TOURISM ADVISORY COMMITTEE
REGULAR MEETING
WEDNESDAY, JANUARY 8, 2020
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE HELD ON January 8, 2020, IN THE LOWER LEVEL CONFERENCE ROOM AT CITY HALL, LOCATED AT 201 S. CORTEZ STREET, PRESCOTT, ARIZONA.

A. Call to Order: Chair Margo Christensen called the meeting to order at 11:00 a.m.

B. Roll Call:

TOURISM ADVISORY COMMITTEE MEMBERS

Present:
Margo Christensen, Chair
Matt Brassard, Vice Chair
Tricia Lewis, Secretary (by phone)
Steve Bracety
Jim Dawson
Robert Coombs
Linda Nichols
Peter Grebauer
Mayor Pro Tem Billie Orr

Absent/Excused:
Cindy Gresser
Fred Veil

STAFF
John Heiney, Community Outreach Manager
Ann Steward, Tourism Sales and Marketing Coordinator
Joe Baynes, Recreation Services Director
Michelle Stacey-Schroeder, Recreation Services
Rick Hormann, Recreation Services

C. Approval of October 1, 2019 Minutes - **MOTION TO APPROVE October 1, 2019 MINUTES BY Linda Nichols, SECOND BY Matt Brassard. MOTION PASSES UNANIMOUSLY.**

D. **Whiskey Off-Road Post Report.** Todd Sadow was present with staff. John Heiney introduced Todd Sadow, who then introduced staff members present. Todd Sadow shared his presentation (presentation recorded, handout available).

Councilwoman Billie Orr asked about how many come prior to practice the course. Todd Sadow commented that he has some slides about that coming up.

Jim Dawson ask if the professional rider number was a good capture number. Todd Sadow commented that yes it is.

Public comment that Olympian Chloe Woodruff moved here and lives here because of this event.

Chair Margo Christensen commented that at Springhill Suites they do see the presence of pre-riders every year.

Jim Dawson asked if Epic Rides would share their economic impact formula. Todd Sadow said yes they could arrange a call to verbally discuss it, but that not records would be released with their actual numbers.

John Heiney asked if we could get the presentation for our records.
Also, he commented on the media plans the Tourism office has began to talk about.

Councilwoman Billie Orr asked what the dates were. Both Todd Sadow and John Heiney stated the race was April 24-26, 2020.

E. Committee Member Announcements.

Tricia Lewis, Secretary (World's Oldest Rodeo) – Rodeo branding for 2020 have begun. Ticket sales have also started.

Mayor Pro Tem Orr – Commented on the Terminal groundbreaking, it was a great event and we are excited about the new terminal. FAA regional director was here. Also commented on fabulous boot drop.

Peter Grebauer – Attended Boot Drop, thought it was great and guests commented on event as well. Right now Inn is closed for break and maintenance, lodging re-opens in February.

Jim Dawson, TAC Committee Member – Since he doesn't own a business, he has decided his role is to be the event attender and that there should be a new slogan "if you are lucky enough to live in Prescott, you are lucky enough."

Robert Coombs, (Visitor Information Center) – Renovations have started for Visitor Information Center. Invited committee members to come take a look.

Steve Bracety (Prescott Resort) – Taking a break from the holiday craziness and getting ready for 2020.

Matt Brassard, Vice Chair (Matt's Saloon) – Also glad it's the New Year. Thanked everyone for the support of the Boot Drop and Enchanted Christmas.

Linda Nichols – Gave report on Dog park memory brick.
Pulic comment asking if that information was anywhere on social media to share. Linda gave them information on the website and John Heiney commented that it is also on the official city Facebook page.

Margo Christensen, Chair (Ponderosa Hotel Management) – Springhill Suites starts renovations soon through hopefully just May. Tenant at Montezuma and Goodwin has moved out and new tenant will be a brand new restaurant.

Comment from Joe Baynes that he would like to delay the report from Rick Hormann and Michelle Stacey-Schroeder because he feels they need more time and there is a lot of new information to share. This will be moved to the February 12, 2020 meeting.

F. Committee Member Terms

John Heiney informed the committee how the terms work. John Heiney read the names of the term that are coming up. Told those members whose terms are coming up that they may reapply.

Councilwoman Billie Orr commented that it is important to get those applications in for the review committee, which is made up of Council members Orr, Sischka and Blaire.

