



It's in your hands ~ "Build a Stronger Community – Shop Locally"

AGENDA
JOINT WORK SESSION
MAYOR and COMMON COUNCIL of the TOWN OF CAMP VERDE
and the CAMP VERDE CHAMBER OF COMMERCE

COUNCIL CHAMBERS – 473 S. Main St., Room 106
WEDNESDAY JANUARY 25, 2011
5:30 p.m.

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**
4. **Continued discussion with the Board of Directors of the Camp Verde Chamber of Commerce relative to the Visitors Center to include, but not limited to:**
 - a. **Status Updates**
 - b. **Ideas moving forward**
5. **Adjournment**

Posted by:

U Jones

Date/Time:

1-19-2012

11:30 a.m.

Note: Pursuant to A.R.S. §38-431.03.A.3, the Council may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item.

The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk.

Town of Camp Verde

Department: Manager's Office

Staff Resource/Contact Person: Mel Preston/Russ Martin

Contact Information: ext. 103/102; mel.preston@campverde.az.gov/russ.martin@campverde.az.gov

Background:

On October 19, 2011, Council voted 5-2 to end its contractual services through the Chamber of Commerce as the provider for Visitor Center Services for the Town of Camp Verde. The Chamber of Commerce has the option of continuing to provide Visitor Center Services and remain in the current Town-owned facility until May, 2013. If the Chamber of Commerce chooses to forego that option, it will then vacate the premises by June 30, 2012. As of today, the Chamber of Commerce has not stated its intention. The Town is considering various uses for the facility, whether it becomes vacant this year or next.

Regardless of the Chamber of Commerce's direction, the Town must plan for tourism promotion for fiscal year 2012-2013. On December 14, 2011, options were provided to Council that would allow staff to initiate a marketing campaign. There were several options presented for consideration. The options included:

- *Acquiring space at the Highway 260/I-17 Interchange for greater Visitor Center visibility: This option could result in a manned facility with or without an electronic kiosk scenario whereby tourism destination and lodging information would be available 24 hours per day, 7 days per week. This facility would operate as the main Visitor Center. Additional staff would be required. The Town would work toward leasing out the current town-owned facility on Main Street to a destination/tourism venue to attract more visitors to the downtown. (cost approximately \$100,000 year plus additional \$10,000 - \$40,000 for kiosks)*
- *Continue to operate the Visitors Center from its current location: Maintain a presence in the downtown and add a presence to the Highway 260/I-17 Interchange, manned or electronic. Additional staff would be required if the satellite Visitors Center were to be manned. (cost approximately \$100,000 year plus additional \$10,000 - \$40,000 for kiosks)*
- *Continue to operate the Visitors Center from its current location, with no additional presence at the Highway 260/I-17 Interchange. The Economic Development Director would spend approximately 50 percent of her time on this effort, and part-time staff will be required to man the facility if official LVIC status is desired. (current \$80,000 budget; \$30,000 for staff, \$50,000 for marketing)*

All scenarios account for the Visitor Center (Services)-only component of an Economic Development Budget. Additional budget would be needed to fund the Economic Development efforts for business outreach and retention. Again there is also opportunity to utilize cooperative efforts with the State Park to make budget/staffing work for these efforts above as well.

The staff report dated December 14, 2011 is attached for your reference. Once further discussion has occurred and Council preferences indicated, staff will develop a more comprehensive marketing plan to move ahead, and will present it to Council as part of the budget plan for fiscal year 2012-2013.

Recommendation:

Per the last work session and staff report (attached), staff recommends identifying and leasing space at the I-17/260 Junction, and implementing a one percent bed tax increase to fund it. In addition, a presence downtown, located at the existing Visitor Center building, the jail, or in a kiosk setting near Fort Verde State Park, is ideal. Staff would like to recruit a cultural museum/facility to lease the building which currently houses the Visitors Center. Your preferences and or additional new or renewed ideas are desired so staff can present/prepare for final consideration for next year's budget.

WORK SESSION STAFF REPORT

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The Chamber of Commerce has operated the Town's Visitor Center for more than 20 years. Over the past few years due to the decline of our primary revenue, sales tax, the Town has significantly reduced funding for the Chamber's service contract. While there may be disagreement in the management of the funds, reducing the budget has made the Chamber's task more difficult and the use of these funds more important.

Staff believes that tourism can become an economic engine as it is in other local communities, and that some new ideas may be necessary to get the most from the money that is spent on this effort. As we plan a strategy to accomplish our goals, we must keep in mind that being cost effective does not always equate to spending less money. However, it does mean spending money wisely and maybe in new ways that generate a better return on our investment. The following strategies are offered.

Statement of the Problem or Opportunity:

Tourism is just one leg of the stool that supports Economic Development in Camp Verde. Business retention and business development are equally important. Currently, it is difficult to entice new or existing businesses to locate or expand in Camp Verde due to the lack of infrastructure, as well as the lagging economy. According to Gordon Keig of Kornwasser Shopping Center Properties, Target Stores opened 90 new stores nationally during 2009, while this year, they will open only 21.

There are fewer and fewer jobs available. Eighty-three communities in Arizona have an unemployment rate of 15-40 percent. As a result, cities and towns are working hard to bring visitors to their community by capitalizing on their existing amenities, such as local attractions. We have been doing this, but staff believes that it should be done in a much more aggressive manner.

Camp Verde is very fortunate in that our town is host to some very attractive destinations. Taking advantage of them is the first step in gaining the recognition and credibility needed to charm corporations and small businesses. We have much to offer with our temperate climate, national and state parks, close proximity to Interstate 17 and a location that is 100 miles from the sixth largest city in America, in addition to the fact that there is no Town-assessed property tax. These are just a few of the unique qualities that make Camp Verde a wonderful place to live, work, and play. Our residents and businesses realize this and we must now convince others. This can be accomplished through gaining visibility. The Town of Camp Verde can and should be more than a "stop on the way to somewhere else". We should direct the traffic flow

and encourage visitors to stop and explore places such as the Archeology Center, Cliff Castle Hotel and Casino, Fort Verde State Park, Historical Society Museum, Montezuma Castle National Park, and Out of Africa Wildlife Park, and not the least of which could be a bigger attraction, the Verde River. We must market our attractions in a better and more effective way that will bring more revenue to our Town.

