

Visit Mesa Tourism & Destination Marketing FY 24/25 Agreement

June 6, 2024

City Council Study Session

Mike Kennington, Deputy City Manager/Chief Financial Officer

- The City has an agreement with Visit Mesa for the promotion of tourism and destination marketing in Mesa.
- Arizona Revised Statute (“A.R.S.”) § 9-500.06 requires that the transient lodging tax (“TLT”) be expended for the promotion of tourism either directly by the City or by a nonprofit organization that promotes tourism.
- The City has a "Destination Mesa Team" with key staff and roles identified to support the work and ongoing communication with Visit Mesa.

- Maintain the City's Parks, Recreation & Commercial Facilities Department Director and Economic Development Director on the Visit Mesa Board of Directors ("VM Board").
- Allow for an additional Executive Board Member to the VM Board as designated and selected by the City Manager.
- Allow for the appointment of the Downtown Mesa Association ("DMA") Executive Director to the VM Board.
- Limit voting rights to only VM Board members not employed by Visit Mesa.

- Formalize promotion and support for DMA downtown special events.
- Limit marketing and promotions to activities, programs, and properties within the Mesa city limits (with reasonable exceptions).
- Open meeting practices that allow for VM Board and Executive Committee meetings to the public and timely posting of agenda notices.
- In the subsequent VM agreement, include recommended bylaw changes proposed by the Coraggio Group in consultation with and by the mutual approval of the City.

- Visit Mesa Board approved contract on May 10, 2024
- For City Council Consideration on June 17, 2024
 - If approved, will go into effect July 1, 2024
- City of Mesa Destination Team and Visit Mesa Board and staff will work together to identify future agreement terms

Questions/ Comments?



mesa·az