G. Grant Review Committee Update

Jim Dawson presented to committee (see handouts) about the collective work of sub-committee.

Handouts passed out. Ann explained that these are drafts, not finals; Tricia Lewis' most recent changes are not on these handouts.

There will be one more meeting with the sub-committee for minor adjustments and clean up.

Councilwoman Billie Orr asked how we know where people are staying and how do we survey them for example at an event like the Boot Drop?

Jim Dawson commented that yes it is hard at free events to survey/count people, but moving forward these events working with the Tourism Office and the event promoter can figure out how we can get the best estimate whether its volunteers counting the every inth person, or the survey example we are developing for them to use, etc.

Ann Steward commented to keep in mind many of these organizations already are using their own surveys and the sheet we developed is for those that may already have a survey to make sure that these questions are included in their existing survey, or for those that don't they can use this survey, and make it their own, all while making sure certain questions are asked.

Matt Brassard made a comment that maybe an online survey would be beneficial for some of the free events.

Jim Dawson asked Matt what he thought the crowd number was, Matt Brassard said about 8,000.

Joe Baynes asked that while the sub-committee was meeting if they had a list of the applicants to look at the uniqueness of each event. Sub-committee members commented that yes they had the list.

Linda Nichols commented that this committee had also gone through the process last year so there were able to see the different applicant situations. Because they had gone through the process they were able to have some knowledge.

Councilwoman Billie Orr asked what the budget was.

John Heiney stated that this recent committee had asked for a modest increase of $5,000 so the budget now is $75,000. He went on to share that PAAHC is actively marketing this because of their efforts for the re-organization of PAAHC, so he feels that we will see an increase in applicants.

Both Chair Margo Christensen and Councilwoman Billie Orr asked if we could add a funding increase discussion item to the next meeting agenda.

Chair Margo Christensen asked to clarify that with the grant hand-outs, the committee's job was to read through it and review it.

Jim Dawson said yes to please read through and make sure they are comfortable with the documents.

John Heiney went on to explain that approving the documents is not necessary if there is a vote it will eventually be to disband the committee. He also reviewed each document with the sheet and thanked the committee.

Linda Nichols also commented on the committees' efforts and work.

There will be one more meeting with the sub-committee for minor adjustments and clean up.

H. Staff Report/Information

1. STR (Smith Travel Research) and Bed Tax (see handouts). John Heiney commented that occupancy was still up for the end of the year. This new year's the hotel reported occupancy was at 75%. Bed tax collections are still continuing to break records as well.

Ann Steward commented that the 17% increase on the Bed Tax report was actually for October.

Chair Margo Christensen explained the rules for STR reporting when there are rooms down (for remodeling as an example). Numbers for this report will be skewed for the next couple of months.

2. Community Outreach Manager Report:

John Heiney shared information about a possible creation of a Tourism Marketing Authority, this is activity taking place in the state legislator. Prescott is not leading the effort, but happy to tag along with the effort. It would be self-taxing or special assessment district. Those that would be taxed would petition the city and asked to be taxed and then pay the tax, in this case it would

be an additional room night charge above and beyond our already 3% bed tax, this would layer on an additional lodging tax (an additional room night charge). He believes the city can decided what that rate is, whether it's a percent or a flat rate. City Council voted for this as one of the items to support in their upcoming state legislator strategic plan. He will keep everyone up to date on this effort.

There was discussion amongst the committee about the benefit of this and if there was a range of what the rate increase might be.

Jim Dawson commented on the great opportunity for this and asked if we had any sense of what the consumer thinks about our 3% tax. Committee members commented that our travelers think it's a deal and they are pretty savvy as far as our low rates and taxes when it comes to lodging.

John Heiney also shared that information about possibly having a hospitality industry service day.

3. Sales & Marketing Report:

Ann Steward reported that she will be in New York for the New York Times Travel Show 1/22-1/27/2020 with AOT. Booth will concentrate on climate, outdoor recreation, etc. b/c of the state's *Sunshine to Share* campaign. There will be a private AZ media reception on Thursday evening, Trade exhibition is Friday afternoon and the consumer show is Saturday and Sunday. John Heiney will be joining her to help with this show. February is the Denver Travel and Trade Show, also with the initial launch of our Denver campaign where media appointments will be conducted. March is Go West. There are still reports coming from LA, Canada and NTA. Also, getting ready for FY 2021 budget.

4. Recreation Services Report:

Joe Baynes just shared that he wanted to defer the tournament and special events calendar presentation because there is some new information to share.

