



# Tourism Arizona Governments Benchmark

CHECK THE FACT CHECKER  
VERIFY SOURCES

*donna joy*  
RESEARCH TRACKER  
DonnaJoys.com

- **AOT**  
Arizona Office Tourism  
Are the state experts in Tourism. Provide destination marketing and branding for Cities & Towns in Arizona. Provide Research & Data



- **Prescott**  
Prescott was used for many reasons. One being the AOT studies show Prescott & Sedona share the same tourism base.

- **Scottsdale**  
Scottsdale was used several times as being similar to Sedona.

- **Flagstaff**  
Is close by. Tourism is the top industry for the City.  
Tt.

# Arizona Office of Tourism

The Arizona Office of Tourism (AOT) strives to enhance the state economy and the quality of life for all Arizonans by expanding travel activity and increasing related revenues through tourism promotion and development.



## State Agency

AOT's goal is to provide effective, research-driven strategies to achieve this mission while serving as the comprehensive leader in Arizona's tourism industry.

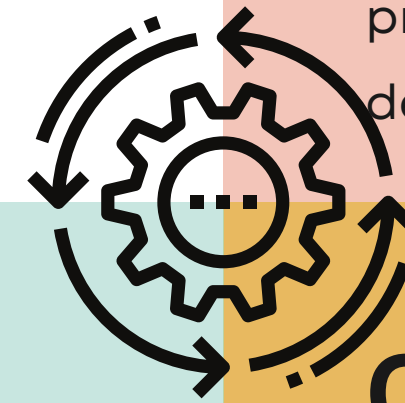
## Programs & Education

State wide Destination Marketing, Every location

- Research & Resources
- Advertising & Branding
- Trade & Media
- Partner Opportunities
  - grants, co op program

## TAC

**Tourism Advisory Council** (TAC) .appointed by the governor.Assists and advises the agency director in preparation of the budget and in establishment of policies and programs which promote and develop tourism for this state



## Controls

Report to Governor, Tourism Advisory Council, Research, data and reports show how metric. Marketing to protect environmental and cultural resources. Provide tourism collaboration, promotion and development for cities, towns and unincorporated areas





Stabilize and strengthen local economies, protect environmental and cultural resources, create a meaningful visitor experience and enhance the quality of life for Arizonans through tourism collaboration, promotion and development.

**A D V E R T I S E S   S E D O N A**  
or Sedona DMO



FREE Routinely Marketed  
Free education, access to state experts,  
contractors and has coop programs

**F E A T U R E S**

- Advertising & Branding
  - Domestic Program
  - Proposition 302
  - Rural Marketing Co-op Program
  - Arizona CrowdRiff
  - Partner Network





# City of Scottsdale

The Tourism and Events Department supports the economic vitality and unique lifestyle of Scottsdale by marketing and promoting arts and culture, downtown, events and tourism. The department provides services, support, and funding for the development of tourism-related capital projects, events and event development, destination marketing and promotion as well as research. It manages the public special event permitting process and, through contracts serves as the steward for the municipal collection of public art and cultural programming (Scottsdale Arts) as well as the marketing and promotion of Scottsdale the destination.

## City Agency

Department: Tourism and Events Department.

City hired Resonance Consultancy to create five-year Tourism & Events Strategic Plan (2022-2026).

## Programs & Education

### Tourism and Events

Policy, education, programs and funding are strong all on Tourism and Events city website. Program & Performance metrics, Event Funding Programs, CVB target marketing

## Commission

The Tourism Development Commission advises the City Council on matters concerning the Tourism Industry in Scottsdale as well as the expenditure of revenues  
7 member 2 staff  
routine meetings , documented



## Controls

Driven by Metes & Bounds  
Tax rates voter approved  
Controlled by Policy, Process & Procedure.  
Protected by Performance metrics.  
Continuous Improvement  
City Auditor - Audit Commission





## Scottsdale Events Funding Policy

- Must be a 501 (c) Status
- Provides educational, recreational, cultural, historical or social opportunities
- Tourism drivers: art and culture, culinary, golf, sports and recreation or western
- Payment is post event

## Targeted Destination Marketing Program

- CVB Experience Scottsdale
  - Exclusive Lodging with city controls
  - City contract is for Events & Lodging
  - other businesses must qualify, pay to play



