



City of Prescott

Tourism Advisory Committee

September 9, 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 **September 9, 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 August 12, 2026 Tourism Advisory Committee Meeting Minutes.
Recommended Action: MOVE to approve the minutes as presented
- B. Presentation & Discussion Regarding Tourism Advisory Committee Input Into Fiscal Year 2028 Budget Decisions.
Recommended Action: This item is for discussion only. No formal action will be taken.
- C. Discussion, Introduction & Presentation of New Tourism & Economic Development Marketing Agency, DestinationIQ.
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 9/4/26 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: September 9 Tourism Advisory Committee
DATE: September 9, 2026
DEPT: Tourism
ITEM #: 3.A
SUBJECT: Approval of the August 12, 2026 Tourism Advisory Committee Meeting Minutes.

ITEM SUMMARY

This item is for approval of the August 12, 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. August 12, 2026 TAC Minutes

City of Prescott

Tourism Advisory Committee



August 12, 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
Katie Dufort - Member
Kevin Keleher – Absent (Excused)
Edd Kellerman - Member
Autumn Kline – Member
Pierre Tibi – Absent (Excused)

3. DISCUSSION & ACTION ITEMS

A. Approval of the May 13, 2026 Tourism Advisory Committee Meeting Minutes.

MOTION BY MEMBER CHRISTENSEN TO APPROVE MAY 13, 2026 MEETING MINUTES; SECONDED BY MEMBER KELLERMAN: PASSED (9 - 0).

B. Discussion, Introduction & Welcome of New Member Katherine Dufort to the Tourism Advisory Committee.

Chair Brassard and the Committee welcomed new Member Katie Dufort to the Tourism Advisory Committee.

Staff provided Member Dufort with the required Board, Commission and Committee Code of Conduct and Loyalty Oath documentation.

Member Dufort provided an overview of her professional and community background. She discussed her previous involvement with the Phippen Museum, her ownership and operation of Puzzle Rides in Prescott and Scottsdale, and the Puzzle Shop located in the Hotel St. Michael. Member Dufort stated that her experience as a downtown business owner has provided significant exposure to the importance of tourism to Prescott's economy. Member Dufort also discussed her previous service as a Press Information Officer for the City of Prescott and Prescott Fire Department during the first anniversary of the Granite Mountain Hotshots tragedy and her involvement with the Granite Mountain Hotshots memorial center. She stated that Prescott's reputation, visitor experience, and connection to the community were important factors in her decision to serve on TAC.

Committee members introduced themselves to Member Dufort and briefly discussed their respective businesses, organizations, tourism industry experience, and history of service on the Tourism Advisory Committee.

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

C. Discussion, Introduction & Welcome of New Economic Development Director, Steve Prokopek.

Economic Development Director Steve Prokopek introduced himself to the Committee and provided an overview of his professional background and his initial priorities for the City's Economic Development Department. Mr. Prokopek stated that he had been with the city for approximately a month and had been meeting with community stakeholders and TAC leadership to become familiar with Prescott's tourism and economic development priorities. He explained that his role will encompass business attraction, business retention and expansion, job creation, new investment, redevelopment, and other economic development initiatives and emphasized that tourism will continue to play a significant role within the city's overall economic development strategy and discussed opportunities to expand Prescott's tourism reach while coordinating tourism, business recruitment, and airport development initiatives.

In response to a Committee question, Mr. Prokopek reviewed his professional experience in economic development. He discussed previous work with the cities of Phoenix, Chandler, Glendale and Peoria, including business attraction, airport development, industrial and high-tech recruitment, revitalization, retail development, employment development and downtown redevelopment. He also discussed approximately ten years of private-sector experience and his previous work with the Town of Carefree, where he focused on retail development, redevelopment of the town center, hotel development, destination stays, events and tourism-related economic development.

