



Request for City Council Action

Title:	Discussion pertaining to sewer rates – tabled February 10, 2016		
Meeting Date:	February 24, 2016	Agenda Item Number:	
Agenda Section:	<input type="checkbox"/> Consent <input type="checkbox"/> Public Hearings <input type="checkbox"/> Old Business <input type="checkbox"/> New Business <input checked="" type="checkbox"/> Business from the Council	Action:	<input type="checkbox"/> Motion <input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance
Originating Department:	Vice Mayor John Kocjan	Supporting Documents:	
Prepared By:	City Clerk Kim Larson	Presented By:	Vice Mayor Kocjan
Reviewed By:		Approved By:	
Proposed Action:	Motion to remove agenda item from the table Motion to be determined		

BACKGROUND:

At the February 10, 2016 Regular City Council Meeting, Vice Mayor Kocjan made a motion to table the agenda item until the following meeting when all City Council Members would be present.

At the September 30, 2015 City Council/Page Utility Enterprises Joint Work Session, City Council came to a consensus to have further discussion at a future meeting.

STAFF RECOMMENDATION:

Motion to remove the agenda item from the table
 To be determined by the City Council

Current and Recommended Water Rate Comparison

Presented below is a side-by-side comparison of the current and recommended water rates by class:

Current Residential Rates		Recommended Residential Rates	
Meter Size	Customer Charge	Meter Size	Customer Charge
All Meters	\$ 14.13	5/8"	\$ 12.75
		3/4"	\$ 12.75
		1"	\$ 12.75
		1 1/2"	\$ 15.94
		2"	\$ 31.88
		3"	\$ 51.00
		4"	\$ 102.00
		6"	\$ 204.00
<p><i>Volumetric Charges</i> First 3,000 Gallons: Included in Customer Charge From 3,000 to 15,000 Gallons: \$ 2.35 per 1,000 Gallons From 15,000 to 25,000 Gallons: \$ 2.55 per 1,000 Gallons Over 25,000 Gallons: \$ 2.75 per 1,000 Gallons</p>		<p><i>Volumetric Charges</i> First 3,000 Gallons: Included in Customer Charge From 3,000 to 15,000 Gallons: \$ 2.35 per 1,000 Gallons From 15,000 to 25,000 Gallons: \$ 2.60 per 1,000 Gallons Over 25,000 Gallons: \$ 2.90 per 1,000 Gallons</p>	
Current Commercial Rates		Recommended Commercial Rates	
Meter Size	Customer Charge	Meter Size	Customer Charge
All Meters	\$ 14.13	5/8"	\$ 12.75
		3/4"	\$ 12.75
		1"	\$ 12.75
		1 1/2"	\$ 15.94
		2"	\$ 31.88
		3"	\$ 51.00
		4"	\$ 102.00
		6"	\$ 204.00
<p><i>Volumetric Charges</i> First 3,000 Gallons: Included in Customer Charge From 3,000 to 15,000 Gallons: \$ 2.35 per 1,000 Gallons From 15,000 to 25,000 Gallons: \$ 2.55 per 1,000 Gallons Over 25,000 Gallons: \$ 2.75 per 1,000 Gallons</p>		<p><i>Volumetric Charges</i> First 3,000 Gallons: Included in Customer Charge From 3,000 to 15,000 Gallons: \$ 2.35 per 1,000 Gallons From 15,000 to 25,000 Gallons: \$ 2.60 per 1,000 Gallons Over 25,000 Gallons: \$ 2.90 per 1,000 Gallons</p>	
Current Irrigation Rates		Recommended Irrigation Rates	
Meter Size	Customer Charge	Meter Size	Customer Charge
All Meters	\$ 14.13	All Meters	No Charge
<p><i>Volumetric Charges</i> First 3,000 Gallons: Included in Customer Charge From 3,000 to 15,000 Gallons: \$ 2.35 per 1,000 Gallons From 15,000 to 25,000 Gallons: \$ 2.55 per 1,000 Gallons Over 25,000 Gallons: \$ 2.75 per 1,000 Gallons</p>		<p><i>Volumetric Charges</i> All: \$ 2.90 per 1,000 Gallons</p>	

11.1 Discussion and possible action by the City Council pertaining to Page Utility Enterprises (PUE) utility rates



Request for City Council Action

Title:	Community Development Advisory Board Recommendation Event Assistance Program		
Meeting Date:	February 24, 2016	Agenda Item Number:	
Agenda Section:	<input type="checkbox"/> Consent <input type="checkbox"/> Public Hearings <input type="checkbox"/> Old Business <input checked="" type="checkbox"/> New Business <input type="checkbox"/> Other	Action:	<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance
Originating Department:	Community Development	Supporting Documents:	Event Assistance Program Special Event Permit App. CDAB Memorandum
Prepared By:	Tourism Director	Presented By:	Community Development Director
Reviewed By:		Approved By:	
Proposed Action:	Motion to Approve the Event Assistance Program and Revised Special Event Permit Application		

BACKGROUND:

At their December 2015 meeting the Community Development Advisory Board discussed the outcome of the joint meeting with the City Council regarding events funding. The discussion primarily focused on the application process, with a consensus that staff should make minor modifications to the existing Special Event Permit Application, and make a separate handout for event assistance requests, which would include criteria for determining if an event will be funded and a standard list of assistance offerings. Staff suggested that a proposed application form and Events Assistance Policy be brought back at the next meeting for further discussion.

At the January 26, 2016 board meeting there was discussion and finalization of the proposed document. The Staff memorandum from the December meeting is being included for the Council's convenience to aid in the further explanation of this topic.

EVENT ASSISTANCE PROGRAM

An Events Assistance Program is being recommended which establishes brief criteria for evaluating an assistance request, a standard assistance menu of options the City can chose from to offer up to \$3,000 in assistance, and a brief list of submittal requirements. Minor revisions to the existing Special Event Permit Application are being recommended to accommodate the new program as follows:

- To include a space for the application fee on the first page;
- To add a criteria in the Introduction, that if an event is requesting City support through the Event Assistance Program, City Council approval is required;
- To add an item to the Checklist, which is a Letter of Request explaining type of assistance being requested and how the event meets the Strategic Goals of the City and the Criteria for determining funding of an event.
- To add a check box on Page 2 to indicate that the application is an Events Assistance Program Request.
- To add a brief section for Event Assistance Program applicants which asks for the following information:
 - If the event is new;
 - If the event has received assistance in the past;
 - Type/amount of assistance being requested
 - Explanation of how the event meets goals and assistance criteria
 - Provides contact information for City Staff

COMMUNITY ORGANIZATIONS SEEKING ASSISTANCE WITH OPERATIONS

To address community organizations seeking assistance with operations or regular events, an annual allocation of funds with one or two funding request opportunities per year may be appropriate. These requests would be best handled by the City Council directly.

ADVISORY BOARD RECOMMENDATION:

The Community Development Advisory Board voted to recommend approval of the Event Assistance Program and modifications to the Special Events Permit Application at their January 26, 2016 meeting.

STAFF RECOMMENDATION:

I move to approve Event Assistance Program and revised Special Event Permit Application.



**SPECIAL EVENT PERMIT APPLICATION
EVENT ASSISTANCE PROGRAM APPLICATION**

\$25 Permit Fee

INTRODUCTION

Any organized activity involving the use of, or having impact upon, City property, City facilities, parks, sidewalks, street areas or the temporary use of City property in a manner that varies from its current land use or for revenue producing activities, requires a special event permit. (See City Code 3-7 "Utilization of City Property for Revenue Producing Activities") It is the City's goal to assist Event Organizers in permitting safe and successful events that create a minimal impact on the communities surrounding the events. For smaller or localized events, some of the items in this Application may not be applicable. In addition, if a proposed event meets one or more of the following criteria, the application will need to go to City Council for approval:

1. If a group wants to hold an event that will close a public facility or a collector or arterial street;
2. If a group wants to hold an event that will alter the existing physical character or nature of the City's property;
3. If a group wants to hold an event that requires the issuance of a Special Event Liquor License; or
4. If an event will require City support that was not anticipated in the budgetary process.
5. If an event is requesting City support through the Events Assistance Program administered by the Community Development Department.

CHECKLIST

Required information for initial submittal of the special event application. Applications will not be accepted without this minimal information.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Completed and signed application (no electronic signatures)
<input type="checkbox"/>	<input type="checkbox"/>	Application fee (check, money order)
<input type="checkbox"/>	<input type="checkbox"/>	Certificate of insurance - valid for event dates, set up and teardown.
<input type="checkbox"/>	<input type="checkbox"/>	Complete and detailed site plan
<input type="checkbox"/>	<input type="checkbox"/>	Electrical Plan (if applicable)
<input type="checkbox"/>	<input type="checkbox"/>	Submit IRS letter of nonprofit status (if applicable)
<input type="checkbox"/>	<input type="checkbox"/>	Traffic Control Plan (if applicable)
<input type="checkbox"/>	<input type="checkbox"/>	<u>Letter of Request explaining in specific detail what type of assistance you are requesting from the Events Assistance Program and how your event and organization meet the Strategic Goals of the City and the Criteria for Funding of the Program: (if applicable)</u>

Please note that City departments affected by the proposed special event may recommend that a permit be issued only after the Applicant has met, at his or her own cost, certain stipulations. The following is a list of additional requirements that may be due upon the completion of the special event administrative and substantive review and include, but not limited to:

1. Providing a stated number of security personnel;
2. Providing a stated number of parking attendants;
3. Erecting security fencing or security barriers;
4. Providing sanitary facilities;
5. Hiring and/or providing for any and all traffic control devices and/or traffic control personnel as necessary;
6. Applying for and obtaining all other necessary permits and approvals;
7. Sign and submit a liability agreement prepared by the City;
8. Agreeing to pay for any unanticipated or unforeseen costs associated with the special event, including posting a performance bond if requested by the City.

Pursuant to City of Page Code Chapter 3, Section 7, Resolution No. 1042-10, whenever participation of the City of Page Fire Department and/or the City of Page Police Department is necessary to protect the public and participant safety during special events and seasonal activities, the following fees and charges shall be assessed by the approving agency:

Fire Department – A charge of one hundred fifty dollars (\$150.00) for the first hour/per vehicle and a charge of one hundred dollars (\$100.00) for each hour thereafter, not to exceed five hundred dollars (\$500.00) per day, shall be assessed for Fire Department standby services.