City of  
Scottsdale

## CVB RULES

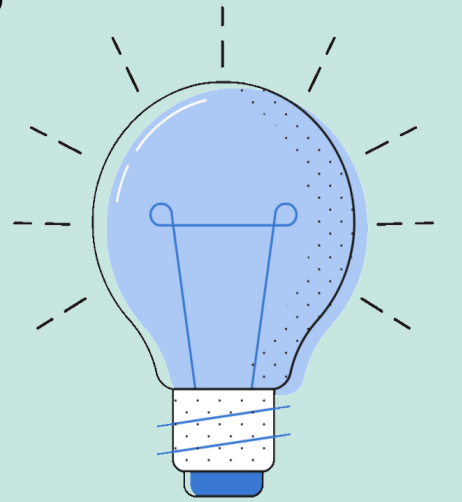
- Businesses must relate to the tourism or hospitality industry and demonstrate that they provide tourism-related products or services as part of their regular offerings
- Hotels, resorts and spas must have a Scottsdale or Paradise Valley address.
- Golf courses throughout Maricopa County are eligible to apply for membership. However, golf courses associated with ineligible hotels and resorts cannot apply.





# City of Scottsdale City Auditor

A deep dive into  
TQM shows that  
an Auditor is  
critical element



**The City Auditor's Office conducts audits to promote operational efficiency, effectiveness, accountability, and integrity in City operations.**

## AUTHORITY AND OVERSIGHT

As established in the voter-approved City Charter, the City Auditor is appointed by the City Council.

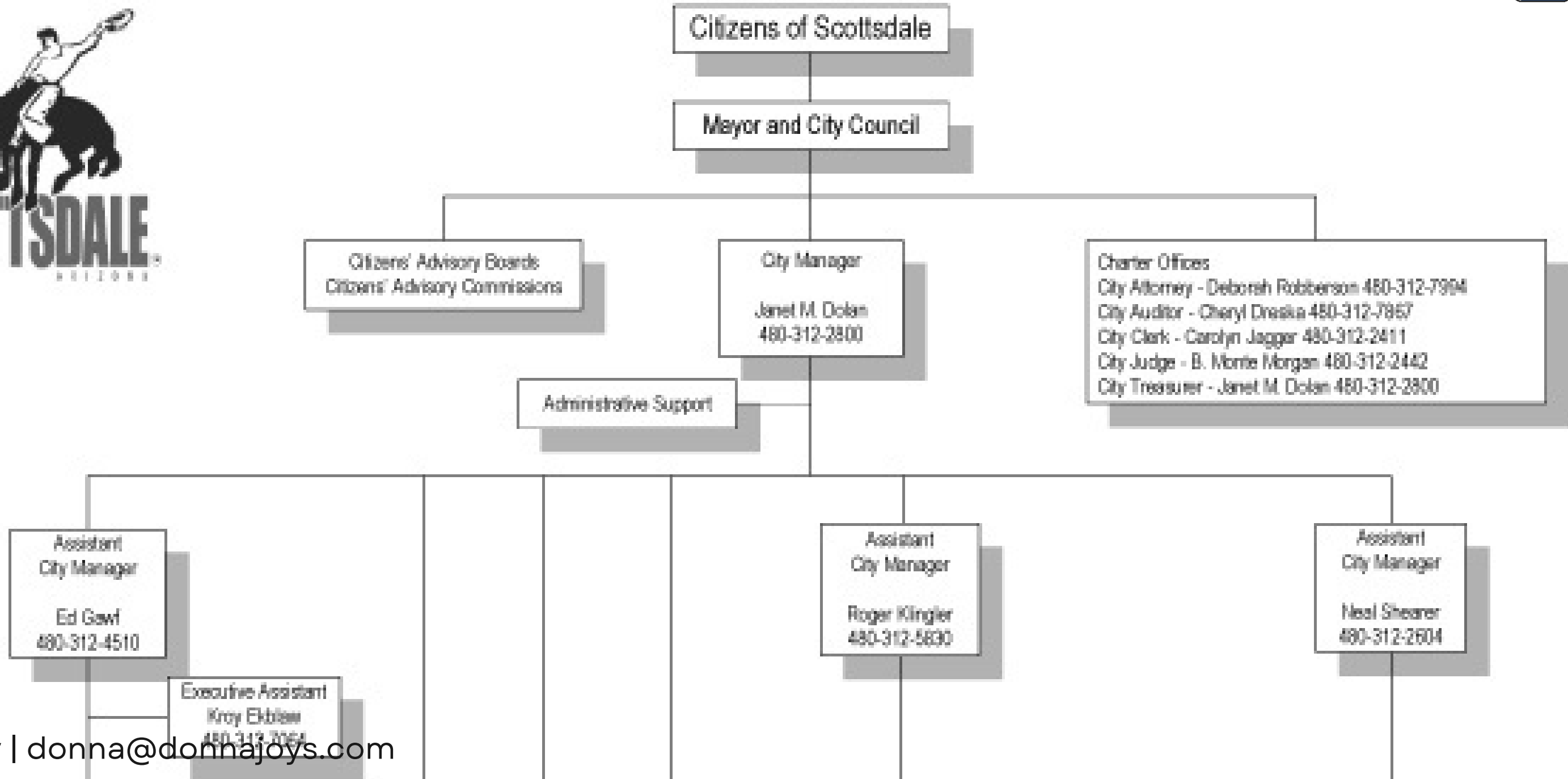
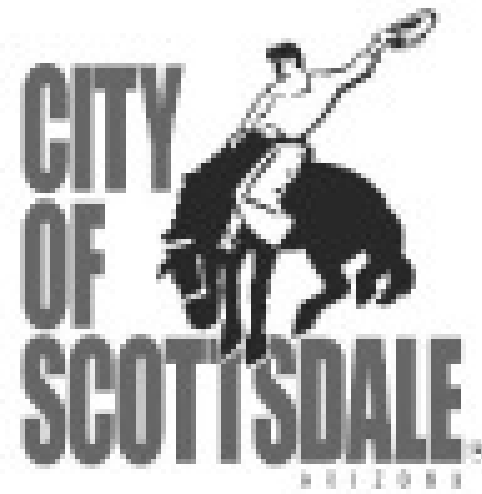
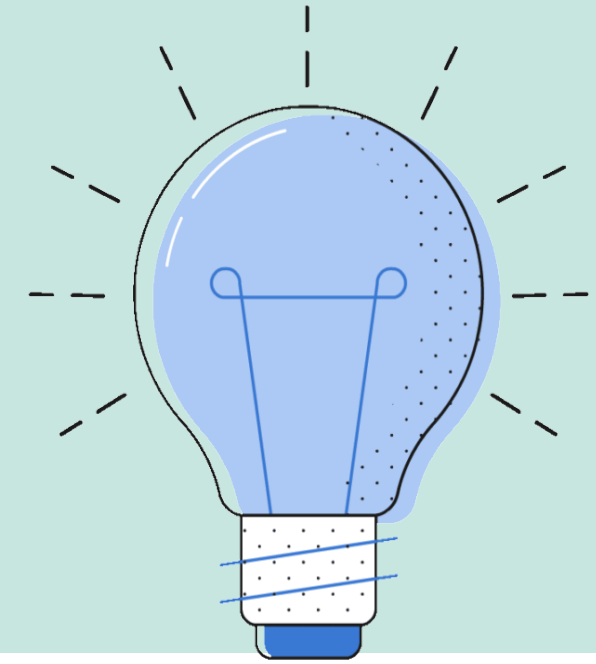
**Audit Committee** consisting of three City Council members, appointed by the Mayor with the approval of the City Council.







