



**City Of Prescott Tourism**  
Strategic Plan, Vision, Mission, and Guiding Principles  
<https://www.experienceprescott.com/about-us/strategic-planning/>

**City of Prescott Strategic Planning**

**Our Vision:**

Prescott is a welcoming and unforgettable year-round destination attracting visitors seeking to experience authentic Western heritage and unparalleled natural beauty.

**Our Mission:**

We attract visitors to Prescott and enhance our community's quality of life by inspiring a love and respect for our natural beauty, rich history, and hometown atmosphere.

**Guiding Principles:**

- Engage residents and industry stakeholders
- Enhance, enrich and simplify the visitor experience
- Emphasize the quality of visitors over the quantity of tourists
- Consider the impact of our work on existing infrastructure and community resources
- Support the responsible use of our natural resources and assets
- Seek to enhance the quality of life and increase economic opportunity
- Preserve our community's exceptional hospitality and create an environment that is welcoming to all

**The City of Prescott Office of Tourism** operates as a single destination government DMO under the City Office of Tourism model with an eleven-member **Tourism Advisory Committee (TAC)**

<https://www.prescott-az.gov/board/tourism-advisory-committee/>

**Tourism Advisory Committee (TAC)** The Committee consists of eleven (11) members (seven representing the hospitality industry, three local business community members, and one City Council member) appointed by Council. TAC shall serve to make recommendations to the City Council a five (5) year Strategic Plan to be used as a guide for future programs; make recommendations to City Staff and the City Council regarding allocation of the City's transient occupancy tax; support the City's tourism staff on matters of local concern and the promotion of tourism; administer annual grant allocations of the City's transient occupancy tax and make recommendations to the City Council for final grant allocation; and consider any other tourism related matters assigned to it by the City Council.

The City of Prescott Office of Tourism is the official Destination Marketing Organization At the Arizona Office of Tourism (AOT). The City of Prescott Office of Tourism uses the Rural Co-op program and favors Airport Service Media marketing in the AOT program. The budget is \$10,000 in the FY 23 Budget. The City of Prescott Office of Tourism has a dedicated Website

**"Fee for Service" Tourism Services**

Contracts with fee for services with Front Burner Media, & Prescott Chamber.