

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	The 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

The City of Prescott Office of Tourism

- **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)**
- **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.

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

Arizona Office of Tourism

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 that is <https://www.experienceprescott.com/>

Contract "Fee for Service" Tourism Services - Front Burner Media

The City of Prescott- Office of Tourism put out for tourism consultant bid and they selected Front Burner Media. This outsourced position is "**Fee for Service**". The current contract is one year. The City contract requires **monthly billing based on an hourly rate for work completed for each itemized task**. The city will pay the 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 meetings and supports the Office of Tourism in presentations.

Contract "Fee for Service" Tourism Services - Prescott Chamber of Commerce

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 along with Banner Ads on Chamber Website. Direction to work with Prescott Office of Tourism. A formal Table for the City of Prescott at the 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, and other city material like relocating to Prescott, and more. .

Other Strategic Marketing

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

Research, other tasks, and performance data are outsourced.

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.
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