Police Department – A charge of fifty dollars (\$50.00) per hour/per officer shall be assessed for Police Department standby services.

The City of Page reserves the right to approve or deny any application that affects City property or City right-of-way



Date of Application:	Non-Profit <input type="checkbox"/>	Revenue Generating <input type="checkbox"/>	<u>Event Assistance Program Request</u> <input type="checkbox"/>
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SECTION I: APPLICANT INFORMATION

Name of Applicant (must be on site during the event)				
Phone Number	Cell Phone Number	Fax Number		
Business Address		City	State	Zip Code
Corporation / Organization Name or D.B.A.		E-mail Address		
State of Incorporation	State Tax ID #	EIN/SSN		

SECTION II: EVENTS ASSISTANCE PROGRAM INFORMATION

Is this a new event? <input type="checkbox"/> YES <input type="checkbox"/> NO	
If no, have you applied for assistance in the past? <input type="checkbox"/> Yes <input type="checkbox"/> No. If yes, please provide year and type of assistance.	
Type/Amount of Assistance being requested:	

Please explain how your event benefits the Page community, and how it meets the goals and assistance criteria of the Events Assistance Program* (attach additional pages if necessary)

*You can obtain the Events Assistance Program information in the Community Development Department at Page City Hall

SECTION III: EVENT INFORMATION

Name of Event			
Event Date(s)	Hours of Event	Set Up	Take Down
Location of Event/ Address			
Sponsors of the Event			
Event Category and Description of Event:			
<input type="checkbox"/> Athletic/Recreation <input type="checkbox"/> Concert/Performance <input type="checkbox"/> Crafts Fair <input type="checkbox"/> Carnival <input type="checkbox"/> Festival/Celebration <input type="checkbox"/> Special Attraction <input type="checkbox"/> Parade/Procession/March <input type="checkbox"/> Private Family Gathering <input type="checkbox"/> Other, Explain:			

****PLEASE INCLUDE A DETAILED SITE PLAN WITH THIS APPLICATION ****

Event Site Plan: Your detailed event site plan should be submitted on 8 1/2" x 14" or 8 1/2" x 11" piece of paper and must include the following:

- The location and dimensions of fencing, barriers and/or barricades. Indicate any removable fencing for emergency access.
- The location of first aid facilities and/or ambulances.
- The location of all stages, amplified stage equipment, platforms, canopies, tents, portable toilets, booths, beer gardens, open flame and/or cooking areas, trash containers and dumpsters, carnival/amusement rides, merchandise vendors, controlled access/admission areas, and other temporary structures or activities.
- Generator locations and/or source of electricity.
- Placement of vehicles and/or trailers, both for attendees and event staff and participants.
- Exit locations for outdoor events that are fenced and/or locations within tents and tent structures.
- The locations of all emergency access points.
- Other related event components not listed above.



Charity Name		501(c)3 Number	
Charity Contact Name		Contact Phone Number	
Charity Address		Charity Phone Number (if different from above)	
<i>*If the event involves the participation of a charity, the applicant is required to provide an acknowledgement letter from the charity</i>			
Has this event ever been held at another location? () Yes () No If yes, please provide the appropriate references:			
Location #1			
Date:		Location:	
Contact Name		Phone Number	
Location #2			
Date:		Location:	
Contact Name		Phone Number	
Has the Applicant/Organization ever had a liquor license or event permit denied, revoked or suspended? () Yes () No If Yes, please explain:			
Will there be an admission charge? () Yes () No			
Anticipated daily attendance:		Anticipated peak attendance:	
Will there be entertainment? () Yes () No If yes, please complete the following:			
Group	Performance Location		Scheduled Time
Will sound amplification be used? () Yes () No If yes, please provide the following:			
Start Time	Finish Time		Anticipated Decibel Level
Will there be contracted concessionaires/caterers? () Yes () No If yes, please provide the following information:			
Name of Concessionaire/Caterer		Address	
Phone No.	Items to be sold		
WILL FOOD BE SERVED () Yes () No If yes, a health permit from Coconino County will be required and attached hereto.			
Will this event be marketed, promoted or advertised in any manner? If Yes, please describe:			
Will there be live media coverage during the event? If Yes, please describe:			
Do you have a plan to control or limit the placement and/or distribution of promotional signage, flyers and/or posters? If Yes, please describe and list areas to be distributed and posted (<i>Please attach any planned promotional materials</i>):			



SECTION IV: EVENT SPECIAL FEATURES

TENTS OR CANOPIES () Yes () No If yes, provide the following:

Number of Tents: _____ Size(s): _____

**All tents and canopies must be properly secured via tent stakes and will be subject to inspection*

OPEN FLAMES OR COOKING () Yes () No If yes, please describe:

**Open flame may require additional permits or approval from the City of Page Fire Department*

FIREWORKS, ROCKETS, LASERS, OR OTHER PYROTECHNICS () Yes () No If yes, provide the following:

Company:

Address:

Contact: _____ Phone: _____

**Fireworks, rockets, lasers, or other pyrotechnics require permits from the City of Page Fire Department*

TEMPORARY FENCING () Yes () No If yes, provide the following:

Company:

Address:

Contact: _____ Phone: _____

**Provide accurate dimensions of fenced area and include on site plan*

RESTROOMS: You are required to have sufficient portable restroom facilities at your event, if such facilities are not already available at the location of the event. This includes sufficient ADA accessible facilities in the immediate area of the event site, which will be available to the public during your event.

Company:

Address:

Number of regular restroom units: _____ Number of ADA accessible restroom units: _____

ELECTRICAL SERVICES / GENERATORS () Yes () No If yes, please describe your electrical site plan, including the use of any City electric hookups, the layout of extension cords, spider boxes, generators, size and quantify of any generators and anticipated amperage draw:

**Additional fees may apply if you plan on using City electrical hookups*

CARNIVAL / AMUSEMENT RIDES () Yes () No If yes, provide the following:

Company:

Address:

Contact: _____ Phone: _____

**Amusement or carnival rides must be rented by a licensed vendor who can provide evidence of insurance naming the City of Page as the additional insured*

INFLATABLES / BOUNCE HOUSES () Yes () No If yes, provide the following:

Company:

Address:

Contact: _____ Phone: _____

**Inflatables, bounce houses or similar items must be rented by a licensed vendor who can provide evidence of insurance naming the City of Page as the additional insured*

MEDICAL PLAN: Please describe your medical plan including the number of first aid staff and first aid stations within the perimeter of the event, your communications plan, certification levels (i.e., CPR and First Aid certified, MD, RN, Paramedic, EMT, etc.) and types of resources that will be at your event and the manner in which they will be managed. You may attach the plan to this application if necessary.

OTHER -- Description of any other activities at the event:



SECTION V: STREETS / TRAFFIC

DOES THE EVENT PROPOSE CLOSING, BLOCKING, OR USING ANY OF THE FOLLOWING:

CITY STREETS () Yes () No If yes, provide the following:

Street	From/To	Date(s)	Time(s)

CITY SIDEWALKS () Yes () No If yes, provide the following:

Sidewalk	From/To	Date(s)	Time(s)

CITY ALLEYS () Yes () No If yes, provide the following:

Alley	From/To	Date(s)	Time(s)

PUBLIC PARKING LOTS () Yes () No If yes, provide the following:

Parking Lot	Date(s)	Time(s)

TRAFFIC CONTROL PLAN: A Traffic Control Plan is used to indicate vehicle/pedestrian traffic control, detour routes, directional signs, barricades and street closures for your event. The Applicant is responsible for providing all required barricades and traffic control signs at no cost to the City of Page. Barricades must be set-up by a licensed and bonded traffic control company and a traffic control plan must be submitted for the proposed closure of any street, sidewalk, alley, right-of-way, parking lot or similar public access area.

SECTION VI: USE OF CITY UTILITIES

Will any City electric or water hookups be used? () Yes () No If yes, provide the following:

Electric Location	Service Needed (in amps)
Water Location	Service Needed

SECTION VII: EVENT SECURITY

Will the event be using private security? () Yes () No If yes, provide the following:

Security Company:
Address:
Contact Person and Cellular Number:
Number of personnel contracted for:

Please describe your security plan including crowd control, internal security or venue safety:

If no security company is retained, please provide the name of the responsible person that will be present at the event:

SECTION VIII: ALCOHOL (Glass containers or glass bottles are NOT allowed in City parks)

Will there be alcohol at the event? () Yes () No If yes, please answer the following:

Will alcohol be sold? () Yes () No
Will alcohol be given away? () Yes () No
Is alcohol included in the admission price to the event? () Yes () No
Will 50% or more of the gross revenues from the event will be derived from alcohol sales? () Yes () No

***If you answered Yes to any of the above, a Special Event Liquor License is required**

Charity's or Organization's Name	501 (c)3 Number
----------------------------------	-----------------

***A letter from the charity or organization agreeing to participate as the agent for the special event liquor license is required and must accompany the original event application**



