CORRECTED INFORMATION

REGULAR SESSION
MAYOR AND COUNCIL
OCTOBER 19, 2011 REGULAR SESSION

ITEM #10 - CORRECTED ORDINANCE 2011-A379
(THE WORD SAFETY WAS ACCIDENTLY STRUCK THROUGH AND SHOULD NOT BE AND A TYPO IN THE WORD THEREFORE WAS CORRECTED)

ITEM #11 - CHANGE ON AGENDA ITEM SUBMISSION FORM-OPTION 4, PAGE 4

ORDINANCE 2011-A379
AN ORDINANCE OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA AMENDING TOWN CODE, CHAPTER 12, TRAFFIC, ARTICLE 12-3, PARKING, SECTION 3-4 AUTHORITY TO ERECT SIGNS

WHEREAS, the Mayor and Common Council of the Town of Camp Verde are desirous of maintaining consistency in the Town Code; and

WHEREAS, by majority vote on September 7, 2011, the Mayor and Council directed staff to prepare changes to Section 12-3-4 of the Town Code.

NOW, THEREFORE, BE IT ORDAINED BY THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE TO AMEND TOWN CODE, CHAPTER 12, TRAFFIC, ARTICLE 12-3, PARKING, SECTION 12-3-4 AS FOLLOWS:

SECTION 12-3-4 AUTHORITY TO ERECT SIGNS RESTRICTING PARKING

The Town Manager, OR HIS DESGINEE, IS HEREBY AUTHORIZED TO DETERMINE THOSE AREAS AT WHICH DRIVERS SHALL BE REQUIRED TO PARK AT AN AGLE TO THE CURB, NOTIFYING DRIVERS THAT PARKING IS PROHIBITED, OR RESTRICT PARKING IN ANYWAY THAT MAY BE NECESSARY FOR PUBLIC SAFETY ~~upon approval by the Council, may cause to be placed signs requiring parking at an angle to the curb, notifying drivers that parking is prohibited, or restricting parking in any way that may be necessary. No parking restrictions shall become effective until such restricted parking area is specifically designated by resolution of the Council, and signs have been erected as authorized by this section.~~ It is a civil traffic violation for any person to stop or stand a vehicle in disobedience to such parking restrictions.

PASSED AND APPROVED by a majority vote of the Mayor and Common Council of Camp Verde, Arizona, this 19 day of October, 2011.

Mayor Bob Burnside

Date

Approved as to Form:

Town Attorney/Date

Attest:

Town Clerk Deborah Barber/Date

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: *October 19, 2011*

☐ *Consent Agenda* ☒ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation*

Requesting Department: Councilor Carol German

Staff Resource/Contact Person: Russ Martin

Agenda Title (be exact): Request for Council direction as to whether or not to prepare and amend the current budget to reallocate funds from the Chamber of Commerce Visitor Center Agreement to the General Fund to be used for economic development activities, such as placing the operation of the Visitor Center Services, marketing, and promotion under the direction of the Town.

List Attached Documents:

1. Visitor Center and Marketing Services Agreement
2. Visitor Center Lease Agreement
3. Minutes to joint meetings held in 2010 and 2011

Estimated Presentation Time: 10 Min

Estimated Discussion Time: 20 Min

Reviews Completed by: Russ Martin

☐ ***Department Head:*** ☐ ***Town Attorney Comments:***

Finance Review: ☐ **Budgeted** ☐ **Unbudgeted** ☒ **N/A**

Finance Director Comments/Fund:

Fiscal Impact:

Budget Code: _____ ***Amount Remaining:*** _____

Comments:

Background Information: The Town entered into an agreement for contracted Visitor Center Services and a Visitor Center Lease Agreement on June 22, 2011. The Town has had a relationship with the Chamber of Commerce since 1989 whereby the Chamber of Commerce provided such services to the Town at a cost varying from year to year. The fee for fiscal year 2011/12 is $55,000, with an additional $25,000 fee for marketing purposes. To date, the Town has paid the Chamber of Commerce $20,000 this fiscal year under the contract. The Chamber of Commerce uses the Town's facility for the Visitor Center at a nominal annual charge under the Lease Agreement. The Chamber of

Commerce contributes approximately $20,000 annually toward Visitor Center Services as well for operations and marketing.

The Chamber of Commerce has repeatedly stated that it cannot take direction from Town under the current services agreement as a contracted provider. The Town believes that marketing and cross promotion is not actively pursued by the Chamber of Commerce in its current role as contractor for the Visitor Center at a value of $55,000. Additionally, the money provided to the Chamber of Commerce for marketing and promotion does not appear to be attracting visitors and generating revenue at a value of $25,000. In an effort to get more for the amounts spent on these two activities it is believed these services could be better managed internally under an Economic Development Department where staff may be better equipped to aggressively seek out partnerships with neighboring organizations. Cross promotion, pursuing relocation of the Visitor Center service to a more visible location, and a tourism business incubation program are just a few of the concepts being considered if termination of this agreement is directed by Council.

The Town is not convinced that official designation by the Arizona Office of Tourism enhances the Town's ability to cross promote and partner with other Verde Valley chambers and destinations nor does it bring the Town additional tourism revenue. The official designation requires a minimum 44 hours of operation per week, among other specific requirements, and there are other more cost effective opportunities to better showcase our Town.

The Chamber of Commerce, by its very nature, represents businesses that have chosen membership with the organization, and encourages non-members to join. Since the Chamber of Commerce is unable to promote businesses that are not members, both the Town and Chamber of Commerce have difficultly explaining how $80,000 goes towards promotional efforts that may not fairly represent all members of the business community. A conflict of interest exists which prohibits the Chamber of Commerce from fully and fairly marketing all Camp Verde businesses. This is a common problem which has occurred in many cities across the state and nation and in many cases, has resulted in the two distinctly different organizations operating independently of one another.

While the Town is appreciative of the services provided in the past, it is time to try something different to entice visitors and business and bring in desired tourism revenue and jobs. This change would allow the Chamber of Commerce to focus on its membership exclusively and not be bogged down with the responsibility of the Visitor Services Center.

Recommended Action (Motion): Move to direct staff to proceed with options 1, 2, 3 or 4 and prepare the necessary documents for Council approval.

Instructions to the Clerk: None.

Agenda Item Submission Form – Section II (Staff Report)

Department: Administration

Staff Resource/Contact Person: *Russ Martin*

Contact Information: *Russ @ ext. 102; russ.martin@campverde.az.gov*

Background:

Same as above.