Alternatives/Options/Solutions:

Please note these are not exclusive or exhaustive but provide suggestions as to how alternative ideas can be packaged.

Option 1 - Relocating the Visitors Center to the I-17/Highway 260 Junction:

If we are to capture more of the 26,000 per day vehicle traffic from I-17, the Visitors Center must have visibility from I-17 and the Highway 260 Junction. Staff believes that securing space in one of the open retail buildings, and/or securing space for kiosks on one or more of the I-17/Highway 260 corners would provide the exposure needed to capture those highly-sought tourism dollars. A sample property spec sheet is included in this packet (Attachment A). Space is not inexpensive, and there will be initial start-up costs associated with this idea. Additional ideas include marketing collateral, as well as electronic kiosks that provide streaming video and visitor information via touch screen, but do not require on-site staff. Ideally we would add one kiosk each year to all four corners of the junction (see Attachment B). An annual marketing budget will be needed to create quality marketing campaigns. Additionally, staff would like to see the primary Visitors Center open with longer hours of operation than is now offered.

The current location of the Visitors Center, 385 South Main Street, could be leased out to a local cultural organization similar to the Historical Society to provide a focal point for the downtown. As the Town pursues a Heritage Area designation, this building could be the epicenter of the downtown and provide much needed attention, increasing visitors to the Historical Society building, Fort Verde State Park, and downtown retail and businesses. The revenue from the rental could partially offset the cost of obtaining space at the I-17/260 junction.

Option 2 – Continue to operate Visitors Center from its current location, and add a Visitors Center presence to I-17/Highway 260 Junction:

The Economic Development Department would manage the Visitors Center from its current location, if the Chamber of Commerce decides not to move forward to provide these services or the lease has expired (May 2013). The Town could offer a Visitor Center presence at the I-17/Highway 260 interchange, in the form of kiosk(s) and/or facility. Ideally, the main Visitor Center would be established at the intersection noted, and the Town would pursue tenants for the current building. However, continuing to offer Visitor Center services in the building would allow for a main entry point into Fort Verde, should the Town continue assisting in larger ways operation at the park. If the Town wished to still lease out the current facility location as in Option 1, then a kiosk or focal point could be located on or near the property, or would reside in the jail as a visitor attraction.

Option 3 – Continue to operate the Visitors Center from its current location and forego additional locations:

The Economic Development Department could manage the Visitors Center from its current location, once the Chamber of Commerce has vacated the building or the lease has expired (May 2013). The existing Economic Development budget and contracted Visitors Center budget would be required to manage both areas if increasing the Visitors Center hours of operation. The Economic Development Director could be spending at least 50 percent of her time managing the Visitors Center which would decrease her efficiency in business retention and expansion efforts. An alternative to this would be to hire part-time staff that would allow the Economic Development Director time for business outreach and promotion.

Local Visitor Information Center (LVIC) Requirements: Under any of the scenarios, designation as an LVIC would take one year to obtain, assuming that the Chamber of Commerce is unable to continue to meet the requirements as the official designee. AOT requirements for designation are provided in this packet (Attachment C). This designation is not transferrable. The benefits of this designation allow an organization to partner with the Arizona Office of Tourism (AOT) to advertise in their Official Visitors Guide which reaches the international market. However, the organization is eager to partner with any entity that is marketing tourism to the benefit of the state, allowing the Town to take advantage of discounted advertising. In addition, free educational workshops and conferences are available to any tourism organization and designation is not a requirement.

The disadvantage of not having the designation would be the inability to participate in the Official Visitors Guide for one year. However, this impact could be mitigated by a strong Web campaign with international focus, public service announcements (PSAs) at local hotels and attractions, radio and television broadcasts, and concentrated outreach to local and Phoenix Valley media outlets, all of which could be funded with the \$80,000 currently obligated to the Chamber of Commerce.

Fiscal Impact to the Town:

Staff believes that a bed tax increase is a good idea to adequately fund tourism promotion in Camp Verde. Working with the lodging industry, the pursuit of aggressive marketing campaign partnerships, close cost/benefit analysis for specific ad placement, quality, professional-level collateral, and innovative marketing concepts can be offered.

Each element of the scenarios offered is broken out by approximate costs below. There are a number of ways these options could be combined to offer a strategic approach to tourism promotion.

Visitors Center part-time staff (increasing hours of operation to 56 hours per week):	\$30,000
Economic Development staff (from existing budget):	\$80,000
Economic Development business outreach and retention (from existing budget):	\$10,000
Retail space at I-17/Highway 260 Junction:	\$45,000
Marketing and promotions (PSAs, collateral, Web campaign, broadcasting and media outreach):	\$50,000
Electronic visitor kiosks (per item cost) outdoor/weather-resistant	\$10,000
Electronic visitor kiosks (per item cost) indoor models (plus additional Wall space rental)	\$4,000
Annual kiosk maintenance/licensing	\$600

To fund any of these strategies, staff believes an increase in bed tax of one percent could be implemented. This tax would not affect residents as a rule, but rather, would tax only those visitors needing hotel accommodations. If done correctly, this will generate more traffic and revenue for these businesses. Because of Camp Verde's hotel proximity to the freeway, a one percent increase does not greatly impact the visitor, when considering the options of driving 12 more miles to Cottonwood or 20 miles to Sedona for lodging, where the total tax is higher. Compared to other local communities, Camp Verde's bed tax of three percent, combined with its one percent transient lodging tax, is far under Cottonwood's three percent bed tax and three percent transient lodging tax or Sedona's three percent bed tax and three percent transient lodging tax (Table A). In fact, only Clarkdale's bed tax comes in under Camp Verde's, with a two percent bed tax and three percent transient lodging tax (noting that their total tax is still one percent higher than Camp Verde's). Staff is not suggesting raising the transaction privilege tax that could affect residents. Rather, we are suggesting consideration of increasing the bed tax only which would result in monies pumped back into the tourism industry via the Visitors Center.

