

TAC/PAAHC GRANT SUB
COMMITTEE
REGULAR MEETING
THURSDAY, OCTOBER 3, 2019
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TAC/PAAHC SUB-COMMITTEE
HELD ON October 3, 2019, IN THE CITY COUNCIL CONFERENCE ROOM AT 201 S.
CORTEZ ST., PRESCOTT, ARIZONA.

A. Call to Order at 11:01 a.m.

B. Roll Call:

SUB COMMITTEE MEMBERS:

Present:

Jim Dawson

Tricia Lewis

Linda Nichols

Robert Coombs

Excused:

Steve Bracety

STAFF PRESENT:

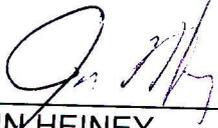
John Heiney, Community Outreach Manager

C. Review of Application and Report on Following Sections

1. Economic Impact: Robert Coombs said that he had not been able to work on this since the last meeting. He said that he wants to speak with Laura Warne and Sheri Heiney from the Chamber, to find out from them how they calculate economic impact when they apply for the grants. Chair Jim Dawson suggested that he would be willing to meet with them, and that John Heiney should be there as well. John said he would reach out, and set a meeting to discuss economic impact section of the grant application.

2. Marketing/Demographics: Tricia Lewis said that she began to draft a revised Marketing section for the application, which she handed out. She said that she discovered many questions and comments which she wanted to share with the sub-committee. She asked why 75% of the award must be used for marketing. John Heiney stated that Bed Tax dollars are intended to be used mostly for marketing. The 25% was requested by Council so recipients can have some flexibility. Tricia asked if the City received recognition at the events, per the requirement listed under TAC/PAAHC Grant Objectives. John said that yes, usually in the form of a City logo. Trisha Lewis also asked if we need detailed demographics of visitors to the events that we support. John Heiney and Chair Jim Dawson agreed that we really do not. John Heiney said the most important information is their zip code. John Heiney said we also want to know where people are staying, i.e. hotel, camping, with family, etc. Jim Dawson said that we want the event organizers to report estimated attendance. Jim Dawson said that TAC should assist event organizers with survey language. Tricia Lewis said that

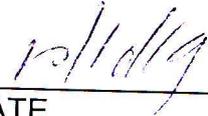
Respectfully Submitted by:



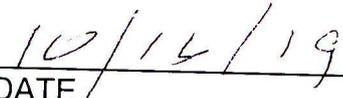
JOHN HEINEY



Jim Dawson, Sub-Committee Chair



DATE



DATE

HAND OUT

Constant Contact Survey Results

Survey Name: TAC PAAHC Grant Review Process FY 2019

Response Status: Partial & Completed

Filter: None

10/3/2019 7:38 AM MST

How many times have you applied for either the TAC or PAAH Grant?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|----------------|----|------|-----------------------|----------------|
| 1 Time | | | 2 | 22.2 % |
| 2-4 Times | | | 0 | 0.0 % |
| 5+ Times | | | 6 | 66.6 % |
| No Response(s) | | | 1 | 11.1 % |
| Totals | | | 9 | 100% |

*How simple and straightforward do you find the current process?

1 = Not at all, 2 = Somewhat, 3 = Neutral, 4 = Somewhat Simple, 5 = Very Simple

| Answer | 1 | 2 | 3 | 4 | 5 | Number of Response(s) | Rating Score* |
|--------|---|---|---|---|---|-----------------------|---------------|
| Rating | | | | | | 9 | 4.0 |

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

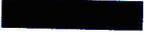
How did the grant funding grow or improve your event? Please describe.

9 Response(s)

*What question or areas of the application provided difficulty? Please check all that apply.

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|------------------------|----|------|-----------------------|----------------|
| 2A - Marketing | | | 2 | 22.2 % |
| 2B - Economic Impact | | | 5 | 55.5 % |
| 2C - Community Benefit | | | 2 | 22.2 % |
| 3 - Event Budget | | | 4 | 44.4 % |
| Totals | | | 9 | 100% |

How would you rate your level of satisfaction with the Grant process?

| Answer | 0% | 100% | Number of Response(s) | Response Ratio |
|-----------------------|---|---------------|-----------------------|----------------|
| Highly satisfied |  | | 7 | 77.7 % |
| Somewhat satisfied |  | | 2 | 22.2 % |
| Neutral | | | 0 | 0.0 % |
| Somewhat dissatisfied | | | 0 | 0.0 % |
| Highly dissatisfied | | | 0 | 0.0 % |
| No Response(s) | | | 0 | 0.0 % |
| | | Totals | 9 | 100% |

*How would you suggest we improve the TAC/PAAHC Grant process?

9 Response(s)