Name of Contact at Charity or Organization	Phone Number
On-Site Agent Responsible for Liquor	
How will attendees over the age of 21 be identified?	
Have the alcohol servers received training regarding the sale and service of alcoholic beverages? () Yes () No If yes, where & when?	
What controls will be used to keep underage attendees from obtaining alcohol at the event?	
<i>*A site plan showing locations of alcohol service areas, type and height of fencing, and security check areas must be provided and correspond to the description of the controls above</i>	
SECTION IX: PARADE / RACE INFORMATION (Attach a proposed route and indicate assembly/disassembly areas)	
Assembly Area:	
Disassembly Area:	
Number of Units in parade:	
Description of the units (e.g., motorized, animals, floats, sound amplification)	
SECTION X: INSURANCE REQUIREMENTS	
<p>You will be required to provide the City of Page, thirty (30) days prior to the Event, with proof of applicable insurance that will be in effect during the license period, which shall provide a minimum of \$1,000,000.00 single limit bodily injury and property damage liability on said premises in companies satisfactory to the City of Page. The City of Page shall be named as an "additional insured" and provided with a copy of the additional insured endorsement for any and all policies. The City of Page shall be given at least ten (10) days prior written notice of policy alterations, cancellations or deletions.</p> <p>By executing this application, the applicant agrees to defend, indemnify, and hold harmless the city of page, its agents, representatives, officials, and employees, from and against any and all claims, damages, losses, and expenses (including, but not limited to, attorneys fees, court costs, and the cost of appellate proceedings), relating to, arising out of, or alleged to have resulted from the acts, errors, mistakes, or omissions of the applicant, its agents, employees, contractors, subcontractors, customers, invitees, guests or other persons doing business with the applicant, in connection with the special event described in this application, provided, such claims, damages, losses and expenses are attributable to bodily injury or to injury to or destruction of property.</p> <p>Applicant understands that the special event permit is not transferable to any other individual or group. Applicant certifies that the statements made in this application are true and complete to the best of my knowledge. Applicant understands that any omissions or misstatements of facts are cause for rejection of the application and that incomplete applications may not be processed.</p> <p>Applicant further understands and acknowledges that the special even permit is only applicable within the Page City limits and that any events that encroach upon any other jurisdictions are required to obtain the appropriate permission from those other entities (such as the Navajo Tribe and the National Park Service). Applicant's failure to secure the appropriate permission from any other jurisdiction encroached upon by the event will result in the revocation of the special event permit.</p>	
Print Name of Applicant/Host Organization:	Title:
Signature	Date
Print Name of Event Organizer:	Title:
Signature	Date



CITY OF PAGE EVENTS ASSISTANCE PROGRAM

The Page City Council and Community Development Advisory Board wish to encourage and support special events in Page that draw tourists and provide activities for local and area residents. In order to encourage new events and support existing quality events, the City of Page may provide assistance to organizations that want to hold an event in Page. The following guidelines will be used to assist in the evaluation of each request:

- The event creates evening activities for residents and visitors.
- The event will occur during the shoulder season of November-March.
- The event highlights, involves, or brings attention to Native American culture, southwest culture, and/or local cultural history.
- The event extends visitor stays (Friday, Sunday, weekday events, multi-day events).
- The event expands the use of an existing city facility or local venue (Golf Course, Amphitheatre, Rim Trail, Corrals, Sports Complex, John C. Page Memorial Park).
- The event meets an indentified community priority and/or contributes to the quality of life of Page residents.
- The event is new to the community.
- The event is not new to the community, but has had successful past events, or addresses a community cultural or social need, and without assistance from the City may not be able to host the event.
- The event organizer intends to repeat the event in the future

STANDARD ASSISTANCE

Up to \$3,000 in assistance for the menu of options listed below may be made available to event organizers upon approval by the City Council. The City of Page reserves the right to choose what types of assistance will be included in any assistance package. The type and scope of assistance may vary depending on the type and duration of the event, the degree to which the event addresses a community priority or need, and the intended draw of the event. All assistance will be in the form of direct payment by the City of approved expenses upon receipt of approved invoice, or direct payment by the city to an approved vendor. No cash will be dispersed and no reimbursements will be made to the event organizer.

- Promotional Assistance, including but not limited to:
 - Newspaper Ad-Distribution will depend on the type and intended reach of the event
 - Street Banner- \$679.00 plus tax
 - Lake Powell Life Banner-\$300.00
 - Flyers
 - Radio spot for local events
- Insurance – 50% of the cost of required liability insurance
- Special Events Permit Application fee
- Public Safety Fees-up to \$500/day
- Up to 10 hours of in-kind time for placement of barricades or similar City Equipment
- Rental fees for city equipment such as barricades, traffic cones, or similar

SUBMITTAL REQUIREMENTS

Applicants must complete the City of Page Special Events Permit Application form and submit all requested relevant information and the application fee. Applicants must submit the application and all required information/attachments and fee a **minimum of three (3) months** prior to the proposed event date (requests involving marketing and promotions should be submitted even sooner) to allow adequate time for review of the application and for review by the Community Development Advisory Board (which meets once per month) and action by the City Council.

Applications may be dropped off at Page City Hall, 697 Vista Avenue, Page, AZ 86040 to the attention of Lee McMichael, Tourism Director; or mailed to Lee McMichael, Tourism Director, P.O. Box 1180 Page, AZ 86040.

Questions may be directed to the Page Community Development Department, 928.645.4261.



Request for City Council Action

Title:	Page High School Unity Club's Request for funding and Pow Wow Promotions Support		
Meeting Date:	February 24, 2016	Agenda Item Number:	
Agenda Section:	<input type="checkbox"/> Consent <input type="checkbox"/> Public Hearings <input type="checkbox"/> Old Business <input checked="" type="checkbox"/> New Business <input type="checkbox"/> Other	Action:	<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance
Originating Department:	Community Development	Supporting Documents:	Letter of Request from Unity Club
Prepared By:	Lee McMichael, Tourism Director	Presented By:	Kimberly Johnson, Community Development Director
Reviewed By:		Approved By:	
Proposed Action:	Motion to Approve Page High School Unity Club's Request for funding and Pow Wow Promotions Support		

BACKGROUND:

One of the goals of the Tourism and Marketing One-Year Plan 2016 is to "Create an environment that is attractive to festivals and events, both local and broad-based, to increase activities for locals and tourists and increase the tax base." One of the strategies for achieving this goal is to "Work with Pow Wow to explore growth".

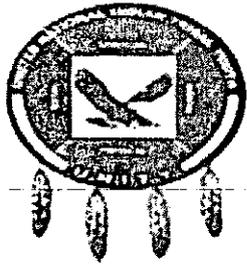
Staff approached the Unity Club advisor to see what needs the club has to increase awareness and attendance related to the annual POW WOW. At the special meeting of the Community Development Advisory Board February 16th, 2016, Page High School's Unity Club presented a request for funding in the amount of \$2000.00 and marketing support for their event. Unity Club student members and their advisor were at the meeting to provide additional information regarding their purpose, activities, the Pow Wow event. Funding will assist with paying for event operation costs, and the banner will provide a local promotional opportunity.

ADVISORY BOARD RECOMMENDATION:

The Community Development Advisory Board voted to recommend approval of the direct funding request of \$2000.00 plus promotions support in the form of a banner for placement over Lake Powell Boulevard. The most recent banner purchased, which was for the Balloon Regatta in October cost \$729.84.

STAFF RECOMMENDATION:

I move to approve Page High School Unity Club's request for Page High School Unity Club's Request for funding and Pow Wow Promotions Support in the form of a banner.



UNITY

United National Indian Tribal Youth

January 29, 2016

Dear City of Page,

Hello, my name is Alvina Fuson, the current Miss Unity Princess at Page High School. I am a member of the Page Unity Club. Our Unity Club is requesting \$2000 and marketing support for an upcoming PowWow, on April 8th and 9th. The awarded amount will assist with the operating expenses, which include Pow-Wow staff, host drum groups, and head dancer expenses.

UNITY encourages Native Youth to be spiritually, mentally, physically, and socially involved within our community. To accomplish our goals of reaching out to our community, we are hosting a PowWow to fundraise for our club. The PowWow has been set for April 8th and 9th. All proceeds will go toward upcoming UNITY events, including conferences.

As a gesture of appreciation, we will display your business and name on our program and flyers for the event. Our MC's will promote and announce a special thanks to your business for your support. We expect over 1000 guests at our event. In addition, we will perform a community service at your business location.

Thank you for your time and consideration. If you would like to donate to our event, please contact our sponsor, Teresa Robbins at (928) 640-0190 or (928) 608-4100 ext 6528.

Sincerely,

Alvina Fuson



Request for City Council Action

Title:	Community Development Advisory Board Event Assistance Recommendation-Downriver Campfire Storytelling Festival		
Meeting Date:	February 24, 2016	Agenda Item Number:	
Agenda Section:	<input type="checkbox"/> Consent <input type="checkbox"/> Public Hearings <input type="checkbox"/> Old Business <input checked="" type="checkbox"/> New Business <input type="checkbox"/> Other	Action:	<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance
Originating Department:	Community Development	Supporting Documents:	Event Promotions Proposal Draft Promotional Poster
Prepared By:	Lee McMichael, Tourism Director	Presented By:	Kimberly Johnson, Community Development Director
Reviewed By:		Approved By:	
Proposed Action:	Motion to Approve Event Promotions Support Request for Downriver Campfire Storytelling Festival		

BACKGROUND:

At the January Community Development Advisory Board, Steven Law owner of Captain Mushroom Cloud Productions presented his idea for Tales from a Downriver Campfire, Colorado River Trips and made a request for event promotions support in the amount of \$3175.00 for this first time event. Attached is the promotions support request and an early draft of a promotional poster for the event.

The event will feature two performers, Amy Alexander who is a travel writer and Tim Cahill, writer for Esquire Magazine, plus Mr. Law. The event will be held on April 22nd at the Colorado River Discover, in conjunction with their official launch of their electric boat P.R. event with the media. This will provide the potential for a captive audience to supplement local interest and the performer's following.

Chair Zimmer asked that this item be placed on the January agenda. During the meeting, Chair Zimmer indicated that when he talked to Steven he went into Tourism Mode wondering how many people the event would draw, but the more they talked he realized this community doesn't have anything like this. The Natural History Assoc. has seminars but nothing like this. There is also an educational aspect where students may attend for credit. He thinks these people are fantastic.

At the time of the meeting, final details of the event were still in the planning stages. The Commission discussed the following:

- This event will be a single-evening event, however, Mr. Law would like to grow it to be a multi-day event next year.
- At the time of the meeting admission charge to the event had not been established. Subsequently, admission has been set at \$12 for adults and \$8 for children 12 and under
- A brief bio was given of each story teller.
- Captain Mushroom Cloud Productions filed December 31st and became an official company to produce events, merchandise
- The event will be from 7p.m. to 9:30 p.m.
- The format will be Story 1 followed by a related short film and poem, Story 2 followed by a related short film and poem, Story 3 followed by a related short film and poem

- Marketing efforts will concentrate in the Flagstaff and Page area. Radio and newspaper will be used to introduce storytellers and get the work out. The storytellers also have followers due to their writing and storytelling history. Sponsors will be sought.