Statement of the Problem or Opportunity:

The Town must make strides toward aggressively pursuing opportunities which will bring business and tourism to the Town. It appears that we may have an opportunity to work toward a different partnership in the future, not only with Fort Verde State Park, but also with the Chamber of Commerce. While changes must occur, allowing for ample planning will ensure a smoother transition.

Alternatives/Options/Solutions:

- Option 1
  Continue with the current Visitor Services Center and Lease Agreements. However, the Town and Chamber of Commerce would work more closely to develop and enhance the Chamber's marketing efforts. The Town would be more involved in the Chamber's marketing and planning campaigns and how the Town's funds are spent on these efforts.

- Option 2
  Notify the Chamber of Commerce of the Town's intent to terminate the Visitor Center Agreement, and pay the Chamber of Commerce a pro-rated portion of the second quarter $20,000 fee based upon the date of termination (approximately less than one-third of the amount reliant upon date of notice of termination). Amend and reallocate the remaining 2011/12 budget to the Economic Development Department. The Chamber of Commerce, under the current Lease Agreement, would receive required notice of the Town's 18-month notice of intent to terminate the Agreement. If the Chamber of Commerce continued to provide Visitor Center Services as outlined in Section 1a of the Lease Agreement, the Chamber of Commerce would be allowed to continue to occupy the facility until the 18 month-period ended, April 30, 2013. Should the Chamber of Commerce decide not to continue to provide the services as outlined, the lease would terminate and the Town would work with the Chamber of Commerce to transition it out of the facility as soon as possible.

- Option 3
  Continue to fund the Chamber of Commerce for Visitor Center Services throughout the remainder of the calendar year, and pay the Chamber of Commerce the second-quarter $20,000 payment for those services. Amend and reallocate the remaining 2011/12 budget to the Economic Development Department. The Chamber of Commerce, under the current Lease Agreement, would receive required notice of the Town's 18-month notice of intent to terminate the Agreement. If the Chamber of Commerce continued to provide Visitor Center Services as outlined in Section 1a of the Lease Agreement, the Chamber of Commerce would be allowed to continue to occupy the facility until the 18 month-period ended, April 30, 2013. Should the Chamber of Commerce decide not to continue to provide the services beyond January 1st as outlined, the lease would terminate and the Town would work with the Chamber of Commerce to transition it out of the facility as soon as possible.

- Option 4
  Continue to fund the Chamber of Commerce for Visitor Center Services throughout the remainder of the fiscal year, and pay the Chamber of Commerce the second, third, and fourth-quarter $60,000 payment for those services. The Visitor Center Services and Lease Agreements would not be renewed and the

relationship would cease effective June 30, 2012. However, due to the 18-month required cancellation notice, the Chamber of Commerce would have the option of continuing to offer Visitor Center Services at outlined under Sections 1a of the Lease Agreement until the 18-month period ended, April 30, 2013. Should the Chamber of Commerce decide not to continue to provide the services beyond JUNE 30th ~~January 1st~~ as outlined, the lease would terminate and the Town would work with the Chamber of Commerce to transition it out of the facility as soon as possible.

Comparative Analysis:

It is important to recognize the amount of effort this relationship has taken to maintain over the years. The Chamber of Commerce has worked to keep the Visitor Services Center open seven days per week with smaller amounts of money coming in each year. Whatever direction Council provides, the Town must continue to foster a good relationship with the Chamber of Commerce with the goal of promoting and helping our businesses in the community. This will require frequent communication and enhanced working relationships.

Fiscal Impact to the Town:

Dependent upon the option selected, the adopted 2011/12 Budget could be amended. Any action taken is for the sake of impacting businesses positively this fiscal year and beyond.

Other Impacts: The relationship between the Town and the Chamber of Commerce will be strained as a result of any change implemented. It is important that adequate consideration is given to the Chamber of Commerce and its need for transitional time as a result of any of these options. The current relationship is defined as a Contractor/Contractee. It is critical to the community that the Town/Chamber of Commerce relationship is maintained in a manner that exhibits a cooperative effort and assists the business community positively.

Conclusion:

Staff is preparing for your direction. We anticipate much discussion on the future of the Visitor Services Center. Your direction must be clear so that the option selected shines a professional and positive light on the Town of Camp Verde and the community it represents. Both organizations desire enhanced success for our businesses. It is our hope that common goals will lead us to a better way of interacting with one another and supporting the residents of Camp Verde.

Recommendation: Direct staff to pursue Option 3 or 4 which would allow the longest period of time for both entities to transition successfully. Staff is willing to work with the Chamber of Commerce to make the transition occur with as little difficulty as possible.

It's in your hands ~ "Build a stronger community – Shop Locally"

AGENDA
REGULAR SESSION
MAYOR AND COUNCIL
COUNCIL CHAMBERS · 473 S. Main Street, Room #106
WEDNESDAY, OCTOBER 19, 2011
6:30 P.M.

1. **Call to Order**
2. **Roll Call**
3. **Pledge of Allegiance**
4. **Consent Agenda –** All those items listed below may be enacted upon by one motion and approved as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Council requests.
   a) **Approval of the Minutes:**
      1) Regular Session – October 5, 2011
   b) **Set Next Meeting, Date and Time:**
      1) October 26, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters
      2) November 2, 2011 at 6:30 p.m. – Regular Session
      3) November 16, 2011 at 6:30 p.m. – Regular Session/Council Hears Planning & Zoning Tentatively Combined
      4) November 23, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters - **CANCELLED**
   c) **Possible recommendation relative to the approval of applications for a Wine Festival License/Wine Fair License from Javelina Leap Estate Vineyard and Alcantara Vineyard for the Verde Fall Festival event to be held at Jackpot Ranch on October 21-23, 2011.** Staff Resource: Debbie Barber

5. **Special Announcements & Presentations.**
   - **Welcome to New Businesses:**
     - **Building & Engineering Contractors SW – Flagstaff**
     - **T&G Landscaping – 366 S. 3rd, Camp Verde**
     - **Home Tech Foundation Systems – Prescott Valley**
     - **Grommisch, Inc. – Prescott**
     - **Princess Fairy Mama Boutique – Cottonwood**
     - **Nick's Keen Edge – 81 W. Head St., Camp Verde**
     - **Redbox Automated Retail, Inc. – Oakbrook Terrace, IL**
     - **Best Yard & Home Care – 723 Finnie Flat, Spc. 57, Camp Verde**
     - **Northern Arizona Home Improvements – Prescott Valley**
     - **TLP Plumbing – Sedona**
     - **Affinity RV Sales & Service – Prescott**
     - **Pretty Hair Things & More – Phoenix (Special Event)**
     - **Novelty Wizard – Phoenix (Special Event)**
     - **S&S Metals Inc. – Phoenix**
     - **The Cakestress LLC – 491 E. Cocktail Trl., Camp Verde**
     - **Advanced Cleaning Technologies – Sedona**
     - **Builders Wholesale, LLC – Prescott**
     - **Frozen Fun Shaved Ice – Tempe**
     - **Dr.'s Sweet Tea & Lemonade – Chandler (Special Event)**
     - **Northern AZ Pump, Inc. – Cornville**

6. **Council Informational Reports.** These reports are relative to the committee meetings that Council members attend. The Committees are Camp Verde Schools Education Foundation; Chamber of Commerce, Intergovernmental Association, NACOG Regional Council, Verde Valley Transportation Planning Organization, Yavapai County Water Advisory Committee, and shopping locally. In addition, individual members may provide brief summaries of current events. The Council will have no discussion or take action on any of these items, except that they may request that the item be placed on a future agenda.

