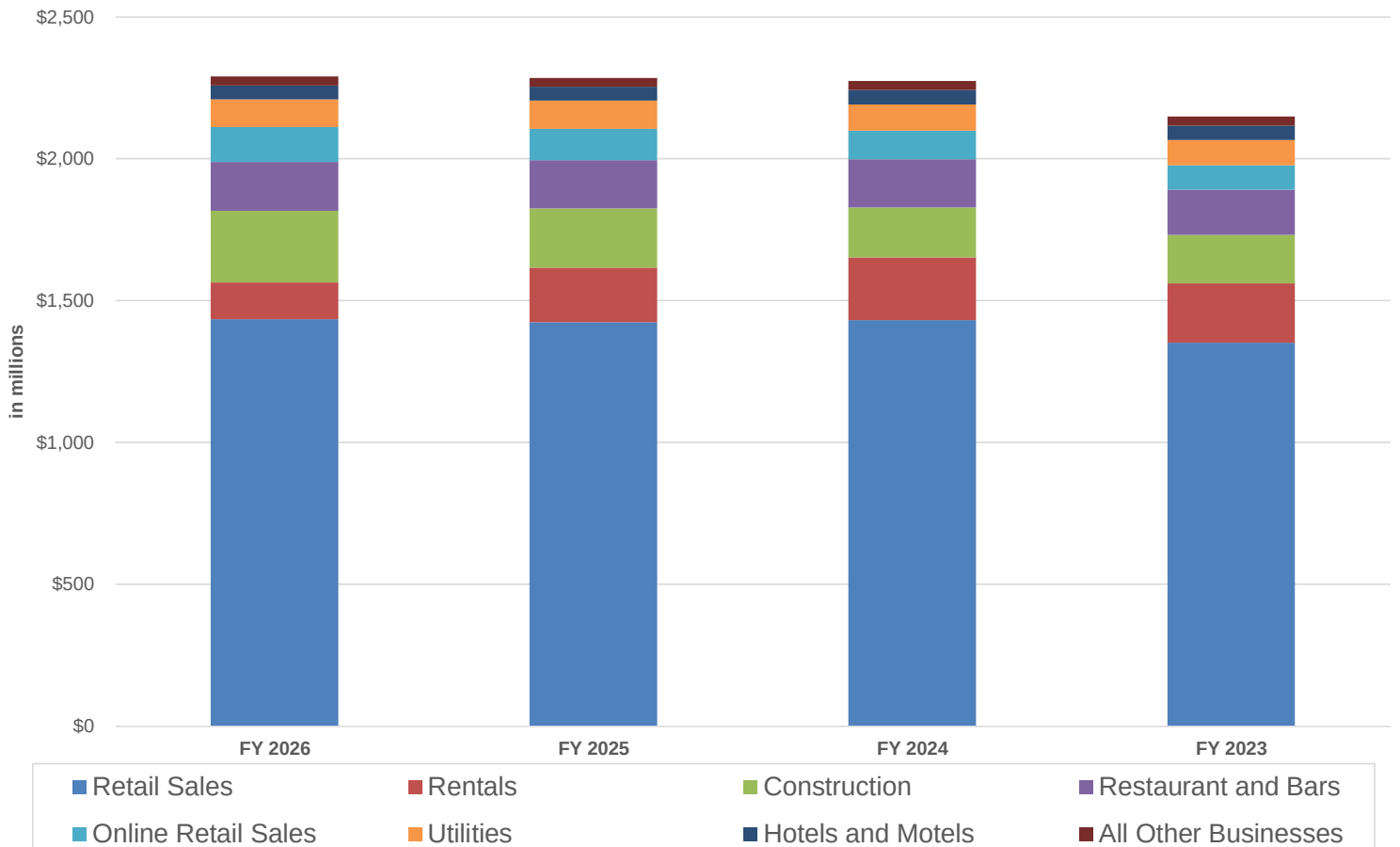
City of Prescott Taxable Activity Summary Report