ADVISORY BOARD RECOMMENDATION:

The Community Development Advisory Board voted to recommend approval of the request for event promotions support in the amount of \$3,175.00.

STAFF RECOMMENDATION:

I move to approve Downriver Campfire Storytelling Festival event promotions support request in the amount of \$3175.00.

Tales from a Downriver Campfire Storytelling Festival
Request for Funding
from the City of Page

Steven Law, Owner of Captain Mushroom Cloud Productions, is requesting \$3,175 from the City of Page to be used to buy advertising in Flagstaff and Page radio stations and newspapers to let people know about the inaugural Tales from a Downriver Campfire Storytelling Festival. A breakdown of how that money will be spent is provided below.

Captain Mushroom Cloud Productions is a for-profit organization based in Page, AZ. Its TPT license number is 21089352.

Flagstaff:

KNAU (Flagstaff's NPR station.)

It's also heard in Page, LeChee, Tuba City, Winslow, Williams, Kayenta, Tusayan.

\$1,100

26 thirty second ads, spread out over six weeks. 13 ads will be played during morning drive time, 13 will be played during afternoon drive time. The first ad will play six weeks prior to the event.

Arizona Daily Sun

Also distributed in Page, LeChee, Tuba City, Winslow, Williams, Kayenta, Tusayan

\$1,000

For four 1/8 page ads to be spread out over six weeks. The first ad will appear six weeks before the event.

Page:

Jack FM and Lake Powell Country (will also include an ad on Lake Powell Life.com)

\$675

For 10 twenty second ads

And 48 fifteen second ads

The first ad will start running six weeks prior to the event.

Jack FM will also be doing their 9 o'clock interview with the storytellers the day of the event April 15.

Lake Powell Chronicle

\$500

Two ¼ page color ads

To run March 23, and April 13.

The Chronicle will also be running a feature about the event too.

Additional funding to pay the performers will come from funds solicited from sponsors.



Tales from a Downriver Campfire is an evening that celebrates Grand Canyon river running through spoken word, short films, music and poetry, all delivered by master storytellers.

Featuring amazing true-life stories from

Tim Cahill, a founding editor of Outside Magazine and author of nine books, will tell us "The Death of Tim Cahill", a masterpiece of suspense and humor that will leave you breathless.

Amy Gigi Alexander, a founding editor of Panorama Magazine, a geo-cultural explorer, travel writer, and award-winning essayist will tell us a beautiful story of redemption, and miraculous second chances, all born from the Grand Canyon.

Steven Law, a journalist and travel columnist, river guide and author of "Polished" will read river poems, play short films and tell us "Swimming for Sure" a story of things gone awry in Crystal Rapid: an accident which opened a small portal that allowed him a look into his future.



Request for City Council Action

Title:	Community Development Advisory Board Tourism & Marketing One-Year Plan 2016 Tourism & Marketing Five-Year Plan 2015-2019		
Meeting Date:	February 24, 2016	Agenda Item Number:	
Agenda Section:	<input type="checkbox"/> Consent <input type="checkbox"/> Public Hearings <input type="checkbox"/> Old Business <input checked="" type="checkbox"/> New Business <input type="checkbox"/> Other	Action:	<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Resolution <input type="checkbox"/> Ordinance
Originating Department:	Community Development	Supporting Documents:	Five-Year Plan One Year Plan
Prepared By:	Tourism Director	Presented By:	Community Development Director
Reviewed By:		Approved By:	
Proposed Action:	Motion to Approve the Tourism & Marketing Five-Year Plan 2015-2019 Motion to Approve the Tourism & Marketing One-Year Plan 2016		

BACKGROUND:

As per Ordinance No. 578-11, Section 2-11-8 "Responsibilities and Duties" of the Tourism Board, "The Board shall develop a five-year master plan intended to generally outline and recommend how tourism dollars should be spent during that period."

The Community Development Advisory Board held a workshop on November 17, 2015 to discuss a one and a five year marketing plan. The workshop started with a SWOT analysis and a review of the goals and objectives from the existing five-year plan. Once the goals and objectives were affirmed and amended in the five year plan, goals and objectives were identified for 2016. At subsequent meetings goal and objectives were further refined and strategies for attaining the goals and objectives were developed.

The Board has chosen the following two primary goals to address in 2016:

1. Encourage and Support Maintenance and Enhancement of existing and new city attractions such as Horseshoe Bend and Rim Trail.
2. Create an environment that is attractive to festivals and events, both local and broad-based, to increase activities for locals and tourists and increase the tax base.

Some of the goals and objectives in the 5-year plan that are ongoing as part of normal tourism activities. These activities will continue to be incorporated into the work plan for 2016.

ADVISORY BOARD RECOMMENDATION:

The Community Development Advisory Board voted to recommend approval of the One and Five Year Marketing Plans at their January 26, 2016 meeting.

STAFF RECOMMENDATION:

I move to approve the Tourism & Marketing Five-Year Plan 2015-2019.
I move to approve the Tourism & Marketing One-Year Plan 2016.



**Tourism and Marketing
Five-Year Plan
2015-2019**

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THE BOARD AND ITS STAFF

City of Page Community Development Advisory Board

Ryan Zimmer, Chair
Lee Ann Warner, Vice Chair
Dennis Hinchey
Gay Ann Ward
Richard Buck
Bubba Ketchersid

City Council Liaison

Mike Bryan

City of Page Staff

Kimberly Johnson, AICP, Community Development Director
Lee McMichael, Tourism Director

INTRODUCTION

Page, Arizona is awe-inspiring with its geographic, cultural and historic marvels to explore. Page was pieced together on a desert mesa on land acquired in a trade with the Navajo Nation (a cultural part of Page even today) as home to hundreds of construction workers in 1957 who would build, in seven years time, the country's second largest dam at Glen Canyon.

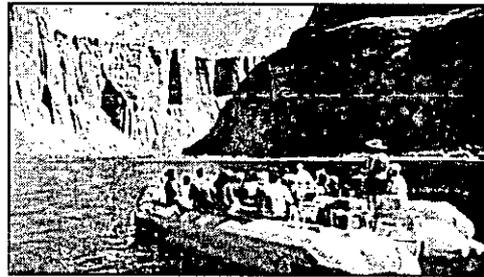
If you're a water enthusiast Page has two bodies of water, Lake Powell and the Colorado River, offering all the beauty and adventure you could want. Two marinas can launch you onto Lake Powell and Colorado River rafting begins at the base of the towering Glen Canyon Dam. Kayaking and paddle boarding are available too as well as some of the best fishing a lake or river can offer.



If you're prone to stay on land, unbelievable beauty awaits you in the slot canyons. The Antelope Canyons, Secret Canyon and Canyon X can be toured for an up close view of



fascinating color combinations. Tower Butte has recently become available to tour via helicopter and internationally



famous Horseshoe Bend is two miles away. Page's Rim Trail encircles the town for an eleven mile hike or mountain bike workout.

Then there are the sites of Page itself. The John Wesley Powell Museum and Visitor Center can provide tales of adventurer Powell who rode the rapids of the Colorado into the Grand Canyon. Play golf on one of the nation's most unique courses at the Lake Powell National Golf Course. Unique nighttime entertainment can be found at various restaurants or venues.

BACKGROUND

The City of Page Common Council created the Page-Lake Powell Tourism Board on September 23, 1993. The Tourism Board was fully codified upon enacting of Chapter 2, Code of the City of Page, Article 11, Sections 1-9 on July 9, 2009.

The Tourism Coordinator or Director position was historically contracted by the City of Page. A decision was made by City Council to bring the position "in house" in 2012, where it is today. Our present situation has improved tremendously from the precarious city financials situation, amount of tourism

revenue generated and unmanaged growth we were experiencing in that year. We have demonstrated that good marketing is growth.

In 2015, the City of Page Common Council realigned the scope and authority of the Tourism Board to include Community and Economic Development responsibilities, and changed the Board's name to Community Development Advisory Board. The Page Community Development Advisory Board has been charged by the Page City Council with the following responsibilities:

"The Community Development Advisory Board will act in an advisory and review capacity to the City Council regarding the economic development, tourism, beautification, enhancement and development of public land within our community; including master planning, budgeting, event and activity planning, marketing strategies and coordination.

The Board shall review and make recommendations related to a broad range of community development activities as requested by the City Council. The Board shall be custodians of the City of Page General Plan as it pertains to the purpose of the Board by making recommendations to the City Council related to implementation of the goals and objectives of the Plan. The Board shall review and make recommendations related to General Plan amendments as requested by the City Council. The Board shall be custodians of the Tourism Strategic Five-Year Marketing Plan by making recommendations to the City Council related to the plan and implementation thereof".

Measures of Success

The city of Page lodging sales tax revenue has historically been used as the "bottom line" gauge of success. These revenues have steadily increased with increases of 12% in 2013, 23% in 2014 and 33% in 2015 YTD. In monetary terms that amounts to an \$800,000 increase in Page lodging sales tax revenue from 1.7 to 2.4 million dollars per year since 2012, with an increase of 1.4 million dollars in total city sales tax revenue for the same period.

The Use of Marketing Dollars

Page/Lake Powell Tourism (PLPT) uses marketing dollars in many ways. One of the largest marketing expenditures comes from reconnecting with the Arizona Office of Tourism and participation in its Co-op Advertising Program. This program affords participants a 50/50 match in marketing dollars. This relationship also allows PLPT to serving as a sounding board for what tourism resources are available in the Page Lake Powell area.

Additional marketing efforts and expenditures include the following:

- Page Lake Powell Tourism regularly assists in finding locations, accommodations and eating establishments for an increasing number of FAM tours.
- Social media use has accelerated and improved through Facebook, Twitter, LinkedIn, Instagram and YouTube.
- A new website, www.visitpagelakepowell.com, was launched in January 2014. This name was chosen to create a more apparent association with the lake, an important asset to the community. The site is updated regularly with news, events and new features.
- A new Page Lake Powell tri-fold brochure has been produced, and is updated annually.