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

Mr. Propek, Economic Development Manager Tricia Lewis and Tourism Manager Mike Kelly presented an overview of the city's new Tourism Destination Marketing contract with DestinationiQ. Mr. Propek explained that the contract had been approved by City Council at its previous meeting and discussed the procurement and approval timeline associated with the transition in Economic Development leadership and the need to maintain continuity in the City's tourism marketing and Arizona Office of Tourism commitments. He discussed opportunities to create greater coordination between tourism, business attraction and airport development, including potential campaigns targeting markets served by Prescott Regional Airport such as Denver and Los Angeles and potential future markets, and also discussed the use of both Bed Tax and General Fund resources to support tourism and economic development marketing initiatives.

Ms. Lewis reviewed the procurement process and stated that the city received 15 Statements of Qualifications from agencies with destination marketing organization experience. Ms. Lewis stated that she, Mr. Kelly and Member Christensen participated in the evaluation process and unanimously ranked DestinationiQ as the top respondent. She also discussed her previous experience working with DestinationiQ and emphasized the importance of maintaining Prescott's Destination Marketing Organization status and participation in the Arizona Office of Tourism Rural Marketing Cooperative Program.

Mr. Kelly reviewed the scope of work and budget components associated with the new Destination Marketing program. He discussed destination management services, brand strategy, content marketing, photography and video development, targeted advertising campaigns, website support, social media management, visitor research and performance reporting. DestinationiQ will participate regularly in TAC meetings to provide campaign performance data, project updates and measurable results for Committee review. Mr. Kelly stated that the initial agreement is for one year with the potential for renewal and includes four targeted campaigns during the year. Campaign priorities will include signature events, Prescott Regional Airport and opportunities to coordinate Tourism and Economic Development marketing. DestinationiQ will also provide a dedicated social media resource and serve as a centralized point of coordination among the City's marketing, website and social media platforms.

Staff also discussed plans to incorporate the Yodel event-calendar platform to improve consolidation and promotion of community events and to provide DestinationiQ access to Placer visitor analytics. He stated that these tools will assist the city in evaluating visitor behavior and determining whether advertising is effectively reaching audiences outside the 90-mile market identified as a priority by City Management and Council.

Mr. Kelly announced that Bailie Sanders will begin an eight-week Tourism Coordinator Internship and will assist as a liaison between City staff, the agency and social media activities. The full-time Tourism Coordinator position will then proceed through the City's recruitment process.

Ms. Lewis discussed performance results DestinationiQ achieved in Cottonwood, including approximately \$3.2 million in incremental investment, a reported 52-to-1 return on marketing investment, and significant growth in campaign impressions. She explained that the City's goal is to reduce expenditures with multiple vendors and consultants while directing more available funding toward measurable advertising campaigns.

Member Christensen asked about DestinationiQ participating remotely in future TAC meetings. Council Liaison Lois Fruhwirth discussed current limitations regarding remote participation for boards and commissions but stated that staff could coordinate with the City Manager and City Clerk regarding the capability. Staff noted that the Council Chambers now has remote-meeting technology available.

Staff discussed scheduling an introductory meeting between DestinationiQ and TAC near the end of August, followed by the agency's Prescott immersion trip during the week of the September TAC Meeting. Staff also discussed potentially utilizing DestinationiQ in development of a future Tourism Strategic Plan. Mr. Prokopek noted that approximately \$83,000 was available within Economic Development advertising and marketing resources that could provide flexibility for additional campaigns or related initiatives as the partnership develops.

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

Airport Marketing PR and Media Coordinator Lillie Putman provided an update regarding Prescott Regional Airport passenger activity, commercial air service, capital projects and upcoming events. Ms. Putman reported 2,728 June enplanements compared with 1,955 in June 2025, and 2,562 July enplanements compared with 1,991 in July 2025. She attributed a significant portion of the increase to the additional third commercial flight frequency. Prescott Regional Airport was ranked the 17th busiest airport in the nation by aircraft operations, with 26,976 operations reported during the referenced reporting period.

Ms. Putman reported June load factors of 72.1 percent for Los Angeles, compared with 62.1 percent the previous year, and 68.8 percent for Denver, compared with 74.4 percent the previous year. August advance bookings were reported at approximately 48.1 percent for Los Angeles and 48.4 percent for Denver. She also reviewed commercial service delays related to weather, maintenance, air traffic control, late turns, airport closures and aircraft weight-and-balance limitations associated with summer temperatures.