The hotels may not initially support the tax and as such, staff looks forward to discussing this with them prior to any formal consideration. However, with designated tax dollars going back into the promotion of their business, it would be beneficial to them as well as to other related businesses. Another option is to leave the bed tax at its current three percent rate and increase the transient lodging tax to two percent. Either option would bring Camp Verde up to par with other areas (matching Clarkdale), yet still remain lower than Cottonwood and Sedona in total lodging sales tax rates.

This increase could be phased out with a sunset clause after three years, at which time Council could re-evaluate the tourism strategy and determine if the one percent tax increase should continue. However, staff recommends this tax be implemented and sustained regardless of marketing strategy simply to stabilize a tourism promotion funding source. Camp Verde has no reason to tax less for lodging than other communities. We have the proximity to the I-17 that other towns do not have and tourism promotion in any form takes money. Other towns are better able to market themselves because they recognize this fact and have subsequently implemented a higher tax rate.

Table A - Lodging Sales Tax Rates

	Bed	City (transient lodging)	County	State	Total
Camp Verde	3%	1%	.825%	6.5%	11.325%
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Other Impacts:

Until direction is determined it is difficult to presume other impacts at this time.

Conclusion:

Staff looks forward to the ideas others might have and information concerning the concepts in this report. We understand critique and questions, however, we ask that at the conclusion of this work session, that Council give clear direction and support for the ideas/concepts that will move us forward. This is a great opportunity to reenergize this part of our economy and all good, bad, or already tried ideas need to be looked at from a fresh perspective to determine the best way in which to move forward.

Recommendation:

Staff recommends identifying and leasing space(s) at the I-17/260 Junction, and implementing a one percent bed tax increase to fund it in order to provide more presence at a prime location to promote all business in Camp Verde. In addition, a presence downtown, located at the existing Visitor Center building, the jail, or in a kiosk setting near Fort Verde State Park is ideal. Staff would like to consider a cultural museum/facility to lease the building which currently houses the Visitors Center to continue development of a Heritage Area downtown.

*from 12-14-2011 WIS
packet*

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FOR LEASE



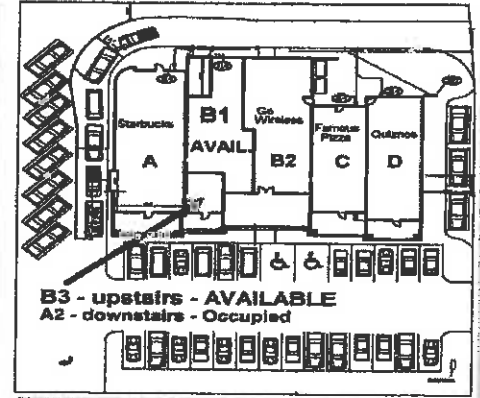
The Starbucks Coffee Building
1620 State Route 260 - Camp Verde, AZ 86322

Executive Summary

- Interstate 17 off-ramp location
- Outstanding tenant mix
- Newly constructed in 2005
- High visibility location
- Excellent access
- Zoned C2



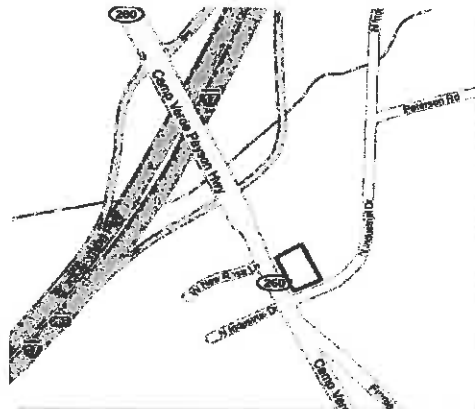
Front of plaza



Shop D

An outstanding property located at the off-ramp of Interstate 17 and Highway 260 in Camp Verde, Arizona. This property is surrounded by refueling stations, food establishments, and hotel/motels.

This property is a high-traffic and high-visibility location with outstanding business potential. The building's tenant mix includes Starbucks Coffee, Sedona Pines, Steves' Famous Pizza, Quizno's and GoWireless. Suite B3 is an outstanding top floor office space and suite B1 is the large ground floor unit. These units are currently adjoined via an interior stairwell. Excellent potential.



Map of surrounding area



Aerial view

Use	Suite #	Sq Ftg	Base Rent	NNN	TPT Tax	Tot. Mo. Rent	Base/sf	NNN/sf	TPT/sf	Tot./sf
Mixed Use	B3	480	\$504.00	\$216.00	\$14.40	\$734.40	\$1.05	\$0.45	\$0.03	\$1.53
Retail/Office	B1	1,688	\$2,700.80	\$759.60	\$69.21	\$3,529.61	\$1.60	\$0.45	\$0.04	\$2.09

For detailed 24 hour information, call:
888-262-0619 Dial ID#: 227



This information has been obtained from sources deemed reliable, its accuracy however, is not guaranteed. Information contained herein is subject to change at any time. Photos are of the property but may not show specific space(s) for lease.