# City of Scottsdale



# City of Prescott

The Office of Tourism acts as the official destination marketing organization (DMO) of the City of Prescott. The mission of the Office of Tourism is to develop, promote and maintain Prescott as a year-round visitor destination benefiting the community economically and socially.



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## City Agency

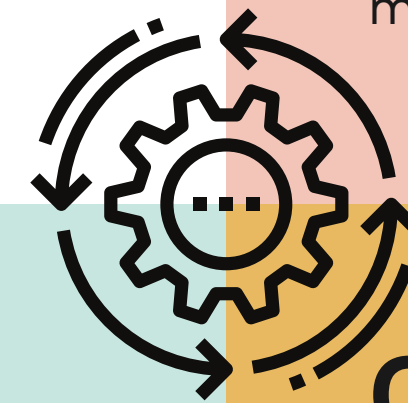
Department: Economic Development

Official DMO Arizona Office of Tourism, a division of the Economic Development within the of City of Prescott, Arizona.

## TAC

### Tourism Advisory Commission

The Committee consists of eleven (11) members (seven representing the hospitality industry, three local business community members, and one CC member) appointed by Council. meets 6 times a year



## Programs & Education

### Tourism and Events

Policy, education, programs and funding are strong all on city & Tourism City websites.

Program & Performance metrics, Grant program for Events in Prescott

NO Visitor center

## Controls

Driven by Metes & Bounds  
Tax rates voter approved  
Controlled by Policy, Process & Procedure.

Protected by Performance metrics TAC Monthly Updates.

Grants Tourism & Arts non-profit organizations hosting events in Prescott.





## **Experience Prescott.com**

The Office of Tourism acts as the official destination marketing organization (DMO) for the City of Prescott.

# City of Prescott

**City of Prescott uses AOT resources for Branding & Marketing** which include Madden Media expert for state & co-op program.

Use Heather Herman (Front Burner) for PR & social media.

