



TOWN OF PRESCOTT VALLEY STAFF REPORT

DATE: June 29, 2023

TO: Mayor & Town Council

THROUGH: Gilbert Davidson, Town Manager

FROM: Ryan Judy, Deputy Town Manager

DEPARTMENT: Town Manager's Office

AGENDA TYPE: Consent Agenda

SUBJECT: Prescott Valley Chamber of Commerce Agreement - Consideration & Possible Action (Approve) [Ryan Judy, Deputy Town Manager]

STRATEGIC PLAN FOCUS AREA: Prosperous Community means creating an environment where our residents can thrive for a lifetime via job opportunities, a variety of housing options, and a safe and healthy lifestyle with a diversified and growing economy.

SUMMARY/BACKGROUND:

The Town of Prescott Valley and the Prescott Valley Chamber of Commerce have been partners for many years in the promotion of Prescott Valley as a place to live, work, and play. Prescott Valley has historically contracted with the Chamber for event support, to help market Prescott Valley, and to run a visitor's center. The current six-year agreement (amended in 2019) terminates on June 30, 2023.

Under this proposed new 3-year agreement, the Chamber would continue to use this funding to provide the following business retention and expansion services: (a) maintaining a record of business visits (including name, address, retention and expansion issues identified, proposed course of action, and action taken); (b) maintaining a record of individuals requesting information from the Chamber about starting or expanding a business; (c) maintaining a website to provide ready

access to businesses or potential businesses; (d) coordinating business expansion efforts with the Town to attract new commercial and industrial businesses; and (e) providing networking opportunities for local businesses.

Under the proposed agreement, the Chamber would also continue to use the funding to provide the following tourism/community promotion services: (1) developing, publishing, updating, and distributing tourism materials; (2) maintaining a website to contain tourist and relocation information; (3) maintaining a record of all inquiries for tourist and relocation materials; (4) sponsorship of Prescott Valley Days, the Winter Spectacular, Valley of Lights, and the “Team Up to Clean Up” campaign; and (5) hosting a new Business Expo as part of an enhanced State of the Town program.

Funding is proposed at \$125,000 annually during the 3-year duration of the Agreement.

RECOMMENDED MOTION:

Motion to approve an Agreement with the Prescott Valley Chamber of Commerce for special events, tourism promotion, and visitor center activities in the annual amount of \$125,000 for three years. **VOTE.**

STAFF RECOMMENDATION:

Staff recommends approval of the Agreement with the Prescott Valley Chamber of Commerce.

FISCAL ANALYSIS:

FINANCIAL DATA	Current Fiscal Year	Next Fiscal Year	Total Cost	Budget Adjustment
Cost		\$125,000	\$375,000 (over 3 years)	No
Source of Funds				
Bed Tax Fund - \$125,000 budgeted				
Notes				

	For Fiscal Year: 23/24
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Council Action at the Meeting:

ATTACHMENTS: Yes