7. **Call to the Public for items not on the agenda.**

8. **Presentation and possible discussion of the quarterly reports from the following:**
   a. **Board of Adjustments**
   b. **Planning & Zoning Commission**
   c. **Chamber of Commerce**

9. **Presentation by and discussion with Thomas Combrink, Northern Arizona University, W.A. Franke College of Business, concerning the Arizona Wine Tourism industry. Mr. Combrink served as senior researcher for the Arizona Office of Tourism study that included 11 wineries across the State. This report was released in June 2011 and has been presented to other Councils.** Staff Resource: Melissa Preston

10. **Discussion, consideration, and possible approval of Ordinance 2011-A379, an ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona amending Town Code Chapter 12, Article 12-3, Parking, Section 3-4, Authority to Erect Signs."** This amendment will allow staff to determine the type of parking that is permitted, restricted, or limited. Staff Resource: Ron Long

Councilor German requested the following item:

11. **Request for Council direction as to whether or not to prepare and amend the current budget to reallocate funds from the Chamber of Commerce Visitor Center Agreement to the General Fund to be used for economic development activities, such as placing the operation of the Visitor Center Services, marketing, and promotion under the direction of the Town.**

Councilor George requested the following:

12. **Discussion, consideration, and possible authorization to place the Verde River Basin Partnership back into the Council Committee Assignments, and if approved, possible appointment of a Council member to serve on the committee. Councilor George has volunteered to serve as the representative for the Town in this organization.**

13. **Call to the Public for items not on the agenda.**

14. **Manager/Staff Report** Individual members of the Staff may provide brief summaries of current events and activities. These summaries are strictly for informing the Council and public of such events and activities. The Council will have no discussion, consideration, or take action on any such item, except that an individual Council member may request that the item be placed on a future agenda.

15. **Adjournment**

Posted by: V Jones Date/Time: 10-13-2011 11:30 a.m

Note: Pursuant to A.R.S. §38-431.03.A.2 and A.3, the Council may vote to go into Executive Session for purposes of consultation for legal advice with the Town Attorney on any matter listed on the Agenda, or discussion of records exempt by law from public inspection associated with an agenda item.

The Town of Camp Verde Council Chambers is accessible to the handicapped. Those with special accessibility or accommodation needs, such as large typeface print, may request these at the Office of the Town Clerk.

4.a 1

MINUTES
REGULAR SESSION
MAYOR AND COUNCIL
COUNCIL CHAMBERS
WEDNESDAY,OCTOBER 5, 2011
6:30 P.M.

DRAFT

Minutes are a summary of the actions taken. They are not verbatim.
Public input is placed after Council motions to facilitate future research.
Public input, where appropriate, is heard prior to the motion

1. **Call to Order**
The meeting was called to order at 6:30 p.m.

2. **Roll Call**
Mayor Burnside, Vice Mayor Kovacovich, Councilors Buchanan, George, Whatley, Baker and German were present.

Also Present: Town Manager Russ Martin, Public Works Director Ron Long, Town Clerk Debbie Barber, and Recording Secretary Margaret Harper.

3. **Pledge of Allegiance**
The Pledge was led by German.

4. **Consent Agenda –** All those items listed below may be enacted upon by one motion and approved as consent agenda items. Any item may be removed from the Consent Agenda and considered as a separate item if a member of Council requests.

a) **Approval of the Minutes:**
   1) Executive Session (Recorded) – September 28, 2011
   2) Special Session – September 28, 2011
   3) Executive Session (Recorded) – September 21, 2011
   4) Special Session – September 21, 2011
   5) Regular Session – September 21, 2011

b) **Set Next Meeting, Date and Time:**
   1) October 19, 2011 at 6:30 p.m. – Regular Session
   2) October 26, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters
   3) November 2, 2011 at 6:30 p.m. – Regular Session
   4) November 16, 2011 at 6:30 p.m. – Regular Session/Council Hears Planning & Zoning Tentatively Combined
   5) November 23, 2011 at 6:30 p.m. – Council Hears Planning & Zoning Matters - **CANCELLED**

c) **Possible approval of a Special Event Liquor License application for Greater Phoenix Youth at Risk, Inc. to be used at the Verde Valley Fall Festival located at Jackpot Ranch on October 21, 22, & 23, 2011 from 10:00 a.m. to 6:00 p.m. and from 10:00 a.m. to 4:00 p.m. on Sunday, 10/23/11.** Staff Resource: Debbie Barber

d) **Possible award of bid and authorization to execute contract documents for the Salt Mine Road Stabilization and Improvements Project (Bid 11-092) between the Town of Camp Verde with the lowest responsive bidder to be determined upon bid opening scheduled for October 4, 2011.** Staff Resource: Ron Long

On a motion by Kovacovich, seconded by Whatley, the Consent Agenda was unanimously approved as presented, pulling Items 4.a)4) and 5), and Item 4.d).

Mayor Burnside requested that the Minutes, Items 4.a)4) and 5) be pulled for corrections, and that Item 4.d) be pulled for discussion.

4.a)4) and 5): Approval of the Minutes
On a motion by Kovacovich, seconded by Baker, the Council unanimously approved **Items 4.a)4) and 5),** with the changes made.

Burnside referred to **Item 4.a)4),** the Minutes of the September 21st Special Session and requested a change to the statement that the Special Session was recessed at 5:04 p.m. and reconvened at 4.51 p.m. Also, on Page 4 of Item **4.a)5),** the Minutes of the September 21st Regular Session, last paragraph, Burnside stated that for clarification and the recording only, Baker correctly referenced that Camp Verde uses the Uniform Building Code; for the record, it should be

clarified that Camp Verde uses the International Building Code 2006.