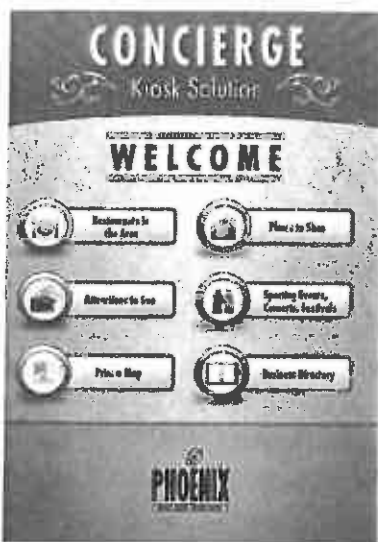


Concierge Kiosk Solution

Enhance & Enrich your Guest's Experience

Provide your guests with an effective digital display at their fingertips! Guests efficiently navigate through an intuitive interface to find the amenities they are looking for. This provides the ultimate level of service for guests, while freeing up management resources.

No Installation Required, Web-Based Hosted Solution (SaaS)



The Concierge Kiosk Solution Will Allow Guests to:

- Find a Local Restaurant in the Area and see their Menu
- Contact Directory Members/Businesses via Phone Over Internet (VOIP)
- Locate Places of Interest (Restaurants, Shops, Attractions, Etc...)
- Print Coupons, Maps and Directions; Text Information to your Phone

The Benefits of Having the Concierge Kiosk:

- Proven Return On Investment (ROI)
- Provides New Sources of Revenue and a Competitive Advantage
- Update Your Directory Management System in Real-Time
- Simple to Administer and Maintain
- View Reports on Kiosk Usage (provide data to support advertising)



Application Software Features

- Easy to Maintain Web Based Solution for Directory Members (directory members will have access to the concierge system so they can manage their content)
- Reporting Capabilities – Page Views, Ad's Clicked on, Calls Made on Member's Profile
- Customizable Screen Flow to Fit your Facility (add categories & subcategories to buttons)
- Manage Advertisements – Load Multimedia Ads (image/flash) and Chose the Display Location (category, splash screen, etc...), Duration and Time the Ad will be Displayed
- Manage Directory Members – Import Members List from XLS Document (Excel), Add/Change/Delete Members, Change Passwords, Activate and Deactivate Members, Overwrite their Content, Link Members to Multiple Categories, Add Members to Book Now Feature and Rank Members by Pricing.
- Customizable Email Template to Send Member Notifications and Monthly Reports

The Hotel Concierge Kiosk Solution is also available on a variety of Phoenix Kiosk models/hardware. One of our kiosk experts can help determine which hardware best suits your needs. **Call us today!**

\$4000



Celsius (sel-see-us) Outdoor Kiosk

The Celsius is Gotham tough and Hollywood pretty.



The Celsius outdoor kiosk features a combination of functional styling and rugged durability in a kiosk package that's both extremely affordable and remarkably attractive. The Celsius can accommodate numerous applications, and it provides an attractive ROI for owners who take advantage of its efficiencies.

The Celsius can withstand a variety of harsh weather environments, maintaining functionality in temperatures between 0 and 110 Fahrenheit. The unit is also designed to endure the rigors of high-volume public use. The Celsius is easily and efficiently installed and maintained, and it can capably support a rapidly growing list of optional accessories.

Although the Celsius can be utilized for functions such as printing and scanning identification cards, bill payment, and check-in/check-out, it is also commonly relied upon for informational applications. For instance, the model can also be used to display directory/wayfinding information.

Many clients use the Celsius Outdoor Kiosk for the following:

- Outdoor Applications
- Printed Security/Identification Cards
- Card Reading/Scanning
- eConcierge
- Check-In/Check-Out
- Bill Payment & Ticketing
- Business Directory/Wayfinding
- Web-Based Applications

Just ask Phoenix Kiosk how we can improve your institution or company by making it more efficient and more effective. We are here to help you achieve your goals!

~ \$10,000



Arizona Local Visitor Information Center (LVIC) Designation & Signage Program

The Arizona Local Visitor Information Center Designation & Signage program is coordinated by the Arizona Office of Tourism (AOT) in conjunction with the Arizona Department of Transportation. The program guidelines are in place to enhance a positive, welcoming experience for visitors who utilize Local Visitor Information Centers (LVIC) to gain insight on Arizona's points of interest and tourism services. The goal is to encourage the visitor to stay longer, travel throughout the state and generate revenue. Applicants choose to enter the program and accept the guidelines set forth by the Arizona Office of Tourism and must comply with future revisions or amendments of the program. Applications for this program can be obtained by contacting Laura French, Arizona Office of Tourism, Community Relations Director, 602-364-3720 or e-mail lfrench@azot.gov. This document is **effective July 1, 2008**

I. Eligibility requirements for Arizona Destination Marketing Organizations

- a. Chambers of Commerce
- b. Convention & Visitors Bureaus
- c. Municipal Governments (County, City/Town)
- d. Tribal tourism entities
- e. Other tourism or recreational affiliated agencies (i.e. Forest Service, etc.)
- f. Please Note:
 - i. There will only be one designated LVIC per community.
 - ii. The Arizona Office of Tourism will **NOT** designate any center within or operated by a for-profit business or entity.
 - iii. Exemptions – the following existing LVICs will be granted an exemption under the new guidelines, as they are the organization within the community that is currently qualified under previous guidelines.
 1. Arizona Mills
 2. National Geographic Visitor Center
 3. Valle-Planes of Fame
 - iv. In the case that a community has an LVIC that is not operated by the DMO and the local DMO then becomes eligible for LVIC status. The LVIC designation will be granted to the DMO of that community.

II. Requirements

- a. The Local Visitor Information Center must be located **within one mile** of a state or U.S. highway (this includes an interstate) or major intersection that intersects with a state or U.S. route. This requirement is within ADOT regulations.
- b. Each Local Visitor Information Center must be open and staffed a minimum of 40 hours per week Monday through Saturday. Hours of operation must be clearly posted and implemented.
- c. Signage indicating the facility is a Local Visitor Information Center must be clearly visible at the main entrance and from the parking lot.
- d. All designated centers must be ADA (Americans with Disabilities Act) compliant and are subject to all federal laws pertaining to the ADA.

