



Contact: City of Prescott  
Communications and Public Affairs  
Office: 928-777-1362  
communications@prescott-az.gov

## **Tourism Advisory Committee (TAC) Grant Program Opens March 22, 2018**

FOR IMMEDIATE RELEASE

PRESCOTT, AZ (March 20, 2018) – The Prescott Tourism Office will be accepting applications for Tourism Advisory Committee (TAC) grants beginning Thursday, March 22, through Friday, April 27 at 5 p.m. There will be a mandatory meeting for all applicants on Thursday, March 28 at 4 p.m. at City Hall. TAC Grants are designed to assist non-profit organizations hosting events in Prescott between July 1, 2018 and June 30, 2019.

Events will be rated based on three criteria:

1. Marketing and public relations activities to attract visitors from outside 90 miles, encouraging overnight stays in local lodging establishments.
2. Financial benefit to the community, such as how many are attending, and if they are staying overnight at local lodging establishments.
3. Benefit to the community, by working with other local organization.

TAC Grants are funded by the City's Transient Occupancy (Bed Tax). The TAC Grant budget is \$40,000 in total. Events are eligible for up to \$5,000, depending on their rating, and how many organizations successfully apply.

Starting March 22, applications and guidelines will be available online at [www.visit-prescott.com](http://www.visit-prescott.com). For more information, contact the city of Prescott Communications Office at 928-777-1362.

###