

Tourism Programs Comparisons

Tourism Programs Comparisons

Related City Department (s)

PRESCOTT
CITY of

<https://prescottbusiness.com/>

Economic Development
Tourism & Film

SCOTTSDALE
CITY of

<https://www.scottsdaleaz.gov/directo-ry>

Economic Development Department
Tourism & Events Department

FLAGSTAFF
CITY of

<https://www.flagstaff.az.gov/>

Economic Vitality
Convention & Visitors Bureau
Economic Development

Commissions | Advisory Councils

TAC

Eleven-member Tourism Advisory Committee (TAC) comprised of representatives of various tourism stakeholder groups.

<https://www.scottsdaleaz.gov/search?query=commissions>

The Tourism Development Commission advises the City Council on matters concerning the Tourism Industry in Scottsdale as well as the expenditure of revenues from the Transaction Privilege Tax on Transient Lodging (Bed Tax) designated for Tourism Development.

Tourism Commission

The Tourism Commission consists of seven citizens. The mission of the Tourism Commission is to develop, promote, and maintain Flagstaff as a year-round destination with professional visitor services that will benefit the community economically, environmentally, and socially.

<https://www.scottsdaleaz.gov/boards/tourism-development-commission>

<https://www.flagstaff.az.gov/2819/Tourism-Commission>

What is public monies being used for?

Exclusive: Places to stay & Events

Exclusive: Places to stay & Events

Economic Vitality

OUTSOURCED MARKETING TYPE

Destination Marketing
variety of social media platforms, public relations, targeted media and consumers

AOT PROGRAM STATE 50% funded Madden Media Front Burner Media, LLC. (Heather Herman)

DMO Experience Scottsdale



Does the Marketing firm attend commission meetings?

Front Burner-yes

yes

STATE REPRESENTATION


Official Website
Arizona Office of Tourism

City

DMO

City

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	<u>PRESCOTT</u> <u>CITY of</u>	<u>SCOTTSDALE</u> <u>CITY of</u>	<u>FLAGSTAFF</u> <u>CITY of</u>
CITY TOURISM WEBSITE	https://experienceprescott.com/	DMO	https://www.flagstaffarizona.org/
VISITOR GUIDE	City DIGITAL VIEW 2022-2023 VISITOR'S GUIDE	DMO https://www.experiencescottsdale.com/maps-guides/	City Print CityFlagstaff Visitor Guide
Does visitor Guide include shopping?	YES	shopping centers	dining, accommodations and things to do
VISITOR CENTER	NO city Visitor Center In process Checking on service contract	DMO in Basement at Scottsdale Fashion Mall Food court 7014 E Camelback Rd #582, Scottsdale, AZ 85251	City Visitor Center
EVENTS GRANTS	City of Prescott Office of Tourism	City of Scottsdale Community Event Funding Program	
Special Events Guidebook	https://experienceprescott.com/tac-paahc-grants/	https://www.scottsdaleaz.gov/Assets/ScottsdaleAZ/Tourism+Reports/FY2223+-+Community+Event+Funding+Application.pdf	
Process Policy Grants	Program Events Budget -application	City Nonprofit Arts and Events TAC and PAAHC Grants are funded by the City's Transient Occupancy (Bed Tax)	
Performance Metrics	in city	in city	in city
Expert Data Collection	in city	in city	in city
Event Payment	post city	post city	
Brand Product development & criteria	city	city	City

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PRESCOTT CITY of

Transient Occupancy Tax Fund
– In 1987 the voters established a two percent (2%) transient occupancy (hotel/bed) tax. It was increased to three (3%) percent in 2007. By ballot provision, these revenues can only be used for tourism promotion and development of recreational facilities.

Expenditures Community Outreach & Tourism actively promotes Prescott as a destination for tourists. Recreation Services includes capital projects related to recreation development. Bed Tax allocations are support and grants to local community events and organizations which promote tourism and recreation. These allocations are recommended by the Tourism Advisory Committee to the City Council for approval. A contingency is included for opportunities that may arise during the fiscal year.

SCOTTSDALE CITY of

<https://www.scottsdaleaz.gov/taxes#:~:text=Transient%20Lodging%20%2D%20Hotel%2FMotel,for%2030%20days%20or%20less.>

In addition to the privilege tax, an additional 5.0% transient tax is due on income from charges for lodging to any transient. Fifty percent (50%) of the transient tax revenues are used for destination marketing to promote tourism and fifty percent (50%) are used for tourism-related event support, tourism research, tourism-related capital projects, and other eligible uses as determined by City ordinance or State law.

FLAGSTAFF CITY of

BBB ALLOCATIONS:

Arts and Sciences, Beautification, Economic Development, Parks and Recreation, Tourism,

The BBB tax is a 2% local transaction privilege tax (TPT) levy on the gross revenues generated from hotels, motels, campgrounds, bars, and restaurants. The BBB tax is in addition to the base local TPT rate of 2.281%, plus the state and county TPT rates. Flagstaff voters approve all local TPT rates, including the BBB tax, per the Flagstaff City Charter.