- e. A minimum of five paved parking spaces must be available for visitor usage, with at least one parking space designated wheelchair accessible. If your parking lot has more than 26 parking spaces, ADA requirements change. Please visit <http://www.ada.gov/restribr.pdf> for more information.
- f. The following public facilities must be clearly signed and available for free either onsite, in the center, or adjacent to the center:
 - i. Clean Restrooms
 - ii. Operational Telephone – phone must be located in primary visitor contact area
 - iii. Drinking Water
- g. The center must have brochures displayed with a minimum of 10 attraction or destination marketing oriented brochures from each of the five Arizona Office of Tourism designated tourism regions (Arizona's West Coast, North Central, Northern Arizona, Tucson & Southern and Phoenix and Central Arizona) for a total of fifty (50) brochures. The brochures must be displayed regionally, making it easy for visitors to find information. **The Arizona Office of Tourism publication(s) will be furnished to the LVIC once the Local Visitor Information Center is designated by the Arizona Office of Tourism. These publications will include, but are not limited to, the "Official State Visitor's Guides" and "Official State Visitor's Map". Should other publications become available through the Arizona Office of Tourism, all designated LVIC's will be notified. Publications will be disseminated based upon supply and demand.**
- h. Local visitor services related information must be available to visitors 24 hours a day, seven days a week. This can be accomplished with informational racks outside the center, or visitor information posted on a kiosk or a bulletin board outside the center. It is highly recommend that the Arizona Office of Tourism brochures be available for take away as well. Visitors must be able to take information with them.
- i. Each center must display a large (22"X33") state map, provided by the Arizona Office of Tourism.
- j. Continuing Requirements upon Designation by the Arizona Office of Tourism
 - i. Each Local Visitor Information Center must use the LVIC guest register form provided by the Arizona to collect monthly visitor counts and data. LVIC must agree to assist the Arizona Office of Tourism's Research Division periodically with in-depth visitor data research. Monthly visitor counts are required to be submitted to the Arizona Office of Tourism. Monthly visitor count report forms, assistance and instruction are provided by the Arizona Office of Tourism.
 - ii. On an annual basis, at least one representative from each center must attend at least one of the Arizona Office of Tourism's Arizona Tourism University **Grand Impressions** Workshop series to receive certification. LVIC must provide transportation, lodging and miscellaneous expenses for staff to attend the Arizona Office of Tourism training. Funding to cover **lodging expenses only** for this workshop series may be secured through the Arizona Office of Tourism's Teamwork for Effective Arizona Marketing Grant Program. Contact Glenn Schlottman, Arizona Office of Tourism, Community Development Manager, at gschlottman@azot.gov or 602-364-3727 for further information on AOT's TEAM Programs. **This requirement is currently suspended.**
 - iii. Annual evaluations will occur at various times of the fiscal year and may be unannounced. Each evaluation will be conducted by an AOT staff member or representative designated by AOT to assure compliance with the minimum eligibility requirements. LVIC's will receive a summary after evaluation that will indicate the centers level of compliancy in each of the areas, as outlined in Section II. An LVIC representative must acknowledge feedback from the annual evaluations by signing the evaluation form. If there are areas that will need further assessment, the LVIC will do so within the timelines provided by AOT (see Infractions Policy on next page). Failure to maintain the minimum eligibility requirements on a continuing basis will result in removal of signs and the Arizona

Office of Tourism Local Visitor Information Center designation. **This requirement is currently suspended.**

III. Infractions Policy

- a. Below are the categories on which an LVIC will be evaluated. Should a center fail to comply, the Arizona Office of Tourism has provided a timeline. The Arizona Office of Tourism will serve as a resource to assist with compliance. LVIC must generate a response to the Arizona Office of Tourism that will include plans to correct the infraction(s) and time frame to accomplish correction(s).
- b. Evaluation Criteria
 - i. Participation in Evaluation Process
 1. One fiscal year
 - ii. Restrooms
 1. One fiscal year to comply
 2. ADA, Resources for construction, ICE Program information/referral
 - iii. ADA Accessibility
 1. One fiscal year to comply
 2. ADA, Resources for construction, ICE Program information/referral
 - iv. Parking
 1. One fiscal year to comply
 2. Resources – Rural Tourism Development Grant Program
 - v. Grand Impressions
 1. Up to One fiscal year to comply (based on next available meeting date)
 2. Conference information
 - vi. Hours of Operation
 1. One fiscal year to comply
 2. Resource information, calendar assistance
 - vii. After Hours Information
 1. 60 days to comply
 2. Resources—the Arizona Office of Tourism can provide best practices
 - viii. Brochures from Regions
 1. 60 days to comply
 2. Contact information for statewide LVIC's, sample request forms
 - ix. Drinking Water
 1. 60 days to comply
 2. Resources
 - x. Public Phone/Phone Availability
 1. 60 days to comply
 2. Resources
 - xi. Visitor Counts
 1. 30 days to comply
 2. Provide guest register examples, tracking form examples, training
 - xii. Display of Arizona State Materials
 1. 30 days to comply
 2. Provide map
- c. Failure to cooperate in this process will result in the removal of the ADOT state information sign for a period of no less than one calendar year. Signage will be reinstalled after LVIC has re-applied for designation. LVIC will undergo a review of compliance. This process will be conducted by AOT's Visitor Services Manager and will be evaluated by the Visitor Services Advisory Committee. Any fees associated with the re-installation of the signage will be assumed by the LVIC.
- d. Regardless of evaluation outcome, all areas that are not in compliance will need to be rectified within the allotted timeline as stated in the Infractions Policy to continue their participation in the LVIC program.
- e. The Arizona Office of Tourism reserves the right to refuse and/or remove signage from any location if the business conducted within the location is not appropriate for a state sanctioned visitor information center. Business considered not appropriate includes, but

is not limited to, timeshare sales, promotions or commercial sales, real estate, bars, retail outlets, shopping malls, etc.