## **Tourism & Arts & Humanities Grants**

- Grants are designed to assist non-profit organizations hosting events in Prescott to encourage overnight visitation
- embedded performance Metric in application
- Payment is post event

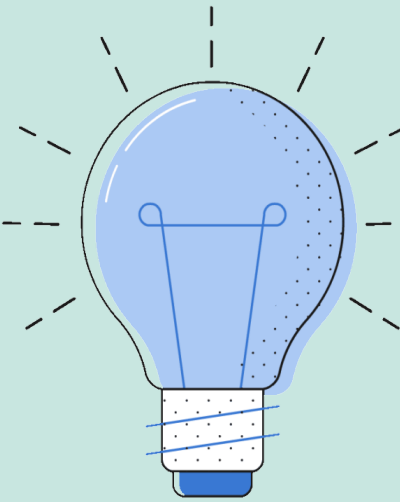






# City of Prescott

FEE FOR SERVICE POLICY



## FRONT BURNER MEDIA CONTRACT

- Prescott Chamber of Commerce Contract
- The Prescott Chamber of Commerce contract is considered a **"Fee for Service"** and a **Partnership with the City of Prescott Tourism Office**. The Sponsorship Investment is **\$25,000 annually**. It outlines the tasks

- Controls maximum monthly dollars to \$3,150
- Monthly billed based on an **HOURLY** rate and is paid after work is completed
- All work is a City of Prescott and to be given to City
- For PR & Social marketing including must attend all TAC meetings

They even record the exact when she arrives at meetings



# City of Flagstaff

The City of Flagstaff has NO Transient Bed Tax. The City operates under a BBB Tax. The BBB tax was originally adopted by the Flagstaff voters in 1988. The tax is a 2% levy on the gross sales of revenue generated from hotels, motels, campgrounds, bars, and restaurants, and is in addition to all other taxes



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## City Agency

The City of Flagstaff's Economic Vitality Division . Official DMO Arizona Office.

Flagstaff Airport, the Convention and Visitors Bureau (Discover Flagstaff, Economic Development, Arts & Sciences, Beautification, and Parking

## Programs & Education

**Tourism allocation is portion of the Bed, Board and Booze Tax**

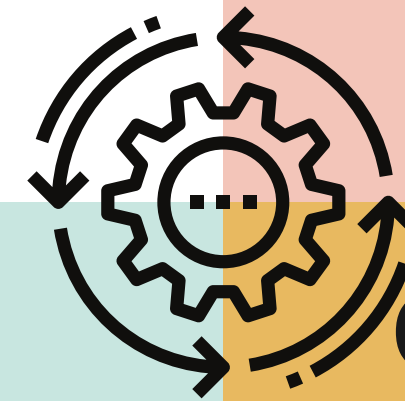
City Tourism

City Tourism Website

City Visitor Center

## Commission

- Seven (7) members to be appointed by the City Council.
- The City Manager shall be official on Commission with member shall have no voting privileges.
- City Manager shall be responsible for staff support of the Tourism Commission.



## Controls

Driven by BBB Tax Allocations  
Metes & Bounds  
Tax rates voter approved

Controlled by Policy, Process & Procedure.

Protected by Performance metrics



CITY VISITOR STATION AT TRAIN DEPOT

# City of Flagstaff

## BBB TAX ALLOCATION

TOURISM	30.0%
ECONOMIC DEVELOPMENT	9.5%
ARTS AND SCIENCE	7.5%
ADMINISTRATION	0.0%
BEAUTIFICATION	20.0%
PARKS AND RECREATION	33.0%





# Government Tourism policies

Those included government tourism programs and policies all matching their city needs, the Four Ps of Corporate Governance  
Effective & Efficient



- All followed Metes & Bounds
- Tourism Department
- These had a Tourism Committees appointed by city council
- All provided in city tourism data reports & performance reports.
- Events funding to nonprofit (C) with rules guidelines
- Destination Marketing
  - 2 used City representation in AOT marketing & branding opportunities
  - 1 used a CVB controlling exclusive city lodging marketing
- All built City brand, assets & infrastructure owned by city.

# Sources:

- Arizona Office of Tourism
- City of Scottsdale
- City of Prescott
- City of Flagstaff

*More questions? Want to see more data? Please contact Donna.*

Donna Joy Varney  
Research, Benchmarks & Trackers

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Want to connect to source documents for this research project?

CHECK THE FACT CHECKER

DonnaJoys.com




  
 RESEARCH TRACKER
   
 DonnaJoys.com

Donna is driven by passion
   
 live~ love~ learn
   
 This program is for public awareness





DATA BASED | RESEARCH | ANALYSIS

Donna Joy operates from passion, is Heart-centered, and believes in continuous learning:

- Facts over Fiction, knowledge-based
- Community over Opportunist
- Equality, Fairness, and speaking up for others
- Involvement-community engagement
- Data-Driven, Performance-based Metrics
- Continuous Improvement
- Collaboration, Working together for common causes