4.d): Possible award of bid and authorization to execute contract documents for the Salt Mine Road Stabilization and Improvements Project (Bid 11-092) between the Town of Camp Verde with the lowest responsive bidder to be determined upon bid opening scheduled for October 4, 2011.
On a motion by German, seconded by Baker, the Council unanimously moved to approve the agreement and authorize the Mayor to execute the agreement for the Salt Mine Road Stabilization Improvements Project between the Town of Camp Verde and the lowest responsible bidder.

On a motion by German to amend the original motion, seconded by Baker, the Council unanimously approved adding the contingency amount.

Burnside noted that the Background Information on the Agenda Item Submission Form stated that prior to the Regular Meeting on October 5 staff will review the bid for compliance with all bid procedures; during the Regular Meeting staff will make their recommendation for awarding the bid to the responsive bidder offering the Town. Burnside requested that presentation.

Public Works Director Ron Long presented a breakdown of the bids received and opened on Tuesday, October 4; noting that the low bidder was C.T. Price. Long said staff is recommending approval of the Base Bid price plus the added alternates for a total of $49,413.00, as well as a contingency item in the amount of $9,883.00, to be used only as authorized by the Town Engineer and the Town Manager, amounting to a total of $59,296.00. Long detailed the research into the background and qualifications of C.T.Price and their standing as a contractor. In response to a question from Baker, Long explained the proposed contingency item that would be funded by the Town, pointing out that it was a common provision in connection with construction projects. Baker and Burnside further discussed with Long the bidding process, his engineer's estimate, the various factors that form the basis for the ultimate award of a contract, and the distinction between a "responsive" bid and a "responsible bidder."

5. **Special Announcements & Presentations**
There were no announcements or presentations.

6. **Council Informational Reports.**
German reported on her attendance at the Superintendent's Advisory Council first meeting for this academic year, during which the technology changes in education were addressed. Also, a recent Arizona School Board Association brought forth an excellent discussion on why some people are more successful than others; a presentation was given about young people in particular and how many "strings," or support from people that they have in their lives.

George reviewed his recent activities and meetings, including a September 22 meeting presented by the Yavapai County Assessor, and on September 26 the Verde River Basin Partnership meeting. He volunteered to be the representative from Camp Verde at future meetings of the VRBP. On September 27 he attended a meeting on economic development, and water management in the Verde Valley; September 28 was the Committee Meeting of the Verde Valley Transportation Planning Organization. On October 29 there will be a showing of the Kingdom of the Spiders, and there will be a free fee day at Fort Verde on that date.

Whatley added that the Spiders event starts at 3:30. Trick or Treat Main Street will be held on Halloween Night; the football team is now 6-0, and Friday night will be playing Tempe Prep at Valley Christian Academy. On September 24th Whatley participated in Clean-Up Day sponsored by the LDS Church. Whatley reminded everyone of the Fort Verde Days Parade at 10:00 on October 8. Whatley said she had attended the Sedona book sale on October 1, and brought back a copy of the Official Book of the Arizona Centennial; she displayed the book and reviewed the section highlighting Camp Verde.

7. **Call to the Public for items not on the agenda.**
(Comments from the following individuals are summarized.)

Gary Thompson, from the Camp Verde Chamber of Commerce, said he had been contacted by Alcantara, a member business that belongs in the County and is close to the Town borders and interested in becoming annexed and collecting sales tax for the Town of Camp Verde. He also commented on the Centennial Book and the Clean-Up Day described by Whatley, as well as the Kingdom of the Spiders upcoming event. Mr. Thompson noted the Grand Opening of The Horn this Saturday at 11:00 a.m.

Ramona Aldridge, also representing the Chamber tonight, gave an update on the Board meetings since there has been no Town Council liaison attending the meetings since June. She reviewed five items of interest, including formation of a Quick Response Team to advocate for existing or potential businesses; the desire to work together to improve lines of communication between the Town, Visitors Center and the Chamber; the float and activities planned for the parade this year; and there will be a Chamber Plaque for a Chamber Choice Award float. The Chamber will be working with the Historical Society on the Centennial Historical Celebration, and Healthy Thymes carries Centennial merchandise. The Chamber plans on finding a way to capitalize on the 50,000 visitors per month at the Montezuma Castle.

Justin Wertz again spoke on the campaign in connection with skateboarding, and the stress on safety measures.

Howard Parrish referred to the Colonel's Daughter event and thanked Ron Long for providing a water truck to keep the dust down, adding that those who were not there missed a really good show.

Debra Allenbaugh from the Jackpot Ranch, wanted to thank the Council for approving the promotion; if anyone has questions, her phone number is 602-446-3120.

There was no further public input.

8. ~~**Presentation and discussion with Thomas Combrink, Northern Arizona University, W.A. Franke College of Business, concerning the Arizona Wine Tourism industry. Mr. Combrink served as senior researcher for the Arizona Office of Tourism study that included 11 wineries across the State. This report was released in June 2011 and has been presented to other Councils.** Staff Resource: Melissa Preston~~ this item will be heard on the October 19th Meeting.

9. **Presentation by Henry Provencio, Team Leader of Four Forest Restoration Initiative (4FRI). 4FRI is a collaborative effort to restore forest ecosystems on portions of four national forests, the Coconino, Kaibab, Apache-Sitgreaves, and Tonto, along the Mogollon Rim in Northern Arizona.** Staff Resource: Debbie Barber
There was no action taken.

Town Clerk Barber introduced the speaker, Henry Provencio, who gave a comprehensive report on the subject Restoration Initiative that is primarily along the Mogollon Rim focusing on 2.4 million acres of Ponderosa Pine forest that extends all the way from the Grand Canyon to the border with New Mexico and Arizona. Mr. Provencio noted that the Initiative is a collaborative effort supported by approximately 30 stakeholders, and reviewed the plans to accomplish the main goals of the 4FRI.

The Council discussed in detail with Mr. Provencio the contracting process for the logging issues, the Memorandum of Understanding between the 4FRI and the U.S. Forest Service, and concern regarding road closures as part of the restoration efforts. Mr. Provencio noted that the issue of cattle grazing is outside the scope of this project, but there would more than likely be more opportunity for increasing the allotments for cattle grazing.

10. **Discussion, consideration, and possible approval of Resolution 2011-856, a resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, supporting the "Save Arizona's Forest Environment" (SAFE) Plan.** Staff Resource: Requested by Council at the 9-21 Regular Session for further discussion & public input.
On a motion by Buchanan, seconded by German, the Council **voted 5-2** to approve Resolution 2011-856, a resolution of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona, supporting the "Save Arizona's

Forest Environment" (SAFE) Plan, as requested by the Council at the 9-21 Regular Session for further discussion and public input; **with Whatley and George opposed**.

