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Prescott Tourism Programs 2023

CITY OF PRESCOTT



STATE REPRESENTATION

Official Website [Arizona Office of Tourism](#) City

CITY Office of Tourism

Official Website of the City, Arizona Office of Tourism, a division of the Economic Enterprises Department of <https://experienceprescott.com/> City updated web

OFFICIAL CITY DMO, Destination Marketing Organization (DMO)

Official City DMO City
Economic Department Development
Tools -Website <https://prescottbiz.com/>

CITY TAC, Tourism Advisory Committee (TAC)

Eleven-member Tourism Advisory Committee (TAC) comprised of representatives of various tourism stakeholder groups. <https://www.visit-prescott.com/about-us/>

Visit Prescott WEBSITE <https://experienceprescott.com/about-us/> City
Visitor Guide

Special Event Guidebook <https://www.visit-prescott.com/tac-paahc-grants/>

Process | Policy

Program Tourism- Events Budget - TAC submission City

Tourism Revenues - Expenditures - Vendors

	<u>Source:</u> FY2023 Budget	% change
FY22 Revenues	1,643,730	33.72%
Budgeted Revenues	1,475,000	
Budgeted Expenditures	1,587,612	

Sources:

Deeper dive Marketing cost		
Strategic Ads Outside of AOT	72,370	TAC: Minutes Budget contract:
Prescott Chamber Consultant	25,000	Visitor Service, event, trade shows contract: hourly
AOT AIRPORT	2,730	



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City of Prescott Population Demographics

RESIDENTS 2022	45,827
Taxes (sales, Bed)	voter approved
Combined taxes	5.75%

CITY OWNED TOURISM PROGRAM, ASSETS **100%**

PROCESS CONTROL & TCI -Total City Involvement Scorecard **100%**

CITY OF PRESCOTT Transient Occupancy Tax

Transient Occupancy Tax Fund 3%

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

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.

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	<u>Actual</u>		
FY 2022	\$1,229,039		
FY 2021	\$914,587	25.59%	\$314,452
FY 2019	\$1,002,044		