- An agreement to establish the John Wesley Powell Museum as the city's official Visitor Center was created. This has centralized the tourism/visitor center effort.
- The Lodging, Restaurant and Attractions group (LRA) monthly meetings began Sept. 2013. These are open to anyone in these categories to discuss successes, challenges and receive the latest tourism happenings.
- The Page Lake Powell Film Commission was re-established. The commission fields questions about local backdrops available or desired for filming. Over a dozen film or video productions have taken place since 2013.
- The board created the "Sounds of Summer" which funds and promotes free performances in high visibility tourism areas of the community.
- Organizational membership include National Tour Association, which has an annual appointment show, DMA West - an association of Destination Marketing Organization/Tourism Bureaus in the western US. The Northern Arizona Film Coalition and the Northern Arizona Council of Governments (NACOG) Tourism Committee are other groups PLP Tourism are members of as well.

MISSION STATEMENT

The City of Page marketing mission is to enhance our visitor's experience, as they visit our city and the surrounding area, by creating an environment that enriches their stay while stimulating growth and economic development to the local economy to ensure our community's wellbeing.

ARIZONA OFFICE OF TOURISM

The Arizona Office of Tourism (AOT) plays an integral part in Page Lake Powell Tourism's success. Leveraging dollars, especially with co-op marketing opportunities, is vital.

According to the Arizona Travel Impacts report prepared by Dean Runyan Associates in the fall of 2015 for the Arizona Office of Tourism, the Arizona travel industry had its strongest year of growth in 2014 in almost a decade. All measures of the industry-spending, employment and visitation were up sharply in 2014. The only decline was in state tax revenue, due to the expiration of the temporary 1% tax on May 31, 2013.

Spending. Total direct travel spending in Arizona was 20.9 billion in 2014. This represents a 5.4% increase over the preceding year in current dollars. In real dollars (adjusted for inflation) Arizona travel spending increased by 4.9%. These spending increases are the strongest since the periods immediately preceding the 2008-09 recession. Spending by visitors generates sales in lodging, food services, recreation, transportation and retail businesses, the "travel industry." These sales support jobs for Arizona residents and contribute tax revenue to local and state governments. Travel is especially important in the non-metropolitan areas of the state such as Page, where manufacturing and traded services are less prevalent.

Travel Activity. Visitor air travel on domestic flights to Arizona destinations increased by 3.9% in 2014, also the strongest growth since the years before the recession. Room demand increased by 4.5% for the year. Out-of-state travelers generate more than ¾ of the visitor impacts in Arizona. Visitors from other states are the largest segment (more than 60% of spending), while international travel, including day travel from Mexico, comprises approximately 17% of visitor impacts.

Employment. The industry is represented primarily by businesses in the leisure and hospitality sector, transportation and retail. The money that visitors spend in these businesses generates earnings and employment for Arizona residents. Direct travel-generated employment was 171,500 in 2014. This represents an addition of 6,200 jobs, an increase of 3.8%. Jobs were added in all major sectors of the travel industry.

Taxes. In addition, state and local governments collect taxes that are generated from visitor spending. In 2014, the travel industry generated \$1,150 in local, state and federal tax receipts for each Arizona household. The tax revenue impacts of the Arizona travel industry are relatively more important in non-urban counties such as Coconino County.

The following table is taken from Arizona Travel Impacts by Legislative District, 2014p, another report prepared by Dean Runyan Associates in the fall of 2015 for the Arizona Office of Tourism. This table shows that total spending in District 7, (Apache, Coconino, Gila, Mohave, and Navaho Counties) in 2014 was \$734 million, with visitor spending accounting for \$696 million (95%) and other spending accounting for \$35 million (5%) in 2014, which is up approximately 4% over 2013.

This table also shows that earnings, which consist of wages, salaries, paid benefits, and self employment income, generated by travel totaled \$196 million in 2014, up almost 4% from 2013. Employment grew slightly between 2013 and 2014 increasing from 8,000 to 8,100. Tax revenues remained about the same.

District 7
Page, Show Low, Winslow, Aache, Coconino, Gila, Mohave and Navajo Counties

Travel Impacts	2013	2014
Total Spending (Millions)	\$705	\$734
Visitor Spending	\$670	\$696
Other Spending	\$ 35	\$ 38
Earnings (Millions)	\$189	\$196
Employment (Thousands)	8.0	8.1
Tax Revenue (millions)	\$59	\$59
Local Tax Revenue	\$28	\$28
State Tax Revenue	\$31	\$31

Source: Arizona Travel Impacts by Legislative Districts 2015, AOT website www.tourism.az.gov

MARKET ANALYSIS

In 2014-2015, Page Lake Powell Tourism conducted a Visitor Study. The following are some of the highlights from the study:

Visitor Characteristics

From the survey we know that day visitors comprise 28% of all Page visitors, this translates into 637,923 visitors, while overnight visitors account for 72% of the sample which translates to 1,640,373 visitors for a total of 2,278,296 visitors.

Half of all visitors were from out-of-state (51%), 44% were international visitors; only one in 20 (5%) was an Arizona residents.

Out-of-state domestic visitors were led by California, Arizona, Texas, Utah, Illinois, and Colorado.

Most Arizona residents were from Maricopa County (55%), especially Phoenix, Sun City, Chandler and Mesa; about one in 10 (11%) was from the Tucson area; the remaining third (34%) were spread throughout the state; in all, 26 communities were in the sample.

Two of every five visitors (44%) were internationals, led by those from Germany, Canada, Italy, the United Kingdom, and France. In all, 38 countries were captured in the sample. The vast majority (79%) were first-time visitors to Page; the rest (21%) were repeat visitors.

Two-thirds of visitors (62%) traveled with family members; another 17% traveled in groups of family and friends.

Average party size was three persons, with median of two persons; a small percentage of parties (11%) traveled with children under 18 years.

Three-fourths were overnight visitors (72%) while one-fourth (28%) were day visitors.

Average overnight length-of-stay in Page was 2.2 days.

The vast majority of visitors traveled by automobile, either rental cars (53%) or private vehicles (37%).

The top source of travel information was the internet/online used by half of visitors (50%), followed by word-of-mouth (26%), while a small percentage had visited before (16%).

By far, the top reason for the visit was leisure (80%).

For the vast majority (77%) the visit to Page was not the primary destination of their trip; for the remainder (23%) the visit was one stop on a longer trip.

The main destinations for those passing through were Grand Canyon National Park, Los Angeles, Las Vegas, and San Francisco.

Virtually everyone stayed in paid lodging – motel/hotel (60%), B & B (25%), or campground/RV (12%). Nine of 10 visitor parties (91%) said it was not difficult to find lodging.

Visitor Activities

To gain insight into the most popular visitor activities, options were divided into four categories which include *local venues, Outdoor Recreation, Public Lands, Special Event*:

Local venues: Dining (64%), Page Lake Powell Visitor Center (41%), John Wesley Powell Museum (39%), Shopping (27%), and Native American arts and jewelry (18%).

Outdoor Recreation: Hiking (47%), Photography (44%), Slot Canyon tours (41%), Colorado River smooth-water rafting (27%), and Lake Powell boat tours (19%).

Public Lands: Grand Canyon National Park (68%), Glen Canyon National Recreation Area (55%), Bryce Canyon National Park (48%), Zion National Park (47%), and Horseshoe Bend (44%).

Only a small percentage of visitor parties were in Page for a special event (7%); the vast majority (93%) was not attending a special event.

Spending and Visitor Satisfaction

Average per-party per-day spending was \$442. Visitor satisfaction was quite high at 8.5 out of a possible 10.

Visitor Demographics

Average visitor age was 47 years, slightly older than the 43.9 years of Arizona visitors generally in 2013 (Source: Arizona Office of Tourism, 2013 Arizona Domestic Overnight Visitors by Region, by Tourism Economics and Longwoods International). Slightly more males were represented in the sample (53%) than were females (47%).

Average annual household income was quite high at \$102,000, considerably higher than the 2013 average for Arizona visitors of \$67,000 (Source: Arizona Office of Tourism, 2013 Arizona Domestic Overnight Visitors by Region, by Tourism Economics and Longwoods International).

Economic Impact

Approximately \$235 million of regional purchases were made by out-of-region visitors, contributing to a total economic impact of \$259.5 million for Coconino County. This economic activity supported some 2,874 full-time equivalent (FTE) jobs.

GOALS, OBJECTIVES, AND STRATEGIES

On November 17, the Community Development Advisory Board held a Tourism Marketing Plan Workshop. The Board started out with a quick SWOT analysis. The Five-Year Plan, previously a bulleted list of objectives was revisited to determine which what goals the objectives are intended to meet, their relevancy, remove those that have been accomplished, and add new goals and objectives as necessary.

Goal 1: Maintain and Form new alliance with existing and new businesses as well as other groups in the community that have common, compatible, or mutually beneficial missions.

Objective 1: Increase Lodging, Restaurants and Attractions (LRA) meeting participation.

Strategies: Open meetings to all business

Generate interest by having special guests from around the region a couple of times a year to broaden discussions.

Send invitations and reminders

Objective 2: Involve the Navajo Nation in tourism conversations

Strategies: Find ways to create and maintain relationships

Make regular efforts to communicate about tourism goals and objectives

Seek opportunities for partnerships

Goal 2: Maintain and expand the use of the Page Lake Powell website and other social media outlets.

Objective 1: Provide additional and timely updates and content.

Strategies: Make better use of calendar functions and options

Explore the use of Scheduling functions for Social Media posts

Investigate opportunities for Content Development i.e. Plan Your Trip Itineraries

Develop metrics to measure performance and explore tracking options

Objective 2: Review the existing website and consider the need for updates to the site.

Strategies: Review and consider new trends in web development

Review and consider the current logo and other branding needs

Continuously monitor and review content for updates

Objective 3: Consider revenue production through the website to support expanded offerings

Strategies: Review and monitor other web sites related to revenue production

Explore opportunities and options for generating income, including the legal aspects thereof

Goal 3: Create an environment that is attractive to festivals and events, both local and broad-based, to increase activities for locals and tourists and increase the tax base.

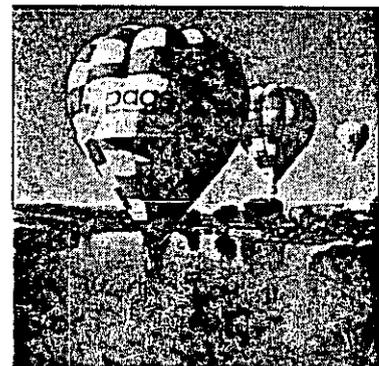
Objective 1: Actively seek new event possibilities.