Councilor Buchanan explained that he had planned for the Forest Service to present their viewpoints on the topic, as well as to invite input from both the public and the Cattle Growers Association. Paul Groseta, Yavapai Cattle Growers President, thanked Mr. Provencio for his presentation on 4FRI. Mr. Groseta said that the main thing the Cattle Growers is seeking is emergency relief for five years, that 4FRI is a project, whereas the SAFE Plan is only an idea that needs Congressional approval and is facing many hurdles. Mr. Groseta added that last night the Cities of Cottonwood and Kingman had endorsed the SAFE Plan.

In connection with the invitation for public input, Mr. Provencio said he wanted to make clear that there is no competition between 4FRI and SAFE. There was a brief discussion with Mr. Provencio regarding the issue of the NEPA process as it relates to the 4FRI project in response to concern from Baker.

PUBLIC INPUT
(Comments from the following individuals are summarized.)
Charlotte Salsman stated that she is in favor of the SAFE program; we need to have the cattle back out there.

Howard Parrish commented on the millions of board feet of lumber going to waste in the trees lying on the ground, with Forest Service signs stating "No Wood Cutting."

W. Shill said he supports the Cattlemen's initiative; to let the forest get overgrown, or have controlled fires, is a true waste of our natural resources. He would like the Town to support the Initiative.

Don Goddard said he had recently tried to buy some rough cut 2 x 12's; we have the largest Ponderosa Pine forest in the United States, and the 2x12's can't be bought from our forest.

Steve Harris commented that one of the reasons for the big fires is without enough cattle on the forest, the grass grows so much that there is too much fuel to feed the fires; he supports the SAFE Plan.

There was no further public input.

German commented that the public should realize that the governmental restrictions that are imposed, such as the NEPA process, tend to tie the hands of the Forest Service in many areas; they should be given kudos for doing what they are doing; it is a start. Buchanan said he appreciated getting more information, as he had requested. He said he is definitely in support of the Cattle Growers, and both of the plans working together can be helpful. Whatley questioned whether 4FRI and SAFE have been working together, and she personally trusts the Forest Service to manage our public land. George also expressed some concern regarding the SAFE Plan.

11. **Discussion, consideration, and possible direction to staff to prepare and authorization for the Mayor to execute all necessary paperwork to complete the exchange of land on Hollamon Street between the Town (a portion of 44 W. Hollamon) and the owner of parcel 404-22-007B (a portion of the northwest corner of Hollamon & Main Streets)in order to facilitate the progress of the Hollamon Street Sidewalk project on the North side of Hollamon.**
Staff Resource: Ron Long
On a motion by German, seconded by Kovacovich, the Council voted 6-1 to direct staff to prepare an authorization for the Mayor to execute all necessary paperwork to complete the exchange of land on Hollamon Street between the Town (a portion of 44 W. Hollamon) and the owner of Parcel 404-22-007B (a portion of the northwest corner of Hollamon and Main Streets) in order to facilitate the progress of the Hollamon Street Sidewalk project on the North side of Hollamon; **with Baker opposed.**

Long said that this item has been brought back to follow up on the July 20th meeting and that a copy of the Minutes of that meeting were attached to the packet. A survey has identified the subject two equal sections of property. The Town

property is currently used for parking for the businesses located in that area. Long referred to the CDBG grant received for a sidewalk project along Hollamon Street; plans have been made to have the sidewalk located on the north side of Hollamon Street and right across the subject properties. The proposed trade of properties would allow the Town to construct the sidewalk continuously on down the north side, and to provide room to make future improvements on the intersection on Hollamon, which Long pointed out were shown on the drawings that had been presented on July 20. The trade is equal in land value, and Long recommended that the costs of survey work, document preparation and recordation be split equally between the Town and the owners of the other parcel, so that the benefits to each of the parties would be fair and equal.

The Council discussed with Long the proposed project and property trade, with Baker requesting a further explanation regarding the decision to construct the sidewalk on the north side of Hollamon, instead of having it on the south side and keeping and improving the parking lot that the Town currently has, which had been originally considered. Long reviewed the factors that had influenced the decision, including issues of drainage, right-of-way, and existing driveways on the south side. Long confirmed that no concern regarding the project had been expressed by any of the property owners along Hollamon Street.

12. **Call to the Public for items not on the agenda.**
There was no public input.

13. **Manager/Staff Report**
Town Manager Martin reported that he had a recent version of the Map from the Independent Redistricting Committee, and displayed the change that had been made showing the area that would include Camp Verde, and would be in the 1st Congressional District. If interested, the document includes a list of the schedule of open meetings throughout the State. Martin also announced that he will be out of the office Wednesday and Thursday next week, visiting family in New Mexico; Dave Smith will be available, or Martin can be reached by cell phone.

14. **Adjournment**
On a motion by German, seconded by Baker, the meeting was adjourned at 7:59 p.m.

_____
Bob Burnside, Mayor

_____
Margaret Harper, Recording Secretary

CERTIFICATION
I hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Mayor and Common Council of the Town of Camp Verde during the Regular Session of the Town Council of Camp Verde, Arizona, held on the 5th day of October 2011. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this _____ day of _____, 2011.

_____
Debbie Barber, Town Clerk

4a.c

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: October 19, 2011

☒ *Consent Agenda* ☐ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation*

Requesting Department: Clerk's Office

Staff Resource/Contact Person: Deborah Barber

Agenda Title (be exact: Possible recommendation relative to the approval of applications for a Wine Festival License/Wine Fair License from Javelina Leap Estate Vineyard and Alcantara Vineyard for the Verde Fall Festival event to be held at Jackpot Ranch on October 21-23, 2011

List Attached Documents: Wine Festival applications from Javelina Leap Estate Vineyard and Alcantara Vineyard

Estimated Presentation Time: 0

Estimated Discussion Time: 0

Reviews Completed by:

☒ ***Department Head:*** Deborah Barber ☐ ***Town Attorney Comments:*** N/A

☐ ***Finance Department*** N/A
Fiscal Impact: None
Budget Code: N/A ***Amount Remaining:*** _____
Comments:

Background Information: Council approved a Special Event Liquor application for beer sales at the October 5 meeting. Unfortunately, the promoter did not realize that separate applications were required for wine sales/tasting. State law requires approval by the local governing body. If approved, the promoter will take the applications to the Department of Liquor Licenses and Control tomorrow, October 20, in order for the wine portion of the event to take place. Thus, if approved, the application must be signed following the meeting.