IV. Process to Revoke Existing Local Visitor Information Center Designation:

- a. After notification and reevaluation, should an LVIC fail to comply with an infraction of policy, the LVIC could potentially lose their designation as an LVIC with the Arizona Office of Tourism. The LVIC will be given one final notice to comply before the revocation process will begin.
- b. A Letter of Intent to remove signage and state designation will be sent to LVIC Manager by Visitor Services Advisory Committee. The Letter of Intent will be sent within 30 days after the final compliance request deadline has passed without a response or without appropriate action to be taken by the LVIC.
- c. A Letter of Intent to remove signage will include an invitation for the LVIC to present (in person) to the Visitor Services Advisory Committee. Should an LVIC wish to request for a waiver from particular requirement or request for additional time with sufficient reasons, a response to the Letter of Intent must be received within 15 days.
- d. If an LVIC wishes to reapply for designation, the application for reconsideration can not be made for one at least one year from date of designation removal. If re-approved, the LVIC will receive notice that state signage could take up to six to nine months to be replaced, at the expense of the LVIC.

- V. Arizona Office of Tourism Obligations:** Once a year, usually in December, the Arizona Office of Tourism will notify each center to submit the number of *"Official State Visitor's Guides"* and *"Official State Visitors Map"* the center will need for the upcoming calendar year. To keep shipping costs to a minimum, the Arizona Office of Tourism will ship materials twice a year. Please keep in mind that printed materials are limited, and the Arizona Office of Tourism will do its best to accommodate requests.

THE FOLLOWING INFORMATION WAS SUBMITTED FOR THE PACKET BY THE
CAMP VERDE CHAMBER OF COMMERCE.

FY12 Visitor Center Cost Comparison

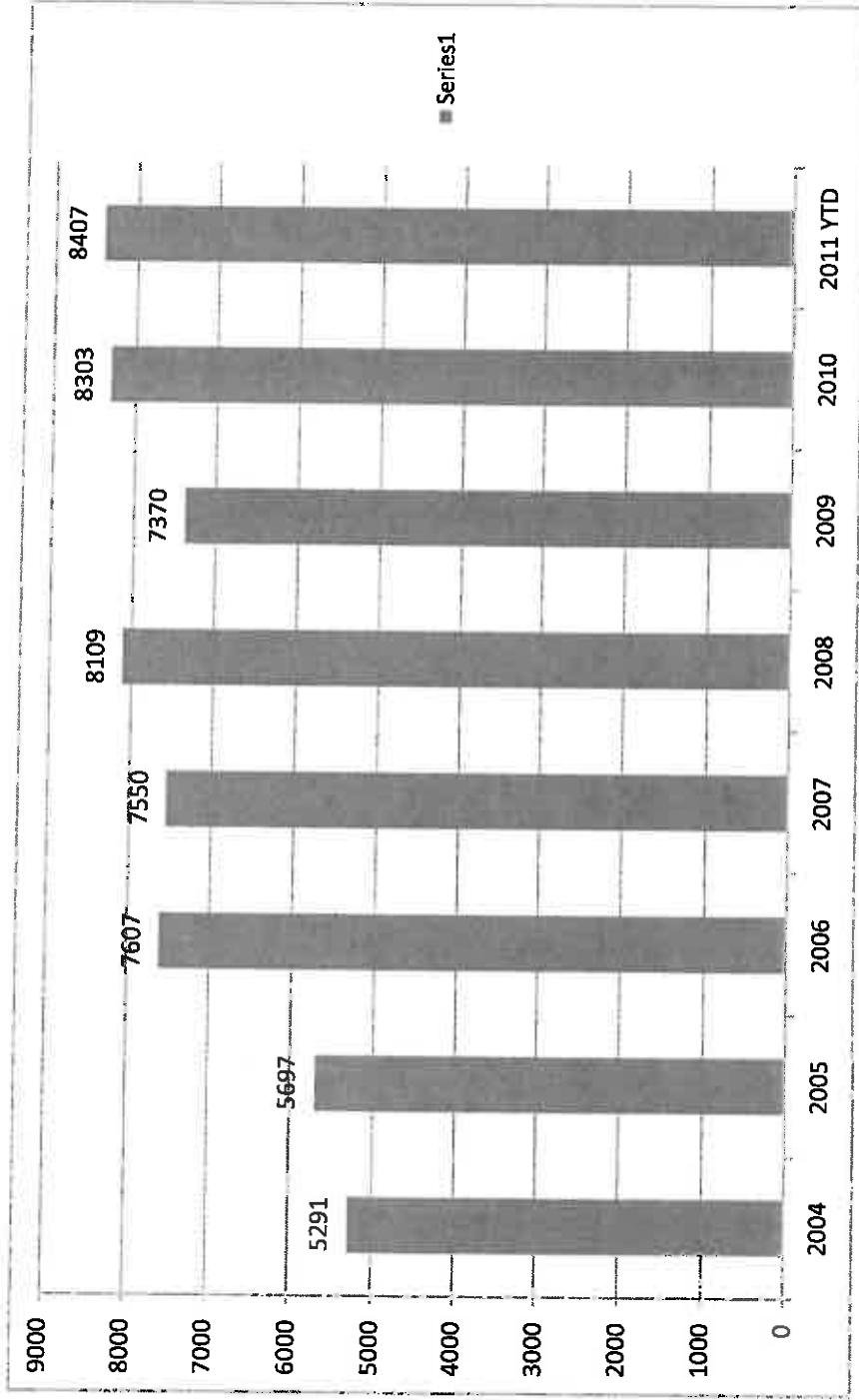
	Visitor Ctr - Chamber Operated (Actual)	Visitor Ctr - Town Operated (Projected)	Notes
EXPENSES			
Maintenance - Supplies (toilet paper, paper towels, etc)	404	404	
Computer Repair	250	250	
Carpet Cleaning	250	500	
Insurance	744	918	Work comp & liability
Office Expenses/Supplies	1,000	1,000	
Payroll - Director	27,150	63,300	
Payroll - Reception (F/T)	0	20,800	
Payroll - Reception (P/T)	12,030	10,400	
Payroll - Labor Burden	5,348	28,350	
Telephone	2,214	2,214	
Utilities	5,598	7,523	
Rent	1	0	
Credit Card Machine/Fees	100	1,200	
Volunteer Recruitment/Retention	250	250	
Grand Total	55,339	137,109	Total Expenses

