



OFFICE OF TOURISM

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

Tourism Advisory Committee (TAC) and Prescott Area Arts and Humanities Council (PAAHC) Grant Program Opens March 1, 2020 *Grant Workshop Available February 21*

FOR IMMEDIATE RELEASE

PRESCOTT, AZ (February 7, 2020) – The Prescott Tourism Office will be accepting applications for the Tourism Advisory Committee (TAC) and Prescott Area Arts and Humanities Council (PAAHC) grants beginning Monday, March 2, through Friday, April 3 at 5 p.m. The TAC and PAAHC are co-hosting a grant application workshop on Friday, February 21 at 3 p.m. at Prescott City Hall, 201 S. Cortez Street.

TAC and PAAHC Grants are designed to assist non-profit organizations hosting events in Prescott between July 1, 2020 and June 30, 2021. The goal of the grant is to encourage event marketing outside of the Prescott area, to encourage overnight visitation. TAC and PAAHC Grants are funded by the City's Transient Occupancy (Bed Tax). Events are eligible for up to \$5,000, depending on their rating, and how many organizations successfully apply. The grant is available only to registered non-profit organizations.

Here are important dates for the grant process:

- There will be a grant workshop, co-hosted by TAC and PAAHC on Friday, February 21, at 3 p.m. at Prescott City Hall, located at 201 S. Cortez Street. This is not mandatory, but encouraged for all applicants.
- The grant opens on Monday, March 2, 2020.
- There will be a mandatory meeting for all applicants on Friday, March 6 at 3 p.m. at City Hall.
- Grant applications are due no later than Friday, April 3 at 5 p.m.

Starting March 2, applications will be available online at www.visit-prescott.com. For more information, contact John Heiney, 928-777-1220 or Ann Steward, 928-777-1259.

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