5. Airport Update: None

6. 2020 Upcoming Meetings:
    a. February 12, 2020 – 11a.m.
    b. March - Tourism Team Up – Date TBA
    c. April 8, 2020 – 11a.m.
    d. June 10, 2020 – 9:30-1:30p.m.

I. Future Agenda Items: Councilwoman Billie Orr requested to brief everyone on the Public Transit Plan.

J. Adjournment. There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 12:32 p.m.

Respectfully Submitted by:

Ann B Steward 2.19.2020

Ann Steward Date

Margo Christensen 2/19/20

Margo Christensen, Chair Date

Transient Lodging (Bed Tax)

Reported in Month	Receipts FY 20	Receipts FY 19	% Change	Receipts FY 18	% Change	Receipts FY 17	% Change
July	97,416	105,569	-7.72%	99,145	6.55%	88,774	11.68%
August	112,621	94,491	19.19%	89,260	5.99%	84,597	5.51%
September	103,314	91,426	13.00%	77,799	17.63%	73,169	6.33%
October	96,267	93,625	2.82%	86,613	8.18%	80,050	8.20%
November	102,856	87,807	17.14%	82,434	6.62%	73,527	12.11%
December		71,110		66,919	6.26%	53,767	24.46%
January		77,523		75,782	2.05%	69,208	9.50%
February		63,487		58,557	7.38%	48,403	20.98%
March		66,376		73,662	-9.90%	61,741	19.31%
April		93,897		92,274	1.76%	86,764	6.35%
May		92,489		89,627	15.48%	77,610	15.48%
June		96,316		95,800	14.45%	83,705	14.45%
Total:		**1,034,116**	**8.89%**	**987,871**	**6.87%**	**881,316**	**12.86%**

Tab 2 - Trend Zip Codes+

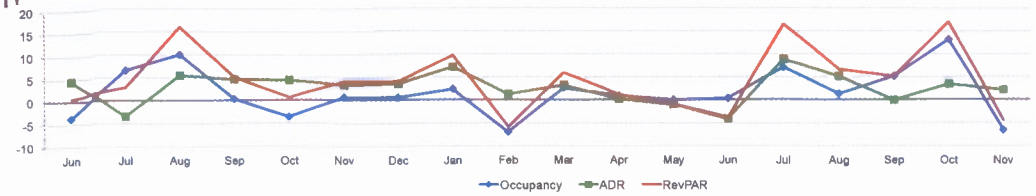
City of Prescott, Office of Tourism

For the Month of November 2019

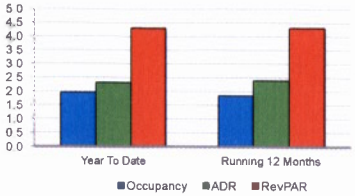
November 2019

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)

	2018 Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	70.0	69.3	68.9	67.5	65.5	61.7	57.6	55.0	60.6	72.9	68.2	68.9	70.2	74.2	69.8	71.0	74.2	57.7
Last Year	72.6	65.0	62.6	67.3	67.9	61.3	57.2	53.7	65.2	71.1	67.5	68.8	70.0	69.3	68.9	67.5	65.5	61.7
Percent Change	-3.7	6.6	10.0	0.3	-3.5	0.6	0.6	2.4	-7.0	2.6	1.0	0.1	0.4	7.1	1.4	5.2	13.3	-6.5

	Year To Date 2017	2018	2019	Running 12 Months 2017	2018	2019
This Year	64.6	68.3	67.6	64.1	65.5	68.7
Last Year	63.6	64.6	68.3	62.6	64.1	65.5
Percent Change	1.9	2.3	2.0	2.4	2.2	1.9

ADR

	2018 Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	117.97	106.00	106.36	109.67	108.42	98.61	99.19	94.58	102.50	108.59	115.12	115.10	113.12	117.52	111.90	109.60	112.04	98.61
Last Year	112.91	111.86	100.93	104.80	103.84	93.55	95.85	86.29	101.23	103.27	114.89	116.21	117.97	108.00	106.36	109.67	108.42	98.61
Percent Change	4.5	-3.5	5.4	4.6	4.4	3.3	3.5	7.1	1.3	3.2	0.2	-1.0	-4.1	8.8	5.2	-0.1	3.3	2.1