Ms. Putman reviewed completed and planned airport capital improvements, including south ramp and hangar area crack sealing, southwest ramp repairs, restriping and improvements to

the old terminal parking lot, future ramp reconstruction and development projects, a vehicle service road, additional overflow parking and rental car staging improvements. The Phase I hangar development and Taxiway Foxtrot realignment projects were also moving through the bid process.

Ms. Putman reported that City representatives recently met with SkyWest Airlines in St. George, Utah. SkyWest expressed interest in submitting a proposal when Prescott's Essential Air Service contract is rebid prior to the current contract's August 31, 2027 expiration. At Member Christensen's previous request, Ms. Putman presented 2022 origin-and-destination market research for the airport's catchment area. Major markets identified included the Los Angeles Basin, San Francisco, Seattle, Denver, Chicago, New York, Minneapolis, Portland and Washington. Staff stated that the information would be distributed to TAC and could also assist future airline route-development discussions. She also discussed planning for Prescott Regional Airport's Centennial AirFest on October 24, the airport's upcoming hosting of an American Association of Airport Executives peer council meeting, and new radio advertising promoting Prescott's commercial air service.

Recreation Services Supervisor Ryan Harlow provided an update regarding summer events, tournaments, recreation programming and park improvements. Mr. Harlow reported that the City-operated Prescott Freedom Festival was successful and experienced strong attendance, including significant visitation from outside Prescott. Recreation Services also hosted 14 tournaments during the summer. The Women's Senior Smash Tournament held July 31 through August 2 attracted 39 teams, including participants from Minnesota, Maryland, Nevada, California and Canada. He also discussed new recreation programming including mountain-bike clinics and lessons in the Granite Dells, creative painting workshops at the Armory, and the Parks for Pollinators BioBlitz beginning September 1. The month-long BioBlitz will conclude with a community event at Watson Lake on September 30. Staff also continues preparations for the November 11 Veterans Day Parade and completion of the Recreation Master Plan survey. Recreation Services also continues work on park and athletic-facility improvements, including the hockey rink resurfacing and projects at Bill Vallely Fields. Tourism Manager Mike Kelly reviewed current Bed Tax, Taxable Activity, Datafy and STR performance. June Bed Tax collections increased approximately 5.55 percent compared with June of the previous year, bringing FY2026 bed tax collections to approximately 1.83 percent above the prior fiscal year. Combined retail and online retail activity increased approximately 1.61 percent in June, while construction activity increased approximately 15.41 percent year over year. Mr. Kelly also reviewed preliminary June STR results. June occupancy increased approximately 5.8 percent to 69.1 percent, compared with 65.3 percent the previous year. Year-to-date occupancy was approximately 64.2 percent, while June ADR was approximately \$130.46. Mr. Kelly stated that additional market comparisons, including Payson and Williams, would be incorporated into the STR reporting and distributed to Committee members.

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.

Mr. Kelly discussed potential future agenda items related to tourism strategic planning and the Downtown Beautification Cooperative Contract. Mr. Kelly reported that there had been no changes to the existing Downtown Beautification Cooperative Contract but stated that the item could return to TAC for discussion regarding desired service changes from downtown retailers and tourism stakeholders.

Member Christensen requested that TAC's role in reviewing and making recommendations regarding allocation of City bed tax revenues be placed on a future agenda. She referenced the Committee Bylaws and stated that TAC had not had an opportunity to review the FY2027 budget prior to City Council action because of staffing transitions and the absence of a June TAC meeting. Member Christensen requested that TAC begin the budget-review process earlier in future years so the Committee can provide recommendations before the budget proceeds to Council. Staff agreed to place the issue on a future agenda.

Council Liaison Lois Fruhwirth stated that the City's primary budget development work occurs during April and May with Council action generally occurring in June and recommended that TAC establish a schedule allowing Committee review before those deadlines. Ms. Fruhwirth also provided updates regarding upcoming City town halls and the America 250 planning effort, including coordination among community organizations to expand events and encourage overnight visitation. She also discussed the Arizona Technology Council's annual executive conference, which was held in Prescott for the second consecutive year, and highlighted opportunities to connect the City's tourism, airport and economic development assets with future business recruitment and investment efforts.

