

**MEETING DATE/TYPE:** VOTING MEETING 5-28-19

**DEPARTMENT:** City Manager

**AGENDA ITEM:** Request to increase grant funding from \$20,000 to \$30,000 annually for Frontier Days Worlds Oldest Rodeo. Funding is available in the FY20 Bed Tax Fund.

**Approved By:** Michael Lamar, City Manager

### Item Summary

Representatives of Prescott Frontier Days have asked that the City Council consider increasing the tourism grant amount for the World's Oldest Rodeo™ from \$20,000 to \$30,000.00 annually.

### Background

The grant amount for the rodeo has been set at \$20,000.00 for over 10 years. Over the past several year, ticket sales, and attendance have increased annually.

From a tourism perspective, the World's Oldest Rodeo epitomizes Prescott's Western heritage, and considered one of the City's must-see events. The Frontier Days Parade and related events brings an estimated 30,000 people to Prescott.

The Tourism Office has been working with organizers to increase visitation from leisure travelers through rodeo packages, and coordinating bus tours, so more visitors from Phoenix and other parts of Arizona can visit.

This is a treasured event, and a pillar of Prescott's tourism attraction efforts.

At their May 7, 2019 meeting the Tourism Advisory Committee voted unanimously to recommend increasing this grant amount to \$30,000.00.

### Financial Impact

This action would increase the Transient Occupancy Bed Tax expenditures by and additional \$10,000.00 for Fiscal Year 2020, and increased the grant for Prescott Frontier Days World's Oldest Rodeo™ from \$20,000.00 to \$30,000.00 annually.

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**Recommended Action:** **MOVE** to increase grant funding for Prescott Frontier Days World's Oldest Rodeo™ to \$30,000.00 annually, from Transient Occupancy Bed Tax.