	Year To Date 2017	2018	2019	Running 12 Months 2017	2018	2019
This Year	103.02	106.94	109.42	102.04	106.12	108.67
Last Year	97.22	103.02	108.94	98.32	102.04	106.12
Percent Change	6.0	3.8	2.3	5.9	4.0	2.4

RevPAR

	2018 Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	82.53	74.69	73.25	74.02	71.04	59.59	57.12	51.99	62.14	77.72	78.46	79.32	79.43	87.25	78.09	77.80	83.18	56.85
Last Year	82.02	72.76	63.20	70.50	70.54	57.34	54.88	47.41	65.97	73.37	77.55	79.99	82.53	74.89	73.25	74.02	71.04	59.59
Percent Change	0.6	2.9	15.9	5.0	0.7	3.9	4.1	9.7	-5.8	5.9	1.2	-0.8	-3.8	16.5	6.6	5.1	17.1	-4.6

	Year To Date 2017	2018	2019	Running 12 Months 2017	2018	2019
This Year	66.77	70.89	73.95	65.42	69.53	72.52
Last Year	61.82	66.77	70.89	60.32	65.42	69.53
Percent Change	8.0	6.2	4.3	8.5	6.3	4.3

Supply

	2018 Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	52,890	54,653	54,653	52,890	54,653	52,890	54,653	54,653	49,364	54,684	52,920	54,684	52,920	54,684	54,684	52,920	54,684	52,920
Last Year	52,890	54,653	54,653	52,860	54,622	52,860	54,622	54,622	49,364	54,653	52,890	54,653	52,890	54,653	54,653	52,890	54,653	52,860
Percent Change	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1

	Year To Date 2017	2018	2019	Running 12 Months 2017	2018	2019
This Year	588,751	588,811	589,117	643,404	643,433	643,770
Last Year	586,901	588,751	588,811	643,585	643,404	643,433
Percent Change	0.0	0.0	0.1	0.0	0.0	0.1

Demand

	2018 Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	37,002	37,896	37,631	35,700	35,813	32,824	31,475	30,044	29,925	39,874	36,069	37,684	37,159	40,596	38,162	37,569	40,588	30,510
Last Year	38,422	35,550	34,223	35,559	37,108	32,398	31,271	29,330	32,170	38,632	35,700	37,617	37,022	37,898	37,631	35,700	35,813	32,824
Percent Change	-3.7	6.6	10.0	0.4	-3.5	0.7	0.7	2.4	-7.0	2.7	1.0	0.2	0.4	7.1	1.4	5.2	13.3	-6.5

	Year To Date 2017	2018	2019	Running 12 Months 2017	2018	2019
This Year	381,571	390,315	398,180	412,546	421,586	429,655
Last Year	374,449	381,571	390,315	403,028	412,546	421,586
Percent Change	1.9	2.3	2.0	2.4	2.2	1.9

Revenue

	2018 Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
This Year	4,364,945	4,092,841	4,003,358	3,915,144	3,882,753	3,151,849	3,122,047	2,841,579	3,087,334	4,249,993	4,152,241	4,337,495	4,203,611	4,770,925	4,270,197	4,117,440	4,547,533	3,008,743
Last Year	4,338,186	3,976,892	3,454,191	3,726,512	3,853,272	3,030,810	2,997,425	2,589,447	3,256,434	4,010,061	4,101,557	4,371,563	4,364,945	4,092,841	4,003,358	3,915,144	3,882,753	3,151,849
Percent Change	0.6	2.9	15.9	5.1	0.8	4.0	4.2	9.7	-5.8	6.0	1.2	-0.8	-3.7	16.6	6.7	5.2	17.1	-4.5

	Year To Date 2017	2018	2019	Running 12 Months 2017	2018	2019
This Year	39,310,792	41,739,972	43,567,091	42,094,630	44,737,397	46,689,138
Last Year	36,403,180	39,310,792	41,739,972	38,818,795	42,094,630	44,737,397
Percent Change	8.0	6.2	4.4	8.4	6.3	4.4

Census %

	2018 Jun	Jul	Aug	Sep	Oct	Nov	Dec	2019 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Census Props	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26
Census Rooms	1763	1763	1763	1763	1763	1763	1763	1763	1763	1764	1764	1764	1764	1764	1764	1764	1764	1764
% Rooms Participants	79.2	79.2	79.2	79.2	79.2	79.2	79.2	79.2	79.2	79.3	79.3	79.3	79.3	79.3	79.3	79.3	79.3	82.6

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