

City of Prescott - Tourism Overview

To understand more of the details in Tourism Revenues & Expenditures with a deep dive into contracts, performance metrics and details in marketing and to understand who does what.

Office of Tourism	City of Prescott Office of Tourism is in the Economic Department
City's DMO	The City Office of Tourism is the Official City DMO
Tourism flow chart- Tourism Advisory Committee (TAC)	<ul style="list-style-type: none">● Economic Department<ul style="list-style-type: none">○ Office of Tourism○ Tourism Advisory Committee (TAC) reports to City Council.
Tourism Budget & Expenditures	FY 22 Revenues \$1,643,730 Budgeted Revenues \$1,475,000 Budgeted Expenditures 1,587,612
Contracts reviewed	Front Burner Media, Prescott Chamber of Commerce

Tourism Program Details

Tourism Budget

- FY 23 Budget for Tourism is driven by 3% voter approved Bed Tax levy.
- **FY 2 Budget is \$1,475,000.**
- Identifies the expenditures in details including Tourism Office, Grants, marketing, lighting, Rodeo, PArks Open Space, Museum , Parking, Airport events, Downtown Courtesy Can and recreation development Capital.

Arizona Office of Tourism

The **Prescott Office of Tourism is the official Destination Marketing Organization in AOT.** The use the Rural Co-op program and favor Airport Service Media marketing in AOT program. The budget is \$10,000 in the FY 23 Budget.

Contracted Tourism Services

- Independent Consultant
- Partnership with the Office of Tourism. Includes specific duties and outlines exactly what the Prescott Office of Tourism expects.

Front Burner Media

The City of Prescott put out bids and they selected Front Burner Media. The current contract is one year. The City contract requires **monthly billing based on hourly rate for work completed for each itemized task**. The city will pay vendor within 30 days, and the professional billing shall be **limited to \$3,150.00 per month and shall not exceed \$37,800.00**. This vendor attends all TAC meeting and supports the Office of Tourism in presentations.

Prescott Chamber of Commerce

The Prescott Chamber of Commerce contract is considered a **Partnership with the City of Prescott Tourism Office**. The Sponsorship Investment is for **\$25,000 annual**. It outlines the tasks along with Banner Ads on Chamber Website. Direction to work with Prescott Office of Tourism. A formal Table for the City of Prescott at Chamber's Signature events. Includes supporting a state visitor center (AOT markets ,may fund) The details of performance metrics show the Chamber distributes City mapping, other city material like relocating to Prescott and more.

Other Strategic Marketing

Deeper dive into the detail budget showed targeted marketing advertising to promote Prescott events in various targeted areas in the amount of **\$72,370** for FY23

Sources:

FY 2023 Budget, Prescott Tourism Advisory Committee Minutes,
Contract for Prescott Chamber of Commerce , Contract for Front Burner Media.
City of Prescott Performance Report - Prescott Visitor center.

