TOURISM ADVISORY COMMITTEE
REGULAR MEETING VIA ZOOM
WEDNESDAY, August 12, 2020
PRESCOTT, ARIZONA

MINUTES OF THE REGULAR MEETING OF THE TOURISM ADVISORY COMMITTEE HELD ON July 8, 2020, 201 S. CORTEZ STREET, PRESCOTT, ARIZONA. Via Zoom Meeting.

A. Call to Order: Chair Margo Christensen called the meeting to order at 11:02 a.m.

B. Oath of Office

a) Michelle Shaw, Deputy City Clerk swore in Charlie Mormino to the TAC Committee. Brief comments were shared by John Heiney, committee members, and Charlie Mormino regarding becoming a member of the TAC Committee.

C. Roll Call:

TOURISM ADVISORY COMMITTEE MEMBERS

Present:
Margo Christensen, Chair
Jim Dawson
Robert Coombs
Fred Veil
Cindy Gresser arrived 11:08
Steve Bracety
Mayor Pro Tem Billie Orr

Absent/Excused:
Matt Brassard, Vice Chair
Peter Gebauer
Linda Nichols

STAFF
John Heiney, Community Outreach Manager
Ann Steward, Tourism Sales and Marketing Coordinator
Kristi Miller, Airport Management Analyst

D. Approval of June 10, 2020 Minutes - **MOTION TO APPROVE JUNE 10, 2020 MINUTES BY Steve Bracety, SECOND BY Jim Dawson. MOTION PASSES UNANIMOUSLY.**

E. Committee Member Announcements

F. COVID-19 Discussion

(These two items were combined and become part of one discussion).

Fred Veil (Sharlot Hall Museum) – Musuem has been open since June 5th, visitations numbers are naturally off. Wine Fest and Symposium have been reschedule to October and November prospectively. Folk Music Festival is still scheduled for October 3-4, and they are still hopeful they can do it at that time.

Steve Bracety (Prescott Resort) – Groups that were canceling in the spring and rebooking for the fall of 2020, are now looking to re-schedule and re-book for 2021. Since the last governor's press conference they have lost a lot of group business, therefor they are looking at turning their hotel into a leisure destination, as an example they are looking at having a drive-in movie theater concept against the back building. Steve will send over dates and what movies will be showing. Right now they are concentrating on working with meeting planners and boards of directors to negotiate future contracts, deposits, etc.

Charlie Mormino (Yavapai College - Hotel and Restaurant Management Professor) – Shared statistics from Forbes and Wall Street Journal quoting sources that everything is still in disarray due to state inconsistencies of re-opening and re-closings, makes is hard for the National Restaurant Association to keep accurate updates on statistics. One of the numbers that was pulled from YELP reported that 53% of restaurants on their site have reported permanently closed. Open Table is reporting that one in four restaurants in their databases are at risk of permanent closure. The Independent Restaurant Coalition just came out with numbers stating that we could see, depending on how severe this second round of closures/stay at home orders are, about 85% of independent food and beverage operators could be out of business by the end of the year.

Robert Coombs (Visitor Information Center) – Visitor Information Center closed down again to the public. Volunteers were back for a bit, it was nice to have them back. Also, have seen a lot of visitors from all over the country. Have mandated masks to come in the Center. Territorial Days did happen and CDC guidelines were in force. Booths were spread out, handwashing stations out, etc. Blue Grass Festival also took place and masks were strongly recommend, they were disappointed that most people did not wear them, however they were social distancing. About half of the attendance this year. Festival went well given current times. Most of the Chamber staff is working from home, Robert however is at the Chamber and taking care of the building, etc.

He also shared that we could possibly work with media to show the importance of wearing a mask and following the guidelines. It would be great to have a positive media push to the locals to encourage mask wearing.

Jim Dawson (Committee Member) – Shared that the Dawson family is working hard to support the Prescott economy. It seemed the Fireworks were very successful from his perspective. He also shared that the hiking community does a great job of following the health guidelines, however, it seems that with events downtown that doesn't seem to be the case.

One of his concerns is the rapid increase in the state of Arizona and the lack of concern that most citizens have not to wear or mask or follow the guidelines. He informed everyone that he had sent some ideas to John and Billie regarding a project to show positive examples to wear a mask, and follow the guidelines and that by doing this it will help the economy and minimized the spread increase. There are great ways to do this, such as social media influencers, social media channels, etc. The message needs to be positive.