s not include building improvements, office furniture/equip or \$42,355.32 for HWY 260 lease
Does not include hotel, meals and mileage

FY12 COST COMPARISON

DESTINATION/TOURISM MKTG - CV	Size/Type	Town Costs	Totals	Chamber Costs
Website				
Website creation		\$ 6,000.00		
Website Hosting		\$ 1,000.00		
			\$7,000.00	\$ 4,192.00
Online Advertising Placement/Production				
Go-Arizona		\$ 2,995.00		
Virtual Collateral Distribution on Arizonaguide.com		\$ 500.00		
Virtual Collateral creation		\$ 1,000.00		
			\$4,495.00	\$ 2,395.00
Printed Materials				
Postage - brochure mailings (fulfillment, AZ Visitor Centers, etc)		\$1,018.25		
			\$1,018.25	\$ 1,018.25
PR/Media				
Painted Barrell program (Cttwd Chamber)		\$ 250.00		
AZ Hwys Travel Show		\$ 1,200.00		
Lovin Life Expo		\$ 570.00		
PR/Media Relations/Mileage (Tourism/Destination Promotion)		\$ 2,100.00		
Board - non-specific location (3 months)		\$ 6,000.00		
			\$10,120.00	\$ 5,235.00
Print Advertising				
Arizona RV Guide	1/8 page	\$ 790.00		
Arizona Drive Guide (3 publications)	1/6 (2) & 1/2	\$ 6,210.00		
Destination Sedona Verde Valley (VVN)	1/8 page	\$ 500.00		
Southbound Magazine (Canada)	1/4 page	\$ 1,500.00		
Madden Integrated Campaign	brochure ad	\$ 2,443.00		
Madden AZ OVG	listing	\$ 464.00		
Madden iBrochure		\$ 2,581.15		
True West Magazine - Centennial	1/6 page	\$ 525.00		
			\$15,013.15	\$ 6,859.75
Governors Conf on Tourism				
Conference fee		\$300.00		
			\$300.00	\$ 300.00
TOTAL DESTINATION/TOURISM ADVERTISING - CV			\$37,946.40	\$ 20,000.00

VISITOR CENTER COUNT HISTORY



What would a "Sold Out Camp Verde" look like?

Hotels

207 rooms (not including The Lodge CCC)

\$90 average rate

\$18,630 per day / \$372.60 in local taxes collected (2%) per day

\$6,799,950 annual revenue / \$135,999 per year in local taxes collected

RV Parks

192 RV spaces (not including Distant Drums or membership parks)

\$28 average rate

\$5,376 per day / \$53.76 in local taxes collected (1%) per day

\$1,962,240 annual revenue / \$19,622 per year in local taxes collected

Sales Tax (tourism related)

287 rooms (double occupancy = 574 people)

526 RV spaces (double occupancy = 1,052 people)

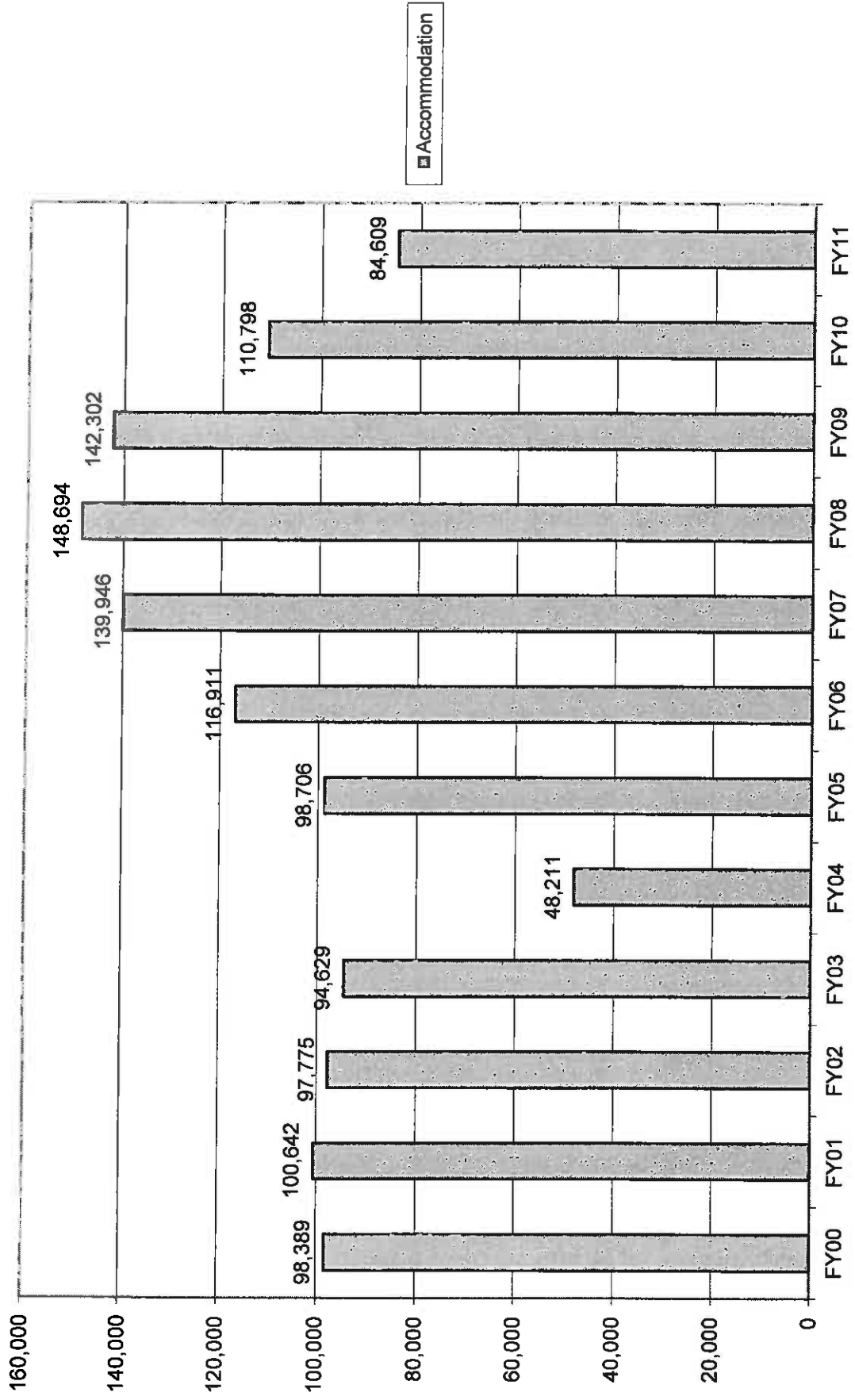
\$185 average per person per day expenditure