Member Kline reported that downtown business activity had recently been slower than anticipated.

Member Kellerman reported that the Phippen Museum's Memorial Day Western Art Show experienced strong attendance and increased artist participation. Placer data indicated that more than 21,000 people visited the Courthouse Plaza during the three-day event. Member Dawson discussed tourism market research indicating increased U.S. travel to Europe and declining Canadian visitation to the United States. He stated that understanding changes in these markets could assist Prescott in evaluating tourism trends and identifying opportunities to attract visitors who might otherwise travel outside the Southwest.

Member Dufort discussed recent observations from travel in southern Utah, where businesses near Bryce Canyon and Zion National Park reported reduced summer tourism. She noted that the slowdown appeared to extend beyond Prescott and could reflect broader regional tourism conditions in the Southwest.

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 12:21 p.m.

MATT BRASSARD, CHAIR

STAFF LIASON



TO: MAYOR AND CITY COUNCIL
AGENDA: September 9 Tourism Advisory Committee
DATE: September 9, 2026
DEPT: Tourism
ITEM #: 3.B
SUBJECT: Presentation & Discussion Regarding Tourism
Advisory Committee Input Into Fiscal Year 2028
Budget Decisions.

ITEM SUMMARY

This item is for TAC to better understand the Tourism budget line items that they can advise on prior to the FY28 budget being approved by staff and Council. TAC would like to give more input on all funds spent throughout a given fiscal year. A monthly Bed Tax Report will be attached for reference, as well as Finance Director Lars Johnson giving a brief overview on how contingencies work year to year in Tourism.

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact associated with this item.