Strategies: Reach out to organizers of successful events in other communities.

Reach out to organizations in the community that address special interests that may produce new events, such as Golf Course, Rodeo, Native American, Bike/Motorcycle, fishing, boating, Sports Complex, etc.

Work with PowWow to explore growth

Seek opportunities to collaborate with the Chamber of Commerce



Objective 2: Establish policies and an application process for providing assistance to events as well as Community-oriented organizations.

Strategies: Update the existing Special Events Application to include a section related to City assistance
Establish criteria for determining when City assistance for events is appropriate
Establish one or more assistance packages to be offered when assistance is requested
Investigate liability insurance requirements and options

Goal 4: Create an environment that encourages and attracts new business and evening activities for resident and tourists in order to capture more local and tourist dollars.

Objective 1: Explore opportunities to increase summer and shoulder season events and activities.

Strategies: Partner with Navajo Nation to identify opportunities to showcase their culture
Work with PowWow to explore growth
Work with Rodeo promoters (scheduling, marketing)
Continue to explore options for Sounds of Summer
Explore how to create longer stays

Objective 2: Explore ways to encourage improved customer service

Strategies: Continue to offer and improve Hospitality Magic Roadshow
Explore the production of a promotional video for Hotels and the Airport
Explore an annually produced Tourism Brochure

Objective 3: Define the role of the Community Development Advisory Board

Goal 5: Encourage and Support Maintenance and Enhancement of existing and new city attractions such as Horseshoe Bend and Rim Trail to raise the level of visitor experience

Objective 1: Provide planning, fundraising and marketing assistance related to public improvements to attractions

Strategies: Research grant opportunities
Research partnership opportunities
for marketing and technical support

Upgrade access and parking, raise the level of visitor experience by providing at least basic amenities, raise funding for improvements, market the resource



Objective 2: Explore options for a central stage or other venue in the John C. Page Memorial Park to take advantage of its proximity to tourist activities on the mesa.



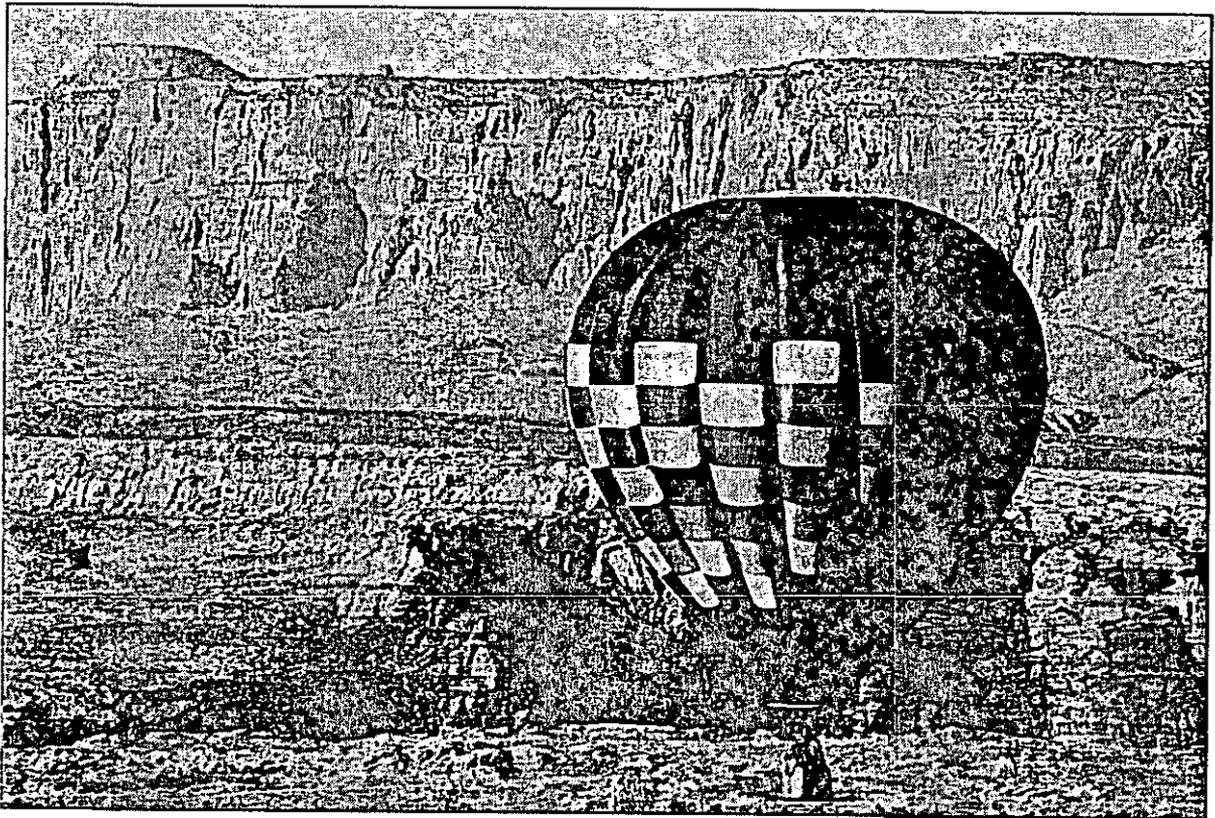
TOURISM AND MARKETING

One Year Plan

2016

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THE BOARD AND ITS STAFF

City of Page Community Development Advisory Board

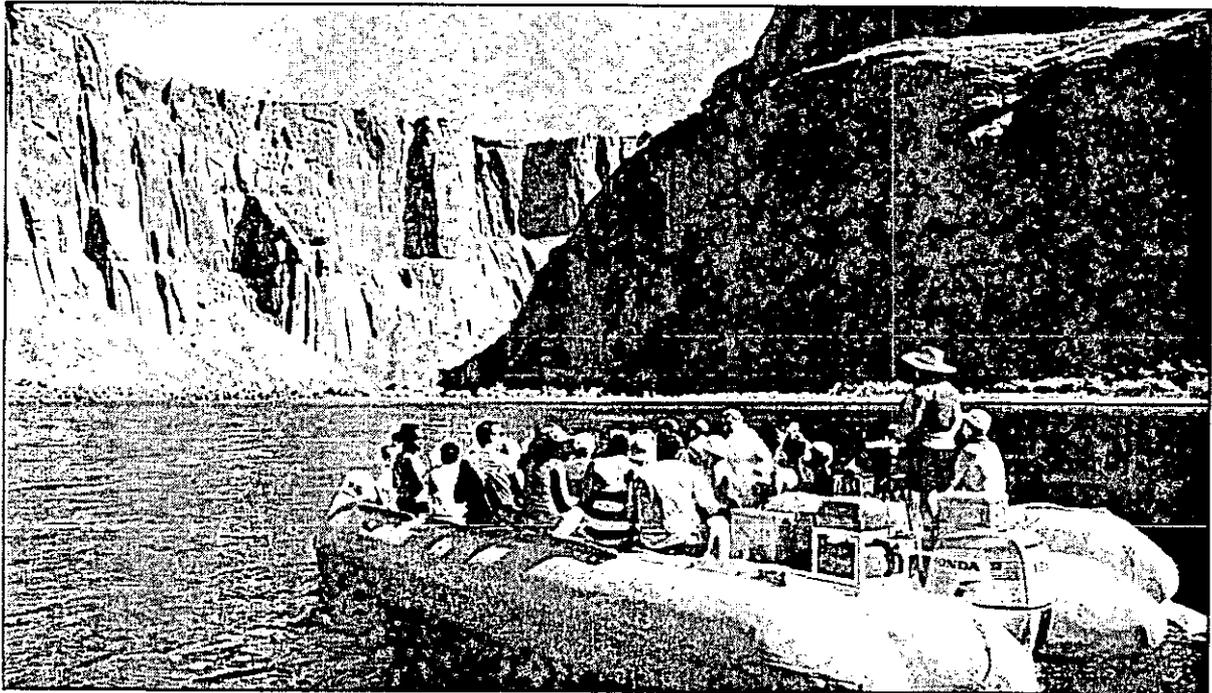
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City Council Liaison

Mike Bryan

City of Page Staff

Kimberly Johnson, AICP, Community Development Director
Lee McMichael, Tourism Director



INTRODUCTION

The community of Page depends upon tourism to build a strong economy. Tourism is one of the top industries in Page and generates new revenues and consistent jobs that are critical to the health and wealth of Page and Coconino County. At the same time, tourism is a fiercely competitive industry with new competition emerging every day. It is a goal of Page Lake Powell tourism to promote the lodging, restaurant and attractions in the area to continue bringing tourists to town.

Purpose

The Page Lake Powell Tourism Goals and Objectives 2015-2016 is presented to ensure efforts stay focused on the successful implementation of the goals and objectives in the Tourism Strategic Five-year Marketing Plan. These Goals and Objectives will be carried out by the City of Page Community Development Advisory Board which has been charged by the Page City Council with the following responsibilities:

“The Community Development Advisory Board will act in an advisory and review capacity to the City Council regarding the economic development, tourism, beautification, enhancement and development of public land within our community; including master planning, budgeting, event and activity planning, marketing strategies and coordination.



The Board shall review and make recommendations related to a broad range of community development activities as requested by the City Council. The Board shall be custodians of the City of Page General Plan as it pertains to the purpose of the Board by making recommendations to the City Council related to implementation of the goals and objectives of the Plan. The Board shall review and make recommendations related to General Plan amendments as requested by the City Council. The Board shall be custodians of the Tourism Strategic Five-Year Marketing Plan by making recommendations to the City Council related to the plan and implementation thereof”.