John Heiney shared that a lot of messaging has already been done regarding following the guidelines and the importance on the city channels. He feels that a message or project like this would be best if it did not to come from the city, but rather our community partners and leaders. He believes there should be a general message that should be promoted, and his office could help facilitate that.

Cindy Gresser (Museum of Indigenous People) – Museum has not opened yet, board has been more conservative in their approach to opening, but the opening is scheduled for Saturday at 1pm. They were planning on some outdoor activities, but now have backed off on that because of temperature and the gathering of people. Exhibit is almost completed – it is the "Eye of the Storm." Masks will be required when visiting museum and patrons will be limited. The Navajo Rug and Indian Art Auction has be moved online, links are live at this time, they can be found on the website or social channels. Asked everyone to check it out and participate. After these events are finished they will evaluate and try to figure out what's next.

She was pleased to see that the Governor put the $2million allotment for the arts back into the budget, many depend upon it. It was heartening to see that he recognized that this investment is also put back into the general fund.

She also has some ideas regarding the mask/guideline project and will share those with the Tourism Office.

Margo Christensen, Chair (Ponderosa Hotel Management) –Not too from the business side other than it is very much down. Shared information from AzLTA call this morning regarding what the state's plan is moving forward. Discussion pointed to in-state travel as well as planning for when travel resumes, when is the time going to be right and what will we do at the time for promotion and marketing. As we all know for every $1 invested in Tourism $20 is returned in visitor spending which goes into the general fund. Representative Swope is proposing that there is a possible ask to take money from the general fund to invest it in tourism. If the money was to be borrowed from the general fund it would then be returned by 20 times back into the fund. She proposed that TAC think about the possibility that this topic may be a discussion to have in the future, next spring or fiscal year. She feels it's reasonable that maybe at some point in time this committee may need to be borrowing from the general fund. Lastly, The CARES ACT left out C6s, therefor this may give leverage to the Tourism Marketing Authority in the near future.

Steve Bracety commented that the borrowing from the general fund to the tourism budget is really an investment and that idea stuck out for him.

John Heiney stated that he also feels the Tourism Marketing Authority will become a high priority, since no money have been set aside in the CARES ACT. He found the conversation about concerts and conventions interesting because of the precautions that can taken to make the events and people safe.

Chair Margo Christensen invited everyone again to come see the remodel at SpringHill Suites.

Mayor ProTem Billie Orr – Welcomed Charlie Mormino. She is happy that she lives in Prescott, Arizona. Everyone is working so hard. Blue Grass Festival was great, they wore masks. She feels that everyone is doing a great job during this tough time. She is concerned for the bars. She shared that one of the great things that is going on is everything at the airport. She encouraged everyone to stay positive, be leaders by showing examples of following the healthy measures.

G. Staff Report/Information

1. STR (Smith Travel Research) and Bed Tax (see handouts). Staff shared Bed Tax and STR reports. See reports turned into clerk, reports were also emailed to the committee.

Chair Margo Christens and Steve Bracety reminded everyone that the week after 4th of July is usually the Potters House Convention, this will be a large loss to our hotels, 1000+ rooms. Chair Chair Margo Christen also commented that although our bed tax report is down there are other industries that have performed very well.

2. Community Outreach Manager Report. Shared a few things going on with the City. City Hall will be closed again to the public. Also, after the recent Executive Order the city cancelled city sponsored events and several sporting tournaments at least through July. He explained that events on the Plaza are not city sponsored, rather PDP and county, so they may still be having their events depending on what their decision is. There will be an announcement regarding city council meetings.

Jim Dawson asked if there was a way the seats in the restaurant could be pushed out onto the street. Billie Orrr commented that since Montezuma is a state highway there are some restrictions with it.

4. Sales & Marketing Report. Ann Steward stated that she will email Heather's report. She shared that visitor guide fulfillment has increased. All grant scoring and award letters have been completed. There are many grant recipients who have cancelled and/or are looking at cancelling their event, the Tourism Office is working with them on what their options are regarding their grant monies. Shared a list of events that have been cancelled thus far by the event organizers. Met with manager of Hilton Garden Inn. Also, Heather and Ann are continually trying to make a plan for when the right time will be execute some of the marketing and advertising while balancing what is responsible and safe for the community.

3. Recreation Services Report. None.

4. Airport Update: Kristi Miller shared that June showed the highest load since COVID-19 began. LA flight returned June 27th. Second Denver departure will be held off for the time being. United has blocked the middle seats out of Prescott, most airlines now have re-opened that middle seat. Lots of cleaning procedures also taking place at the airport. Sky West was selected for another three year term for Essential Air Service, press release will come out soon with this announcement. Terminal project has been moving along. "Top off" ceremony will be held soon.

