

During the Summit, the following questions were passed out to groups of attendees to discuss and respond. The numbers in red indicate the number of groups that chose that item. Some groups chose more than one item. The comments are a compilation of those written by the Summit attendees.

QUESTION #1

What should the City of Prescott's role in the tourism industry be?

- A) Be a pass-through agency for bed tax and economic development funds to tourism organizations; 3**
- B) Be a pass-through agency AND participate in event planning, support and marketing; 7**
- C) Create a Tourism Commission that actively manages marketing/group sales/advertising and reports to the City Council on a regular basis; or 5**
- D) Nothing. 0**

Comments:

- Anything but C
- Advisory and leadership role and partnering for events
- A combination of B & C
- What is the difference between what a commission would do and what PACT does now?
- Concerned about representation on option C

***Responses listed in RED.**

QUESTION #2

Knowing that 3% City bed tax is collected by hotels, motels and B&B's, how should the revenue be allocated?

E) Tourism Promotion; 8

F) City financial support of events; 4

G) Other (please specify): 9 _____

Comments:

- All of the funds, or at least a higher percentage, should go to tourism
- Some of the funds should go to public transportation
- Raise bed tax by 1% and allocate that to brand marketing
- For creation of a unique culture that defines Prescott's brand
- 60% tourism, 40% events
- Creation of a tourism office with professional sales staff
- Beautification
- Product development
- All events supported by bed tax should be multiple day events
- Support of infrastructure, such as cultural amenities, and not to City services like roads, police, fire, etc.
- A percentage to start a tourism commission
- Bed tax percentage should be raised
- Data collection to show verifiable results

***Responses listed in RED**

QUESTION #3

How can Prescott increase or reallocate funds for Tourism Development to effectively compete with other Southwest destinations? (Mark all that apply).

- A. A raise in Bed Tax; 4**
- B. Implementation of a Food and Beverage Tax; 4**
- C. Explore Tourism or Business Improvement Districts; 0**
- D. Implement policies for Bed Tax revenues to be used only for tourism development initiatives such as tourism sales, marketing/promotions and tourism/recreational product development; 4**
- E. Creation of a Tourism Advisory Council to analyze and approve Bed Tax Expenditures; 4**
- F. Some of the above (Mark ones that apply)**
- G. All of the Above. 1**

Comments:

- Elevate existing events
- Better support for existing events
- Food & Beverage Tax should be very small, less than 0.25%
- Present system doesn't have checks and balances
- Tax on beverages only, not food
- Food & Beverage tax on restaurants and bars only

***Responses listed in RED**