

Visit Mesa Tourism & Destination Marketing FY 25/26 – FY 27/28 Agreement

June 16, 2025
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.

- Expanding from a one-year term to a three-year term to reflect a collaborative partnership.
- Partnering with Visit Mesa to attract top tier hotel development by directing reimbursement of public infrastructure with new TLT funds generated at the future development site.
- Formalizes \$50,000 per year financial contribution to support the DMA.

- Visit Mesa Board approved contract on June 3, 2025
- For City Council Consideration on June 16, 2025
 - If approved, will go into effect July 1, 2025

Questions/ Comments?



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