Access roads and new parking lot are getting close to completion. Statistics came in for calendar year from the FAA, Prescott was fastest growing airport for enplanements in Arizona, 169% of enplanements in calendar year 2019. Mayor's Commission on Airport Passenger Terminal Art was launched. Active fire season, so airport has been getting a lot of calls regarding tanker traffic. Reviewed CARES ACT money for airport.

5. 2020 Upcoming Meetings:

a. Committee would like to add an August Meeting.
   1. TAC Regular Meeting – Wednesday, August 12, 2020 – 11AM VIA ZOOM
b. TAC Regular Meeting - September 9, 2020 – 11am
c. TAC Regular Meeting – October 14, 2020 – 11am
d. November – Holiday Gathering
e. TAC Regular Meeting – January 13 , 2021 – 11am
f. TAC Strategic Planning – February 10, 2021 10am -2pm

J. Future Agenda Items.

K. Adjournment. There being no further business to discuss, the Tourism Advisory Committee Meeting adjourned at 12:08 p.m.

Respectfully Submitted by:

Ann Steward — 8-28-2020 Date

Margo Christensen — 8/28/20 Date

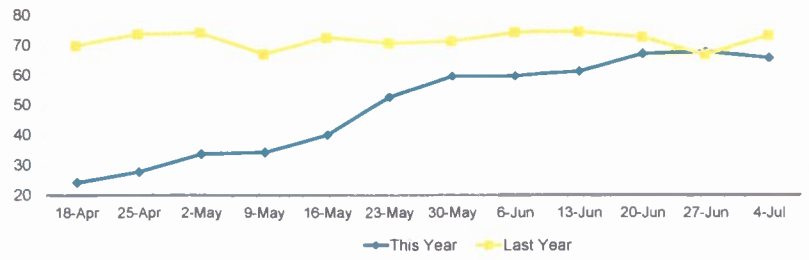
Margo Christensen, Chair

Tab 3 - Day Trend Zip Codes+

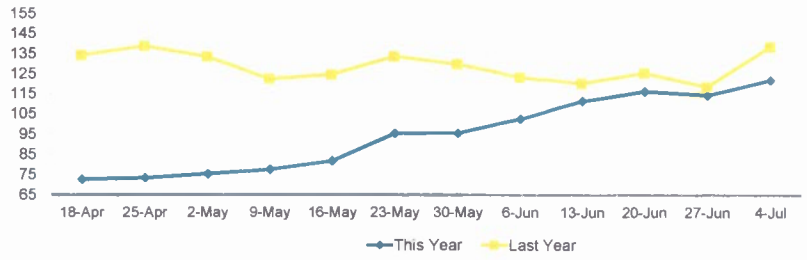
City of Prescott, Office of Tourism
For the Week of June 28, 2020 to July 04, 2020