Recommended Action (Motion): Move to recommend approval of, and authorize the Mayor to sign the applications for a Wine Festival License/Wine Fair License from Javelina Leap Estate Vineyard and Alcantara Vineyard for the Verde Fall Festival event to be held at Jackpot Ranch on October 21-23, 2011.

Instructions to the Clerk: Section II not required. Process the applications upon approval and the Mayor's signature.

Phoenix, AZ 85007
www.azliquor.gov
(602)542-5141

APPLICATION FOR WINE FESTIVAL LICENSE/WINE FAIR LICENSE

FEE = $15.00 per event

A service fee of $25.00 will be charged for all dishonored checks (A.R.S. 44-6852)

A separate license is needed when days are not consecutive. Only twenty-five (25) licenses per calendar year for up to seventy-five calendar days may be issued, excluding sanctioned county or state fair licenses.

1. Applicant's Name: SNAPP (Last) RODNEY (First) FLETCHER (Middle)
2. Business Name: JAVELINA LEAP ESTATE VINEYARD D.F.W. Lic#: 13133009 (Domestic Farm Winery License #)
3. Location of Festival: 2025 RESERVATION LOOP RD, CAMPVERDE, AZ 86322 (Physical location - Do not use PO Box) City County Zip
4. Mailing Address: 1565 N. PAGE SPRINGS RD. CORNVILLE AZ 86325 City State Zip
5. Date and hours of festival:

DATE	DAY OF WEEK	HOURS FROM	HOURS TO
10/21/11	FRI	10 a.m./p.m.	6 a.m./p.m.
10/22/11	SAT	10 a.m./p.m.	6 a.m./p.m.
10/23/11	SUN	10 a.m./p.m.	4 a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.

6. Name and address of site owner: SHUSTER FOUNDATION (SHUSTER GARRY J, PRES.) (Last First Middle)
2200 N. CENTRAL AVE, STE 205 PHOENIX AZ 85004 (Address City State Zip)
7. Phone Numbers: (602) 253 1812 Site Owner (928) 649-2681 Applicant's Business (928) 274-0394 Applicant's Residence

* Disabled individuals requiring special accommodation, please call (602) 542-9027.

LIC0118 05/2009

8. Has the festival site owner given permission for use of the site and for the sale of spirituous liquors? YES ☒ NO ☐

9. Are the spirituous liquors to be sold or served Arizona Domestic Farm Winery Products **ONLY**? YES ☒ NO ☐

10. How many wine festival licenses have you applied for this calendar year, including this one? 10 LIC.

Give the total number of days you have held licensed wine festivals this year 16 DAYS

11. What security and control measures will you take to prevent violations of state liquor laws at this event?
(List type and number of security/police personnel and type of fencing or control barriers if applicable)

0 # Police ○ Fencing
5-7 # Security personnel ○ Barriers

WINE TASTING AREA IS IN FENCED AREA WITH RESTRICTED ACCESS, ID'S TO BE PRESENTED AT ENTRY POINT WITH WRISTBANDS PLACED ON 21+ AGED GUESTS

12. Your licensed premises is that area in which you are authorized to sell, dispense, or serve spirituous liquors under the provisions of your license. The following page is to be used to prepare a diagram of your wine festival/fair licensed premises. Please show dimensions, serving areas, fencing, barricades or other control measures and security positions.

I, RODNEY FLETCHER SNAPP, hereby declare that I am the APPLICANT filing this application.
(Print full name)

Bradley G. Stevens
NOTARY PUBLIC -- ARIZONA
YAVAPAI COUNTY
My Commission Expires
December 25, 2011

have read the application and the contents and all statements are true, correct and complete.

X _____
(Signature of APPLICANT)

State of AZ County of YAVAPAI
The foregoing instrument was acknowledged before me this
29 day of AUG, 2011
Day Month Year

My commission expires on: 12-25-2011 _____
(Signature of NOTARY PUBLIC)

*** **FOR USE BY LOCAL GOVERNING AUTHORITY ONLY** ***

I, _____, hereby ○ APPROVE ○ DISAPPROVE this application on behalf of
(Government Official)

_____ _____ X _____
(City, Town, or County) (Title) (Signature of OFFICIAL)

*** **FOR USE BY DLLC ONLY** ***

○ APPROVED ○ DISAPPROVED

By: _____ Date: _____

www.azliquor.gov
(602)542-5141

APPLICATION FOR WINE FESTIVAL LICENSE/WINE FAIR LICENSE

FEE = $15.00 per event

A service fee of $25.00 will be charged for all dishonored checks (A.R.S. 44-6852)

A separate license is needed when days are not consecutive. Only twenty-five (25) licenses per calendar year for up to seventy-five calendar days may be issued, excluding sanctioned county or state fair licenses.

1. Applicant's Name: Predmore (Last) Barbara (First) A (Middle)
2. Business Name: Alcantara Vineyard D.F.W. Lic#: 13133010 (Domestic Farm Winery License #)
3. Location of Festival: 2025 RESERVATION LOOP RD, CAMPVERDE, AZ 86322
   (Physical location - Do not use PO Box) City County Zip
4. Mailing Address: PO Box 64 Cottonwood AZ 86326
   City State Zip
5. Date and hours of festival:

DATE	DAY OF WEEK	HOURS FROM	HOURS TO
10/21/11	FRI	10 a.m./p.m.	6 a.m./p.m.
10/22/11	SAT	10 a.m./p.m.	6 a.m./p.m.
10/23/11	SUN	10 a.m./p.m.	4 a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.
		a.m./p.m.	a.m./p.m.

6. Name and address of site owner: SHUSTER FOUNDATION (SHUSTER GARRY J, PRES.)
   Last First Middle
   2200 N. CENTRAL AVE, STE 205 PHOENIX AZ 85004
   Address City State Zip
7. Phone Numbers: (602) 253 1812 Site Owner (928) 649 8463 Applicant's Business (928) 830 0766 Applicant's Residence

* Disabled individuals requiring special accommodation, please call (602) 542-9027.