\$300,810 daily revenue / \$6,016 daily tax revenue (2%)

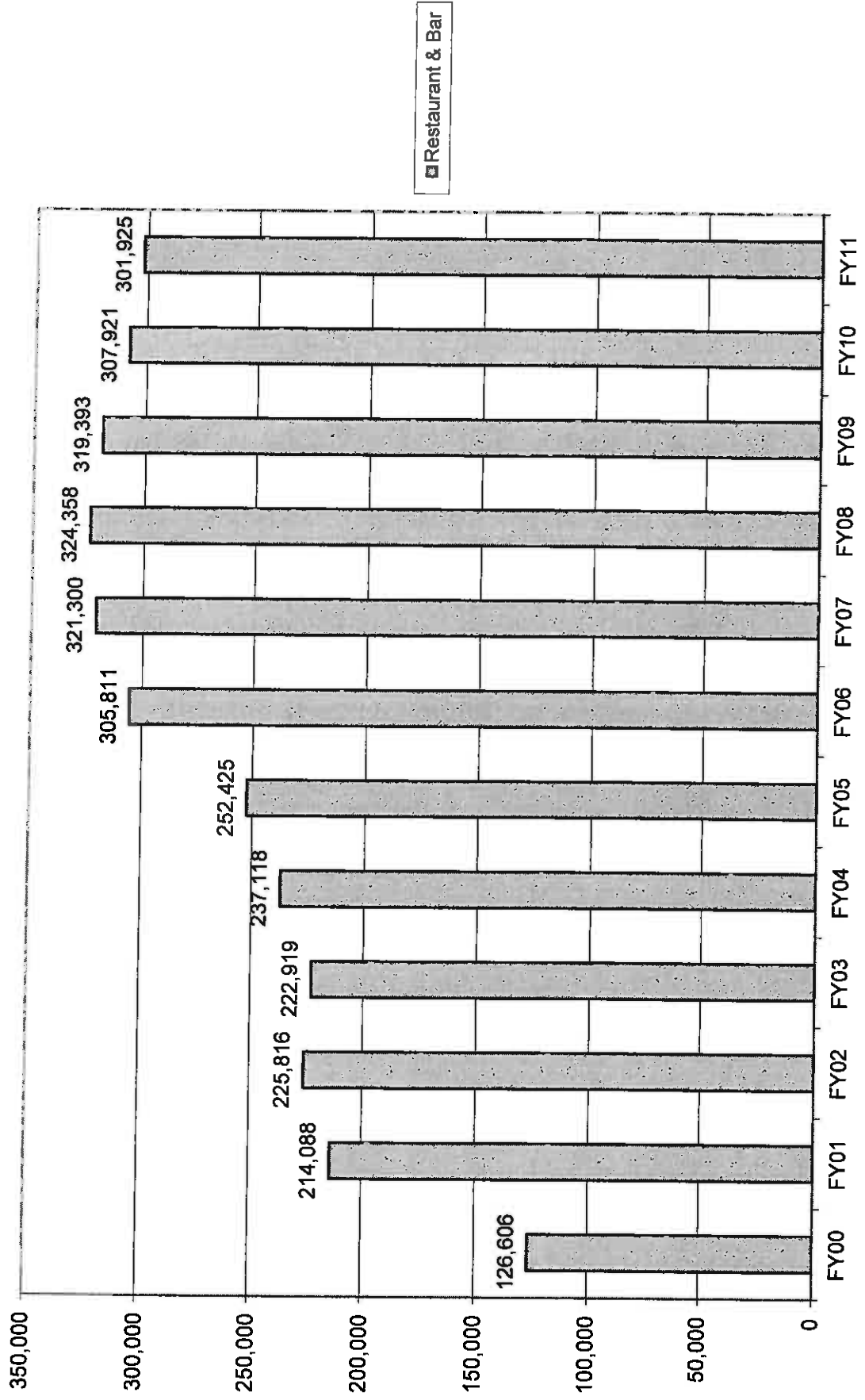
\$109,795,650 annual revenue / \$2,195,913 per year in local taxes collected

**Multiplier effect: Monies are turned over 3-4 times in a small community.

Accommodation Tax



Restaurant & Bar Tax



Retail Trade