What Others Are Saying:

- Voted one of the “Best Road Trips of 2015” - *The Travel Channel*
- “All of my longer vacations the past few years have been overseas: Croatia, Italy, Ireland, Greece. I saw Michelangelo’s David in Florence and his Sistine Chapel ceiling in Rome. They take your breath away. But so do the Grand Canyon and Antelope Canyon and the Emerald Pools in Zion National Park.” *Nancy Clanton, The Atlanta Journal Constitution*
- Listed as one of the “50 Best USA Holidays for 2016” – *The Times (United Kingdom)*

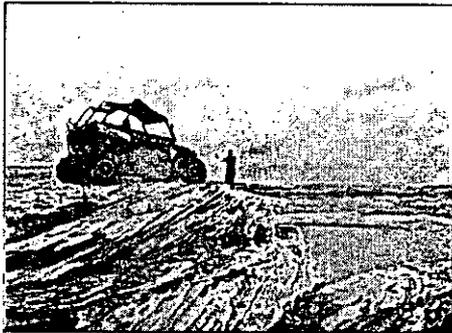
PAGE LAKE POWELL TOURISM MISSION STATEMENT

The City of Page Lake Powell Tourism mission is to enhance our visitor's experience, as they visit our city and the surrounding area, by creating an environment that enriches their stay while stimulating growth and economic development to the local economy to ensure our community's wellbeing.

2014-2015 HIGHLIGHTS

Since hiring an in-house Tourism Director in the summer of 2013, Page Lake Powell Tourism (PLPT) has hit the ground running! Reconnecting with the Arizona Office of Tourism (AOT) was a valuable networking decision, as PLPT serves as the sounding board for travel and leisure resources available in the Page/Lake Powell area. This relationship allows PLPT to take part in AOT's Co-op Advertising Program, which affords partners with a 50/50 match on their marketing program.

PLPT continues to assist with finding locations, accommodations and eating establishments for an increasing number of FAM tours for new organizations interested in our area. Social media



outlets have been employed such as Facebook, Twitter, Linked-in and Instagram accounts, and YouTube is being used to showcase videos from the Page/Lake Powell area. The new PLPT website, www.visitpagelakepowell.com, is updated regularly with news and area events and new features.

A new Page Lake Powell brochure was produced to have an up to date giveaway or mail-out handy. This brochure is updated annually, too.

An agreement to designate the John Wesley Powell Museum as the city's official Visitor Center was created. This has centralized the tourism/visitor center effort.

We met with media in the Phoenix area to introduce Page Lake Powell tourism and get on their radar. And with the creation of the website, became associated with AZ Communications Group and continue to benefit from their vast databases for contacts.

To form a better partnership with those in our tourism community, the Lodging, Restaurant and Attractions meetings were begun in Sept. of 2013. These are open to anyone in these categories to discuss successes, challenges and receive the latest tourism happenings in the area. The meetings are monthly and rotate between various locations.

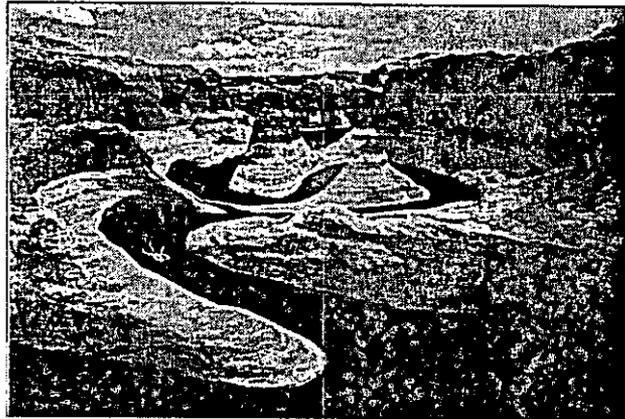
The Page Lake Powell Film Commission was re-established. We field questions about local backdrops and a regional location scout works with us to assisting groups also. We have seen over a dozen still or video productions since 2013.

Evening entertainment has been a challenge but we've assisted in a couple of ideas. The board granted the Lake Powell Playhouse monies in 2014 for advertising their new venture. And the board created the Sounds of Summer entertainment program for three months in the summer of 2015.

Organizations that have been joined are the National Tour Association, which has an annual appointment show, DMA West which is an association of DMOs/Tourism Bureaus/Councils in the western US. The Northern Arizona Film Coalition and the NACOG Tourism Committee are groups we are members of as well.

GOALS, OBJECTIVES, AND STRATEGIES

In the fall of 2015, the Community Development Advisory Board conducted a SWOT analysis and review of its Five Year Tourism and Marketing Plan. The result is a new Five Year Tourism and Marketing Five Year Plan which confirmed some of the goals and objectives of the previous plan as well as added new ones. According to the implementation plan, the Board is required to establish a one year plan to implement the highest priorities of the Board's Tourism and Marketing Five Year Plan.



The following goals and objectives were identified by the Board as having the highest priority. These priorities will be the primary focus of the Board in 2016.

Goal 1: Encourage and Support Maintenance and Enhancement of existing and new city attractions such as Horseshoe Bend and Rim Trail.

Objective 1: Provide planning, fundraising and marketing assistance related to public improvements to attractions

Strategy 1: Research grant opportunities

Strategy 2: Research partnership opportunities for marketing and technical support

Objective 2: Explore options for a central stage or other venue in the John C. Page Memorial Park to take advantage of its proximity to tourist activities on the mesa.

Strategy: Support and assist the Park and Recreation Advisory Board with Park Master Planning, including Master Planning of the John C. Page Memorial Park.

Objective 3: Support and encourage updating Gateway standards and the provision of new signage

- Strategy 1:* Explore options for making the roundabout at 89/Haul Road more visually pleasing and reflective of a community identity
- Strategy 2:* Explore options and funding sources for consistent way-finding signage
- Strategy 3:* Explore and encourage funding for consistent and community identity oriented entrance signs to the community (Welcome to Page Arizona, the Center of Canyon Country)

Goal 2: Create an environment that is attractive to festivals and events, both local and broad-based, to increase activities for locals and tourists and increase the tax base.

Objective 1: Actively seek new event possibilities.

- Strategy 1:* Reach out to organizers of successful events in other communities.
- Strategy 2:* Reach out to organizations in the community that address special interests that may produce new events, such as Rodeo, Native American, Bike/Motorcycle, fishing, boating, sports, etc.
- Strategy 3:* Work with Pow Wow to explore growth
- Strategy 4:* Seek opportunities to collaborate with the Chamber of Commerce

Objective 2: Establish policies and an application process for providing assistance to events as well as Community-oriented organizations.

- Strategy 1:* Update the existing Special Events Application to include a section related to City assistance
- Strategy 2:* Establish criteria for determining when City assistance for events is appropriate
- Strategy 3:* Establish one or more assistance packages to be offered when assistance is requested
- Strategy 4:* Investigate liability insurance requirements and options
- Strategy 5:* Explore an annually produced Tourism Brochure

In addition to these goals and objectives, there are a number of goals, objectives, and strategies that are and will continue to be on-going. Work on these items occurs on a regular basis and focuses on general marketing and tourism activities, such as maintaining and expanding the use of the Tourism web site, maintaining and forming new alliances in the community, continuing efforts to attract new tourism to the community, and monitoring marketing efforts for effectiveness.





Request for City Council Action

Title:	Coconino County Multi-Jurisdictional Hazard Mitigation Plan		
Meeting Date:	2/24/2016	Agenda Item Number:	
Agenda Section:	<input type="checkbox"/> Consent <input type="checkbox"/> Public Hearings <input type="checkbox"/> Old Business <input checked="" type="checkbox"/> New Business <input type="checkbox"/> Other	Action:	<input type="checkbox"/> Motion <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance
Originating Department:	Fire Department	Supporting Documents:	Resolution 1158-16 & Fact Sheet
Prepared By:	Jeff Reed, Fire Chief	Presented By:	
Reviewed By:		Approved By:	
Proposed Action:	Motion to introduce Resolution 1158-16 Motion to adopt Resolution 1158-16		

BACKGROUND:

The Coconino County Multi-Jurisdictional Hazard Mitigation Plan is a document that helps guide the County toward greater disaster resilience. The plan identifies hazard mitigation measures in the form of long term solutions intended to reduce the effects of future disasters throughout the County and lessen the impact to County residents. The plan is required to be updated every five years. This year the Page Fire Department actively participated on the revision committee. The Mitigation Plan must be formally adopted by each participating jurisdiction to qualify for Hazard Mitigation Grants.

The 2015 Coconino County Multi-Jurisdictional Hazard Mitigation Plan is available in the City Clerk's Office or on the Coconino County website at <http://www.coconino.az.gov/hazardmitigationplan> for viewing.

BUDGET IMPACT:

N/A

ALTERNATIVES CONSIDERED:

N/A

ADVISORY BOARD RECOMMENDATION:

N/A

STAFF RECOMMENDATION:

I move to introduce Resolution 1158-16 by title only.
 I move to adopt Resolution 1158-16.

RESOLUTION NO. 1158-16

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE CITY OF PAGE, COCONINO COUNTY, ARIZONA, ADOPTING THE "COCONINO COUNTY MULTI-JURISDICTIONAL HAZARD MITIGATION PLAN" ("CITY OF PAGE JURISDICTIONAL SUMMARY") DATED 2015

WHEREAS, the City of Page previously adopted the City of Page Multi-Jurisdictional Hazard Mitigation Plan of 2010; and

WHEREAS, Federal Emergency Management Administration (FEMA) requires updating of the plan on a five year basis to retain eligibility for certain federal public assistance and hazard mitigation grant funds; and

WHEREAS, the revised 2015 Plan was developed after more than one year of research and work by the City of Page in association and cooperation with the Coconino County Multi-Jurisdictional Planning Team for the reduction of hazard risk to the community; and

WHEREAS, the 2015 Plan specifically addresses hazard mitigation strategies and plan maintenance procedures for the City of Page; and

WHEREAS, THE 2015 Plan recommends several hazard mitigation actions/projects that will provide mitigation for specific natural and human caused hazards that impact the City of Page, with the effect of protecting people and property from loss associated with those hazards.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COMMON COUNCIL OF THE CITY OF PAGE, COCONINO COUNTY, ARIZONA, that:

The Coconino County Multi-Jurisdictional Hazard Mitigation Plan (City of Page Jurisdictional Summary) dated 2015 is hereby adopted as an official plan of the City of Page.

BE IT FURTHER RESOLVED that the respective officials identified in the mitigation strategy of the Plan are hereby directed to pursue implementation of the recommended actions assigned to them.