For the Month of May

	FY 2026	% Chg	FY 2025	% Chg	FY 2024	% Chg	FY 2023
Retail Sales	\$ 126,646,881	-1.92%	\$ 129,119,661	-1.90%	\$ 131,618,754	2.75%	\$ 128,098,854
Construction	20,753,016	-4.56%	21,743,903	31.22%	16,570,244	-23.70%	21,716,607
Restaurant and Bars	16,076,417	-2.94%	16,563,893	3.56%	15,994,921	5.07%	15,223,075
Online Retail Sales	11,446,837	11.20%	10,293,823	10.18%	9,342,912	14.59%	8,152,988
Rentals ^{*a}	10,004,601	-9.85%	11,098,303	-35.07%	17,093,159	3.14%	16,573,443
Utilities	8,411,450	5.47%	7,975,270	5.26%	7,576,893	5.48%	7,183,305
Hotels and Motels	4,871,548	-2.99%	5,021,546	-3.90%	5,225,420	2.79%	5,083,762
All Other Businesses	2,790,718	3.91%	2,685,654	-3.50%	2,782,988	-8.07%	3,027,337
Total	<u>\$ 201,001,467</u>	<u>-1.71%</u>	<u>\$ 204,502,052</u>	<u>-0.83%</u>	<u>\$ 206,205,289</u>	<u>0.56%</u>	<u>\$ 205,059,369</u>

Fiscal Year to Date as of May

	FY 2026	% Chg	FY 2025	% Chg	FY 2024	% Chg	FY 2023
Retail Sales	\$ 1,434,310,694	0.69%	\$ 1,424,430,918	-0.50%	\$ 1,431,537,468	5.91%	\$ 1,351,662,830
Construction	252,711,754	20.41%	209,882,423	19.69%	175,356,326	2.28%	171,440,611
Restaurant and Bars	171,909,486	1.30%	169,704,701	-0.43%	170,444,432	6.98%	159,316,248
Online Retail Sales	123,225,397	11.53%	110,482,884	10.31%	100,153,459	16.54%	85,942,789
Rentals ^{*a}	129,654,071	-32.23%	191,320,509	-13.49%	221,150,233	5.88%	208,865,486
Utilities	97,270,673	-2.11%	99,368,454	7.48%	92,450,603	3.59%	89,247,884
Hotels and Motels	49,044,160	-0.08%	49,085,462	-3.56%	50,898,646	0.14%	50,828,605
All Other Businesses	32,074,032	3.62%	30,954,332	-4.71%	32,482,996	1.17%	32,106,941
Total	<u>\$ 2,290,200,265</u>	<u>0.22%</u>	<u>\$ 2,285,229,681</u>	<u>0.47%</u>	<u>\$ 2,274,474,160</u>	<u>5.82%</u>	<u>\$ 2,149,411,392</u>



Note *a

The State Legislature removed residential rentals from the City of Prescott's taxbase effective December 31, 2024. This resulted in a loss of taxable activity in the Rental category of an estimated \$67.1 million in FY 2026. Without this loss the fiscal year to date percentage change for FY 2026 would have been an estimated +3.16% instead of the +0.22%.



Experience Prescott Monthly Visitation Report

May 2026

Powered by **DATAFY**

Report Filters

-  Geolocation
- Dates: 5/1/26 - 5/31/26
-  Dates: 5/1/25 - 5/31/25
- In-State
- Out-of-State
- Distance: 90 mi - 3742 mi
- Clusters: External Attractions Excluded
- POIs: All Included

Key Highlights

- Total Trips: 118,437 total trips** were recorded during the month of May which was a **11.64% increase** from last year.
- Visitor Days and Average Length of Stay:** Both estimates stayed relatively the same compared to last year. Visitor Days was **252,841 Days** and average length of stay at **2.1 days**
- Estimated Total Spend: \$11,151,710** which was an increase of **11.5%** from the previous year.
- Average Trip Expenditure:** On average, visitors spent **\$218.11**.
- Hotel Revenue:** Total hotel revenue for the month reached **\$5,316,775**
- Hotel Occupancy:** The occupancy rate for the period was **67.92%** a slight increase from last year.

Experience Prescott Monthly Visitation

Report Filters

Geolocation

Dates: 5/1/26 - 5/31/26

Dates: 5/1/25 - 5/31/25

In-State Out-of-State

Distance: 90 mi - 3742 mi

Clusters: External Attractions Excluded

POIs: All Included

Visitation Key Indicators

Geolocation 5/1/25 - 5/31/25

Total Trips **118,437 Trips**
11.64%

Visitor Days **252,841 Days**
3.55%

Avg Length of Stay **2.1 Days**
- 0.2 Days

Spending Key Indicators

Advanced Spending 5/1/25 - 5/31/25

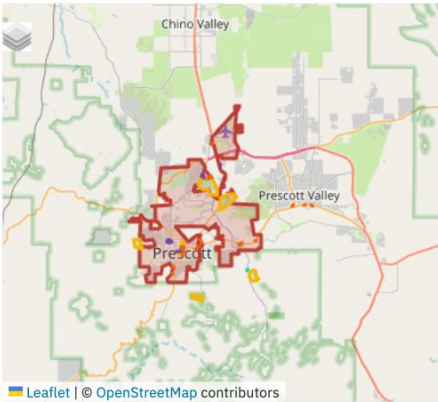
Total Spend **\$11,151,710**
\$8,363,749 - \$13,939,670
11.5% vs Compare Dates