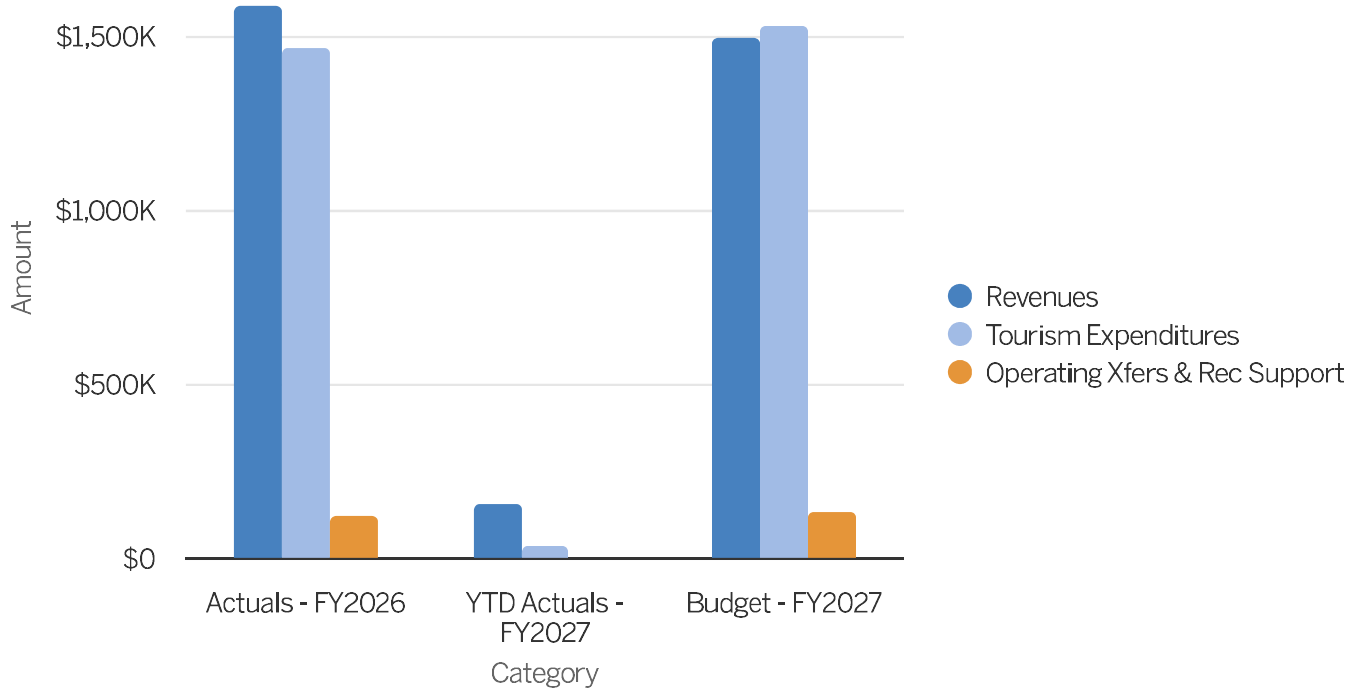
RECOMMENDED ACTION

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

ATTACHMENTS

1. Mid-Yr Bimonthly Report Bed Tax for Aug 31, 2026

City of Prescott
Mid-Yr Bimonthly Report Bed Tax As of August 31, 2026



	ACTUALS	YTD ACTUALS	BUDGET
	FY2026	FY2027	FY2027
Revenues	\$1,592,923	\$155,163	\$1,500,000
Tourism Expenditures	\$1,468,287	\$35,875	\$1,534,599
Operating Xfers & Rec Support	\$121,276	-	\$135,000
Total Expenditures	\$1,589,563	\$35,875	\$1,669,599
Net Change to Fund Balance	\$3,360	\$119,288	-\$169,599

City of Prescott
Mid-Yr Bimonthly Report Bed Tax

	ACTUALS	YTD ACTUALS	BUDGET	CALCULATION	CALCULATION
	FY2026	FY2027	FY2027	Amount Remaining	% Used of Budget YTD
Revenues	\$1,592,923	\$155,163	\$1,500,000	\$1,344,837	10%
Tourism Expenditures					
NA	\$701,799	\$33,107	\$624,599	\$591,492	4%
Tourism Events	94,450	–	90,000	90,000	0%
Parks Tourism Venues/Amenities	40,000	–	40,000	40,000	0%
Open Space Management	14,395	–	0	0	0%
Sharlot Hall Utilities	10,000	2,768	10,000	7,232	28%
Downtown Beautification	60,220	–	125,000	125,000	–
Marketing & Promotion	166,951	–	200,000	200,000	0%
Christmas And Visitor Center Support	80,000	–	100,000	100,000	0%
PDP Contract	75,000	–	75,000	75,000	0%
Prescott Frontier Days Rodeo	50,000	–	40,000	40,000	0%
Community Events	13,506	–	15,000	15,000	0%
Museum Marketing Support	25,000	–	35,000	35,000	0%
Whiskey Off-Road	95,000	–	120,000	120,000	0%
Az Office Of Tourism	41,967	–	50,000	50,000	0%
TAC & Tourism Team Up	–	–	10,000	10,000	0%
TOURISM EXPENDITURES TOTAL	\$1,468,287	\$35,875	\$1,534,599	\$1,498,724	2%
Operating Xfers & Rec Support	\$121,276	–	\$135,000	\$135,000	0%
Total Expenditures	\$1,589,563	\$35,875	\$1,669,599	–	–
Net Change to Fund Balance	\$3,360	\$119,288	-\$169,599	–	–



TO: MAYOR AND CITY COUNCIL
AGENDA: September 9 Tourism Advisory Committee
DATE: September 9, 2026
DEPT: Tourism
ITEM #: 3.C
SUBJECT: Discussion, Introduction & Presentation of New Tourism & Economic Development Marketing Agency, DestinationiQ.

ITEM SUMMARY

This item is to introduce Tourism & Economic Development's new marketing agency, DestinationiQ to TAC. They will also give an overview of their company, contracted deliverables and a timeline for the coming year.

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: September 9 Tourism Advisory Committee
DATE: September 9, 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. Recreation Services Updates (Ryan Harlow)
3. Tourism Bed Tax, Taxable Activity, STR and Datafy Reports (Mike Kelly)
4. General Tourism & Economic Development Updates (Mike/Steve/Tricia)
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

None



TO: MAYOR AND CITY COUNCIL
AGENDA: September 9 Tourism Advisory Committee
DATE: September 9, 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