BE IT FURTHER RESOLVED that future revisions and Plan maintenance required by the Disaster Mitigation Act of 2000 and FEMA, are hereby adopted as part of this resolution for a period of five years from the date of this resolution.

Resolution No. 1158-16
Page 2

PASSED AND ADOPTED BY THE MAYOR AND COMMON COUNCIL OF THE CITY OF PAGE, COCONINO COUNTY, ARIZONA this _____ day of _____, 2016, by the following vote:

Ayes _____
Nays _____
Abstentions _____
Absent _____

CITY OF PAGE

By _____
MAYOR

ATTEST:

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY

Section 1: Introduction

Purpose: ~~This Plan was prepared to guide hazard mitigation~~ to better protect the people, property, community assets and land from the effects of hazards.

Background and Scope Hazard mitigation: “any sustained action taken to reduce or eliminate long-term risk to human life and property from a hazard event.

On average, each dollar spent on mitigation saves society an average of \$4 in avoided future losses in addition to saving lives and preventing injuries (National Institute of Building Science Multi-Hazard Mitigation Council 2005).

Examples of hazard mitigation measures include, but are not limited to the following:

- Development of mitigation standards, regulations, policies, and programs
- Land use/zoning policies
- Strong building code and floodplain management regulations
- Acquisition of flood prone and environmentally sensitive lands
- Retrofitting/hardening/elevating structures and critical facilities
- Relocation of structures, infrastructure, and facilities out of vulnerable areas
- Public awareness/education campaigns
- Improvement of warning and evacuation systems

~~Hazard mitigation planning~~

Process through which hazards that threaten communities are identified

Likely impacts of those hazards are determined

Mitigation goals are set

Appropriate strategies to lessen impacts are determined, prioritized, and implemented.

This is a multi-jurisdictional plan that geographically covers the participating communities:

Coconino County, Flagstaff, Fredonia, Page, Tusayan, Williams

~~Assurances:~~

~~This Plan:~~

Prepared to comply with the requirements of the Robert T Stafford Disaster Relief and Emergency Assistance Act of 1988 (as amended by the DMA); all pertinent presidential directives associated with the U.S. Department of Homeland Security and FEMA; all aspects of 44 CFR pertaining to hazard mitigation planning and grants pertaining to the mitigation of adverse effects of disasters (natural, human-caused, and other); interim final rule and final rules issued by FEMA; and all Office of Management and Budget circulars and other federal government documents, guidelines and rules.

Section 2: Community Descriptions (Profile) Narrative and map showing location (geography, climate, population, economy, development trends, transportation corridors etc)

Section 3: Planning Process: numerous planning meetings and activities (overview meeting January 2015)

Role of the Planning Team: perform the review, coordination, research, and planning element activities required to update the 2010 Plan.

Attendance by each participating jurisdiction was required at the Planning Team meetings as they were structured to progress through the planning process. Each meeting built on information discussed and assignments given at the previous meeting.

Members of the Planning Team also had the responsibility of:

- Provide support and data.
- Conveying information and assignments received at the Planning Team meetings to other involved parties within their community.
- Ensuring that requested assignments were completed and returned on a timely basis.
- Make decisions regarding Plan components.
- Review the Plan draft documents.
- Arrange for official adoption of the Plan.

Public and Stakeholder Involvement

Public involvement and input to the planning process was encouraged through the course of the pre-draft planning.

All participating jurisdictions posted public notices to their respective websites: included a link to the Coconino County website where the current Plan was posted and available for viewing. Also a link for comments, questions or input.

Program Integration:

During the planning process, numerous other plans, studies, reports, and technical information were obtained and reviewed for incorporation or reference purposes. **The majority of sources researched and/or** referenced in this Plan pertain to the risk assessment and the capabilities assessment.

Section 4: Risk Assessment

Hazard Identification

The hazard identification process also included Planning Team discussion of other potential threats to the area.

By applying the CPRI (Calculated Priority Risk Index) rating method to all hazards being reviewed, The Planning Team was able to determine which ones pose a significant enough threat.

As a result, **Earthquake and Hazardous Materials Incidents (HazMat)** were added to the hazard list for this Plan. **In the previous Plan, HazMat was included in the Transportation**

Accidents hazard profile. For this Plan, the HazMat element was extracted and both represent significant threats to the area on their own. The culmination of the review and screening process by the Planning Team resulted in a revised list of hazards:

1. Wildfire

2. Flooding

**3. Transportation
Accidents**

4. Winter Storm

5. Drought

6. Earthquake

**7. Hazardous Materials
Incidents**

8. Severe Wind

9. Dam Failure

For each hazard examine:

Probability of occurrence

Magnitude/Severity

Warning Time (Pre-event)

Duration

(Each community evaluates each hazard, to determine if it is a threat to a community.)

Earthquake

-Arizona does have earthquakes. Largest earthquake in Arizona: July 21, 1959 Fredonia

Az. and Kanab, Utah Magnitude 5.6

Arizona, United States has had: ***(M1.5 or greater)***

(As of Jan 25, 2016)

- 0 earthquakes today
- 9 earthquakes in the past 7 days
- 46 earthquakes in the past month
- 386 earthquakes in the past year
 - Hazmat

-Examples transported by truck/rail (Fuel, Corrosive liquids, Ammonia, propane, radioactive materials)

Climate change is new AND A REQUIRED component (In preparation for the future)

Climate change is expected to lead to warmer temperatures in both winter and summer in the southwest. There is no clear signal for whether there will be a corresponding increase or decrease in precipitation in this region. During the past 22 years, there has been a gradual warming, potentially related to the drought that has resulted in an increasing number of winter rain events, rather than snow. There have also been several extremely heavy snow events across Coconino County lasting from 3 to 6 days.

Vulnerability Analysis Methodology: CPRI Evaluation

Examines: Probability, Magnitude/Severity, Warning Time, Duration (categories are assigned a numerical value) and from this formula a severity index is produced

Asset Inventory

A detailed asset inventory was performed for the 2005 Plan to establish a baseline data-set for assessing the vulnerability of each jurisdiction's assets to the hazards previously identified.

The asset inventory was then updated for the 2010 Plan, however was not updated for this Plan. It was believed the perceived benefits did not justify the resources it would require. Updates to the asset inventory will be considered based on perceived changes and resources available to perform the analysis, during the next Plan update process.

The asset inventory is tabularized into *critical* and *non-critical* categories. *Critical facilities and infrastructure* are systems, structures and infrastructure within a community whose incapacity or destruction would have a debilitating impact on the defense or economic security of that community or significantly hinder a community's ability to recover following a disaster.

State of Arizona has adopted eight general categories¹ that define critical facilities and infrastructure:

- 1. Telecommunications Infrastructure:** Telephone, data services, and Internet communications, which have become essential to continuity of business, industry, government, and military operations.
 - 2. Electrical Power Systems:** Generation stations and transmission and distribution networks that create and supply electricity to end-users.
 - 3. Gas and Oil Facilities:** Production and holding facilities for natural gas, crude and refined petroleum, and petroleum-derived fuels, as well as the refining and processing facilities for these fuels.
 - 4. Banking and Finance Institutions:** Banks, financial service companies, payment systems, investment companies, and securities/commodities exchanges.
-

5. **Transportation Networks:** Highways, railroads, ports and inland waterways, pipelines, and airports and airways that facilitate the efficient movement of goods and people.
6. **Water Supply Systems:** Sources of water; reservoirs and holding facilities; aqueducts and other transport systems; filtration, cleaning, and treatment systems; pipelines; cooling systems; and other delivery mechanisms that provide for domestic and industrial applications, including systems for dealing with water runoff, wastewater, and firefighting.
7. **Government Services:** Capabilities at the federal, state, and local levels of government required to meet the needs for essential services to the public.
8. **Emergency Services:** Medical, police, fire, and rescue systems.

Other assets such as public libraries, schools, museums, parks, recreational facilities, historic buildings or sites, churches, residential and/or commercial subdivisions, apartment complexes, and so forth, are classified as non-critical facilities and infrastructure, as they would not necessarily have a debilitating impact on the defense or economic security of that community and/or significantly hinder a community's4.5 Hazard Risk Profiles

Section 5: Mitigation Strategy The mitigation strategy presents the specific actions that will reduce or possibly remove the communities' exposure to hazard risks.

Goal: Reduce or eliminate the impact from hazards identified in this Plan.

Objectives:

Reduce or eliminate hazard-related loss of life and injuries.

Reduce or eliminate hazard related damage to infrastructure and property.

Promote public awareness of hazards and encourage individual responsibility and preparedness for hazard related events.

Encourage the development and implementation of long-term, cost effective and environmentally sound mitigation projects.

Capability Assessment: review of each participating jurisdiction's resources in order to identify, evaluate, and enhance the capacity of local resources to mitigate the effects of hazards by implementing this Plan.

Mitigation Actions/Projects: Each jurisdiction

Section 6: Plan Maintenance Procedures

Monitoring, Evaluating and Updating

- **Schedule** – The Plan shall be evaluated on at least an annual basis or following a major disaster. Coconino County will take the lead to coordinate with the Planning

Team on or around the anniversary of the Plan approval and work out a suitable reporting format for the evaluation results. Copies of the annual review report are in this Plan's Appendix.

- **Review Content** – A questionnaire will be distributed to each jurisdictions' Point of Contact, with the following topics and discussion points:
 - **Hazard Identification:** Have the risks and hazards changed?
 - **Goals and objectives:** Do the goals and objectives still address current and expected conditions?
 - **Mitigation Projects and Actions:** What is the status of the projects?
 - **Plan:** Is the Plan useful/being used? Are there areas needing improvement?

Incorporation into Other Planning Mechanisms

Incorporation of the Plan into other planning mechanisms, either by content or reference, can enhance a community's ability to perform hazard mitigation by expanding the scope of the Plan's influence

Continued Public and Stakeholder Involvement

In an effort to keep the public informed about their community's risk and hazard mitigation planning efforts, the Planning Team shall:

Pursue opportunities for public involvement and dissemination of information whenever

possible and appropriate.

Webpage listing a digital copy of the plan

Annual events involving community outreach (i.e. County Fair)

Participating jurisdiction activities

Appendices:

Acronyms

Arizona Hazards List

General Plan Terms

Meeting Agendas/ Minutes/Rosters