Avg. Spend per Trip **\$218.11**
-3.8% vs Compare Dates

Avg. Transaction Size **\$63.04**
-11.1% vs Compare Dates

Selected Clusters

Geolocation



CoStar Monthly Averages for 5/26 - 5/26

CoStar 5/1/25 - 5/1/25

ADR **\$134.11**
5.20% vs 5/25 - 5/25

OCCUPANCY **67.92%**
1.80% vs 5/25 - 5/25

REVPAR **\$91.08**
3.50% vs 5/25 - 5/25

REVENUE **\$5,316,775**
1.50% vs 5/25 - 5/25

SUPPLY **58,373**
2.10% vs 5/25 - 5/25

DEMAND **39,645**
3.90% vs 5/25 - 5/25

Waiting for May CoStar Report

Filters Summary

Report Filters

📍 Geolocation

Dates: 5/1/26 - 5/31/26

↪ Dates: 5/1/25 - 5/31/25

In-State

Out-of-State

Distance: 90 mi - 3742 mi

Clusters: External Attractions Excluded

POIs: All Included

📷 Advanced Spending

Dates: 5/1/26 - 5/31/26

↪ Dates: 5/1/25 - 5/31/25

In-State

Out-of-State

Distance: 90 mi - 3742 mi

Locations: All Included

Categories: All Included

Cards: Datafy Default

CoStar

Dates: 5/1/26 - 5/1/26

↪ Dates: 5/1/25 - 5/1/25

Areas: Zip Codes+ Included

STR Period: Month

Geolocation

Cluster : A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

Share of Trips : Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

Share of Visitor Days : Measures the presence of a particular market by indicating the percentage of its individual visitor days compared to the total number of visitor days. For example, if visitors from San Francisco showed 20 visitor days out of a total of 80 visitor days, San Francisco witnessed a 25% share of visitor days.

Trips : The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

Trip Length : Measures how long, in consecutive days, the visitor spent in the destination.

Unique Device : A unique mobile device used to gather an estimate of the unique/individual visitors to a given POI or cluster.

Visitor Days : An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.

Advanced Spending

Total Spend : The total estimated spend for all visitors for the applied date range and filter settings.

Total Trips : The estimated number of unique "trips" to a destination. If a cardholder visits in March, and then returns in June this would be considered two separate trips.

Spend Volume : The total estimated dollars spent.

Average Spend per Trip : The average cumulative amount spent by each visitor during a trip. If a visitor completed four transactions during a trip that were \$25 each, then the spend for this visitor for this trip would be \$100.

Average Transactions per Trip : The average number of transactions that each visitor completed during a trip.

Average Transaction Size : The average dollar amount for each completed transaction. If a visitor spent \$50 on gas and \$100 at a restaurant during a short trip, then the average transaction size for this visitor would be \$75.

Transaction Volume : The total estimated number of transactions that occurred.

Repeat Spenders : If we see a cardholder make two or more trips to the destination (using all of our historical data, not just the filtered dates), then they are considered a “Repeat Spender.” If the cardholder has only made one trip to the destination, then they are considered “One Time”.

Length of Stay : Length of stay is determined as the difference between the first transaction on a trip and the last transaction on a trip for an individual cardholder. We recommend toggling the “Primary Cards” option when looking at length of stay to remove cards that a visitor may only use infrequently, and thus will skew towards 1-day trips.

Merchant Location : Available as a filter. The merchant location reflects the zip code or county where the transaction took place.

STR (Smith Travel Research)

Demand : Refers to the number of rooms sold within a specific time period, excluding complimentary rooms.

Occupancy : The percentage of available rooms sold during a specified time period. $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$

Revenue : Total revenue generated from guest room rentals or sales.

RevPAR : Stands for Revenue Per Available Room, and is calculated by dividing total room revenue by the total number of available rooms. $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$.