Currency: USD - US Dollar

Weekly Occ (%) - Apr 18, 2020 to Jul 04, 2020



Weekly ADR - Apr 18, 2020 to Jul 04, 2020



	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Current Week	Run 28	Run MTD
Occupancy (%)	Jun																								Jul						
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	Current Week	28	MTD
This Year	44.7	46.4	52.3	54.9	55.8	78.4	94.7	49.4	57.8	58.7	60.8	60.2	86.2	93.4	50.3	57.0	63.2	67.4	61.7	79.7	92.7	51.9	62.6	59.5	57.4	61.0	79.6	85.5	65.4	65.1	63.2
Last Year	54.8	69.3	76.5	81.3	75.6	74.7	85.5	49.0	63.0	66.4	71.2	75.3	86.8	93.0	56.2	64.8	72.2	73.1	66.6	63.6	68.2	51.4	63.2	61.8	66.0	86.3	92.9	88.1	72.8	71.3	71.5
Percent Change	-18.4	-33.0	-31.7	-32.5	-26.2	5.0	10.7	0.8	-8.3	-11.5	-14.6	-20.1	-0.8	0.4	-10.5	-12.1	-12.6	-7.8	-7.4	25.3	36.0	0.9	-0.9	-3.7	-13.0	-29.3	-14.3	-2.9	-10.2	-8.7	-11.7
ADR	Jun																								Jul						
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	Current Week	28	MTD
This Year	97.42	96.21	94.03	91.76	98.36	132.57	136.82	99.81	95.53	98.78	98.38	98.49	140.92	148.80	98.93	98.71	95.63	95.84	96.21	137.52	150.62	100.25	100.25	94.76	97.91	104.80	159.14	162.91	121.81	116.01	110.95
Last Year	106.06	108.28	107.58	106.80	107.95	147.62	150.19	104.46	107.39	108.85	109.55	112.28	153.79	155.89	105.77	108.41	109.94	110.63	109.40	140.55	144.11	105.96	108.03	110.02	119.94	151.96	172.31	164.22	138.47	125.75	122.85
Percent Change	-8.1	-11.1	-12.6	-14.1	-8.9	-10.2	-8.9	-4.4	-11.0	-9.2	-10.2	-12.3	-8.4	-4.6	-6.5	-8.9	-13.0	-13.4	-12.1	-2.2	4.5	-5.4	-7.2	-13.9	-18.4	-31.0	-7.6	-0.8	-12.0	-7.7	-9.7
RevPAR	Jun																								Jul						
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	Current Week	28	MTD
This Year	43.52	44.67	49.15	50.36	54.87	103.93	129.53	49.28	55.18	58.02	59.84	59.29	121.43	138.93	49.75	56.24	60.39	64.60	59.34	109.61	139.69	52.00	62.74	56.41	56.23	63.93	126.66	139.36	79.62	75.53	70.08
Last Year	58.08	75.07	82.33	86.88	81.57	110.21	128.40	51.16	67.64	72.26	78.00	84.59	133.56	144.94	59.42	70.25	79.40	80.90	72.87	89.40	98.28	54.48	68.22	67.99	79.14	131.20	160.10	144.67	100.83	89.68	87.88
Percent Change	-25.1	-40.5	-40.3	-42.0	-32.7	-5.7	0.9	-3.7	-18.4	-19.7	-23.3	-29.9	-9.1	-4.1	-16.3	-19.9	-23.9	-20.2	-18.6	22.6	42.1	-4.6	-8.0	-17.0	-29.0	-51.3	-20.9	-3.7	-21.0	-15.8	-20.3
Supply	Jun																								Jul						
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	Current Week	28	MTD
This Year	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	12,348	49,392	52,920
Last Year	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	12,348	49,392	52,920
Percent Change	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Demand	Jun																								Jul						
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	Current Week	28	MTD
This Year	788	819	922	968	984	1,383	1,670	871	1,019	1,036	1,073	1,062	1,520	1,647	887	1,005	1,114	1,189	1,088	1,406	1,636	915	1,104	1,050	1,013	1,076	1,404	1,509	8,071	32,158	33,425
Last Year	966	1,223	1,350	1,435	1,333	1,317	1,508	864	1,111	1,171	1,256	1,329	1,532	1,640	991	1,143	1,274	1,290	1,175	1,122	1,203	907	1,114	1,090	1,164	1,523	1,639	1,554	8,991	35,224	37,857
Percent Change	-18.4	-33.0	-31.7	-32.5	-26.2	5.0	10.7	0.8	-8.3	-11.5	-14.6	-20.1	-0.8	0.4	-10.5	-12.1	-12.6	-7.8	-7.4	25.3	36.0	0.9	-0.9	-3.7	-13.0	-29.3	-14.3	-2.9	-10.2	-8.7	-11.7
Revenue	Jun																								Jul						
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	Current Week	28	MTD
This Year	76,771	78,793	86,692	88,827	96,787	183,341	228,483	86,936	97,340	102,340	105,564	104,596	214,202	245,066	87,753	99,203	106,536	113,950	104,677	193,359	246,409	91,730	110,676	99,502	99,183	112,765	223,431	245,829	983,116	3,730,740	3,708,417
Last Year	102,457	132,421	145,238	153,259	143,898	194,412	226,493	90,249	119,310	127,465	137,595	149,217	235,607	255,867	104,814	123,913	140,062	142,708	128,551	157,699	173,363	96,104	120,343	119,926	139,607	231,441	282,416	255,191	1,245,028	4,429,427	4,650,707
Percent Change	-25.1	-40.5	-40.3	-42.0	-32.7	-5.7	0.9	-3.7	-18.4	-19.7	-23.3	-29.9	-9.1	-4.1	-16.3	-19.9	-23.9	-20.2	-18.6	22.6	42.1	-4.6	-8.0	-17.0	-29.0	-51.3	-20.9	-3.7	-21.0	-15.8	-20.3
Census %	Jun																								Jul						
	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4			
Census Props	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26	26			
Census Rooms	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764	1,764			
% Rooms Participants	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2	70.2			

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