LIC0118 05/2009

8. Has the festival site owner given permission for use of the site and for the sale of spirituous liquors? YES ☒ NO ☐

9. Are the spirituous liquors to be sold or served Arizona Domestic Farm Winery Products **ONLY**? YES ☒ NO ☐

10. How many wine festival licenses have you applied for this calendar year, including this one? 10

Give the total number of days you have held licensed wine festivals this year 18

11. What security and control measures will you take to prevent violations of state liquor laws at this event?
(List type and number of security/police personnel and type of fencing or control barriers if applicable)

0 # Police ○ Fencing
5-7 # Security personnel ○ Barriers

WINE TASTING AREA IS IN FENCED AREA WITH RESTRICTED ACCESS, ID'S TO BE PRESENTED AT ENTRY POINT WITH WRISTBANDS PLACED ON 21+ AGED GUESTS

12. Your licensed premises is that area in which you are authorized to sell, dispense, or serve spirituous liquors under the provisions of your license. The following page is to be used to prepare a diagram of your wine festival/fair licensed premises. Please show dimensions, serving areas, fencing, barricades or other control measures and security positions.

I, Barbara Predmore, hereby declare that I am the APPLICANT filing this application. I
(Print full name)
have read the application and the contents and all statements are true, correct and complete.

X _____ State of Arizona County of Yavapai
Signature of APPLICANT
The foregoing instrument was acknowledged before me this
16 day of September, 2011
Day Month Year

KERRY LOFTUS
Notary Public, State of Arizona
Yavapai County
My Commission Expires
October 27, 2014

My commission expires on: 10/27/14

_____
(Signature of NOTARY PUBLIC)

*** **FOR USE BY LOCAL GOVERNING AUTHORITY ONLY** ***

I, _____, hereby ○ APPROVE ○ DISAPPROVE this application on behalf of
(Government Official)

_____ _____ X _____
(City, Town, or County) (Title) (Signature of OFFICIAL)

*** **FOR USE BY DLLC ONLY** ***

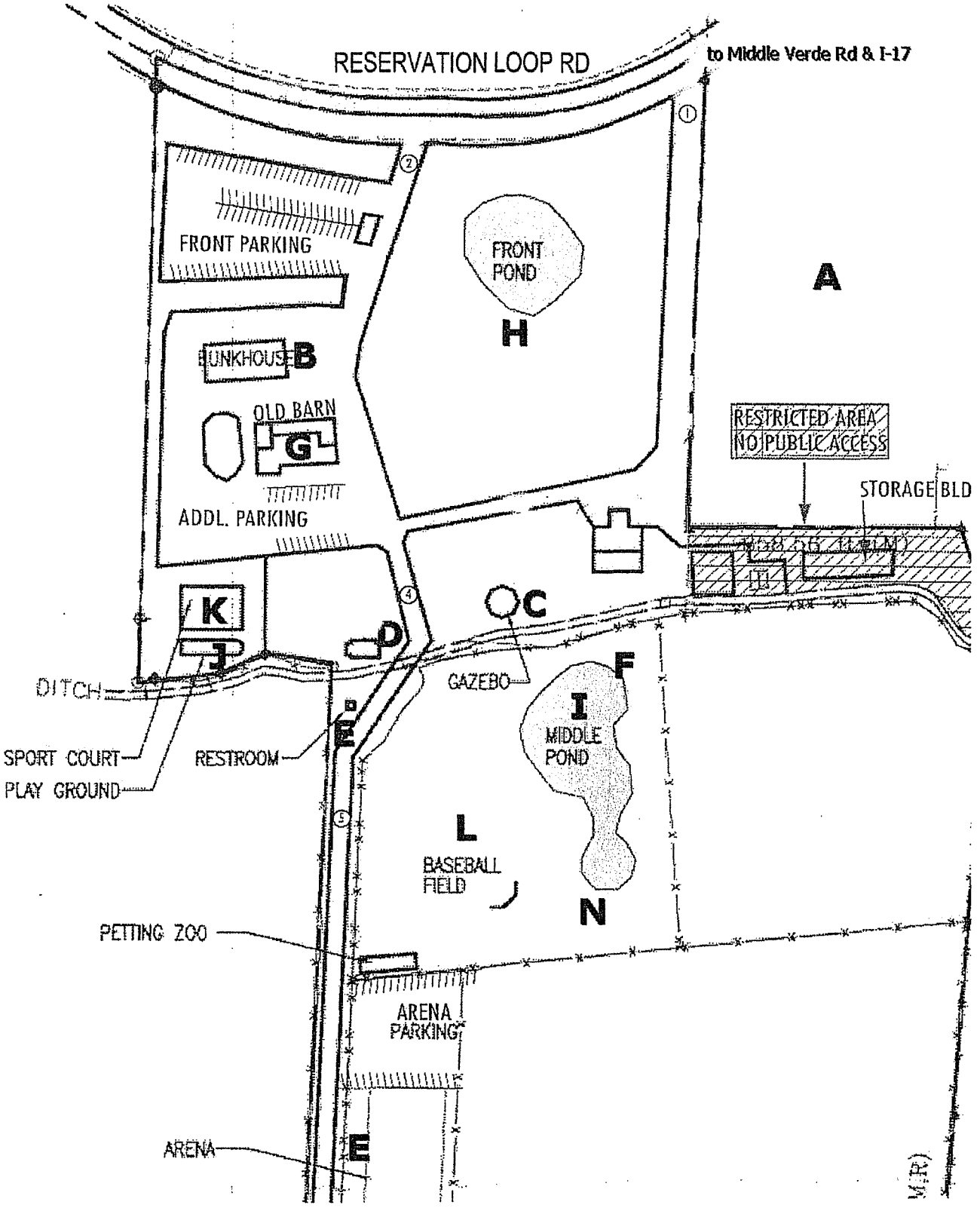
○ APPROVED ○ DISAPPROVED

By: _____ Date: _____

WINE FESTIVAL/FAIR LICENSES PREMISES DIAGRAM

(This diagram **must** be completed with this application)

NOTE: Show nearest cross streets, highway, or road if location doesn't have an address.
(Show dimensions, serving areas, and label type of enclosure and security positions)



Diagram_attachment.doc

LICENSES: 0002 THRU ZZZZZZZZZZ
PAID STATUS: ALL
LIC CODES: ALL #5

SORTED BY: LICENSE NUMBER

ORIGINATION DATES: 9/01/2011 TO 9/30/2011
EFFECTIVE DATES: 0/00/0000 TO 99/99/9999
EXPIRATION DATES: 0/00/0000 TO 99/99/9999