Supply : Number of rooms available in a hotel (or set of hotels) multiplied by the number of days in a specified time period. For example, if you’re looking for the supply during the month of October, you would multiply (number of available rooms) x (31 days in the month).



Experience Prescott Visitation Report

January 1 - June 30, 2026

Powered by **DATAFY**

Report Filters

 Geolocation

Dates: 1/1/26 - 6/30/26

 Dates: 1/1/25 - 6/30/25

In-State Out-of-State

Distance: 90 mi - 3742 mi

Clusters: External Attractions
Excluded

POIs: All Included

Key Highlights

- Total Trips: 554,603 total trips** were recorded for the first half of 2026 which was a **9.97% increase** from last year.
- Visitor Days and Average Length of Stay:** Both estimates stayed relatively the same compared to last year. Visitor Days was **1,227,687 Days** and average length of stay at **2.2 days**
- Estimated Total Spend: \$67,874,755** which was an increase of **25.7%** from the previous year.
- Average Trip Expenditure:** On average, visitors spent **\$231.47**.
- Hotel Revenue:** Total hotel revenue for the month reached **\$4,600,703**. (Jan-May 2026)
- Hotel Occupancy:** The occupancy rate for the period was **62.80%** a slight increase from last year. **** (Jan-May 2026)

Experience Prescott Visitation Report

Report Filters

Geolocation

Dates: 1/1/26 - 6/30/26

Dates: 1/1/25 - 6/30/25

In-State Out-of-State

Distance: 90 mi - 3742 mi

Clusters: External Attractions
Excluded

POIs: All Included

CoStar Lodging data is Jan - May
2026

Visitation Key Indicators

Geolocation 1/1/25 - 6/30/25

Total Trips **554,603 Trips**
9.97%

Visitor Days **1,227,687 Days**
3.14%

Avg Length of Stay **2.2 Days**
- 0.1 Days

Spending Key Indicators

Advanced Spending 1/1/25 - 6/30/25

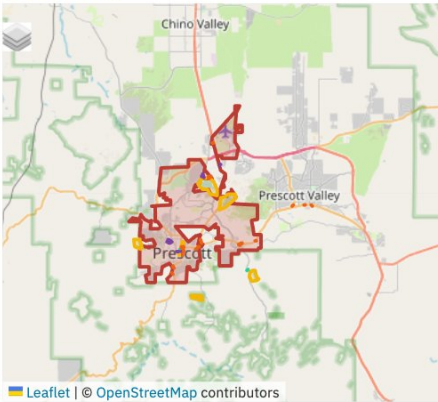
Total Spend **\$64,874,755**
\$48,653,820 - \$81,095,690
25.7% vs Compare Dates

Avg. Spend per Trip **\$231.47**
6.4% vs Compare Dates

Avg. Transaction Size **\$66.50**
-1.8% vs Compare Dates

Selected Clusters

Geolocation



CoStar Monthly Averages for 1/26 - 5/26

CoStar 1/1/25 - 5/1/25

ADR
\$125.67
2.80% vs 1/25 - 5/25

OCCUPANCY
62.80%
1.60% vs 1/25 - 5/25

REVPAR
\$79.41
1.30% vs 1/25 - 5/25

REVENUE
\$4,600,703
2.50% vs 1/25 - 5/25

SUPPLY
57,826.6
3.80% vs 1/25 - 5/25

DEMAND
36,341.4
5.50% vs 1/25 - 5/25

Filters Summary

Report Filters

📍 Geolocation

Dates: 1/1/26 - 6/30/26

↪ Dates: 1/1/25 - 6/30/25

In-State

Out-of-State

Distance: 90 mi - 3742 mi

Clusters: External Attractions Excluded

POIs: All Included

📷 Advanced Spending

Dates: 1/1/26 - 6/30/26

↪ Dates: 1/1/25 - 6/30/25

In-State

Out-of-State

Distance: 90 mi - 3742 mi

Locations: All Included

Categories: All Included

Cards: Datafy Default

CoStar

Dates: 1/1/26 - 5/1/26

↪ Dates: 1/1/25 - 5/1/25

Areas: Zip Codes+ Included

STR Period: Month

Geolocation

Cluster : A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

Share of Trips : Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

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Advanced Spending

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Supply : Number of rooms available in a hotel (or set of hotels) multiplied by the number of days in a specified time period. For example, if you’re looking for the supply during the month of October, you would multiply (number of available rooms) x (31 days in the month).



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