ID	CODE	NAME	MAILING ADDRESS	PROPERTY ADDRESS
2198	CONT	BUILDING AND ENGINEERING CONT	CHAD WOODRUFF PO BOX 30458 FLAGSTAFF, AZ 86003	
	COMMENTS: [redacted]			
2199	SERV	T & G LANDSCAPING	GENE GALLOWAY 366 S 3RD STREET CAMP VERDE, AZ 86322	
	COMMENTS: [redacted]			
2200	SERV	HOME TECH FOUNDATION SYSTEMS	RAMIRO ALVAREZ 4680 N WAGON WAY PRESCOTT VALLEY, AZ 86314	
	COMMENTS: [redacted]			
2201	CONT	GROMMISCH INC	DAVID A GROMMISCH PO BOX 11467 PRESCOTT, AZ 86301	
	COMMENTS: [redacted]			
2202	RET	PRINCESS FAIRY MAMA BOUTIQUE	CHRISTINE HOSKINDS 2014 S ARROYA VISTA DRIVE COTTONWOOD, AZ 86322	
	COMMENTS: [redacted]			
2203	SERV	NICK'S KEEN EDGE	DAVID GUSTIN 81 W HEAD STREET CAMP VERDE, AZ 86322	
2204	RET	REDBOX AUTOMATED RETAIL, INC	DAWN SHEPARDSON 1 TOWER LANE SUITE 900 OAKBROOK TERRACE, IL 60181	
2205	SERV	BEST YARD AND HOME CARE	REECCA TRUAIR 723 FINNIE FLAT ROAD SPACE 57 CAMP VERDE, AZ 86322	
2206	CONT	NORTHERN ARIZONA HOME IMPROVE	KATHY MCFADDON 8333 E PECOS DRIVE SUITE 5 PRESCOTT VALLEY, AZ 86314	
	COMMENTS: [redacted]			
2207	CONT	TLP PLUMBING	J.R. WILSON 2155 SHELBY DRIVE SEDONA, AZ 86336	
2208	RET	AFFINITY RV SERVICES, SALES &	ROBERT BEEN 3197 WILLOW CREEK RD PRESCOTT, AZ 86301	
	COMMENTS: [redacted]			
2209	SPEC-V	PRETTY HAIR THINGS & MORE	3524 W CARIBBEAN LN PHOENIX, AZ 85053	473 S MAIN STREET
	COMMENTS: [redacted]			
2210	SPEC-V	NOVELTY WIZARD	12819 N 15TH DRIVE PHOENIX, AZ 85029	473 S MAIN STREET
2211	SERV	S & S METALS INC	ROGER SHAW 4201 N 55TH DRIVE PHOENIX, AZ 85031	

LICENSES: 0002 THRU ZZZZZZZZZZ
PAID STATUS: ALL
LIC CODES: ALL

SORTED BY: LICENSE NUMBER

ORIGINATION DATES: 9/01/2011 TO 9/30/2011
EFFECTIVE DATES: 0/00/0000 TO 99/99/9999
EXPIRATION DATES: 0/00/0000 TO 99/99/9999

ID	CODE	NAME	MAILING ADDRESS	PROPERTY ADDRESS
2212	REST	THE CAKESTRESS LLC	VICTORIA RALSTON 491 E COCKTAIL TRAIL CAMP VERDE, AZ 86322	491 E COCTAIL TRAIL
	COMMENTS: [redacted]			
2213	SERV	ADVANCED CLEANING TECHNOLOGIE	CRYSTAL COOPER PO BOX 2098 SEDONA, AZ 86314	
	COMMENTS: [redacted]			
2214	CONT	BUILDERS WHOLESALE, LLC	LORA SCOTT 400 W GOODWIN STREET PRESCOTT, AZ 86303	
	COMMENTS: [redacted]			
2215	REST	FROZEN FUN SHAVED ICE LLC	VALERIE OGDEN 2402 E RIO SALADO PKWY #1104 TEMPE, AZ 85281	2401 E RIO SALADO PKSY 1104
	COMMENTS: [redacted]			
2216	SPEC-V	DR'S SWEET TEA & LEMONADE	LINDA GEARHART 333 W RIDGEVIEW TRAIL CHANDLER, AZ 85122	333 W RIDGEVIEW TRAIL
	COMMENTS: [redacted]			
2219	CONT	NORTHERN ARIZONA PUMP INC	NATHAN WHITE PO BOX 252 CORNVILLE, AZ 86325	
	COMMENTS: [redacted]			

TOTAL LICENSES: 20

8 a.

QUARTERLY REPORT
Board of Adjustments
July - September 2011

REGULARLY SCHEDULED MEETINGS: 3

July 12, 2011 – Regular Session
CANCELLED, NO BUSINESS BEFORE BOARD

August 9, 2011 - Regular Session
CANCELLED, NO BUSINESS BEFORE BOARD

September 13, 2011 - Regular Session
Roll Call
Chairperson Roddan, Vice Chairperson Doug Stevens, Board Members Jim Binick, Jim Bullard Sr., Jim Bullard Jr., Murray Lichty and Michael Hough were present

SPECIAL SESSION MEETINGS: 0

WORK SESSIONS: 0

THE FOLLOWING APPLICATIONS WERE APPROVED:
No Applications were approved.
THE FOLLOWING APPLICATIONS WERE DENIED:
There were no applications denied.

THE FOLLOWING APPEALS WERE DENIED:
There were no appeals denied.

THE FOLLOWING ITEMS WERE DISCUSSED BY BOARD:

THE FOLLOWING ITEMS WERE DISCUSSED IN WORK SESSIONS:
There were no items discussed in work sessions.

THE FOLLOWING PRESENTATIONS WERE HEARD BY THE BOARD:

Presentation and Discussion of the newly adopted Planning & Zoning Ordinance as it pertains to the powers, duties and responsibilities of the Board of Adjustment & Appeals and highlighted changes to said Ordinance.

There was no action taken.

Community Development Director Jenkins first reviewed the recent changes regarding the responsibilities of the Board pursuant to Superior Court decisions, and followed that with a summary of the impressive qualifications of each of the members who serve on the Board. Referring to the Staff Report, Jenkins presented a highlight of each of the eight sections of the newly adopted Planning & Zoning Ordinance. Among the issues raised in the ensuing Board discussion, with input from Jenkins and Asst. Planner Jenna Owens, it was noted that the previous conflicts in the Ordinance have to a great degree been resolved, and Jenkins commented that so far the new code is working very well.

Chairman Al Roddan

8b.

QUARTERLY REPORT
Planning and Zoning Commission
JULY - SEPTEMBER 2011

REGULARLY SCHEDULED MEETINGS: **2**

JOINT WORK SESSIONS: 0

SPECIAL SESSIONS: **2**

THURSDAY JULY 7, 2011 – REGULAR SESSION
CANCELLED, there were no items to be heard.

THURSDAY AUGUST 4, 2011 – SPECIAL SESSION
CANCELLED, there were no items to be heard.

THURSDAY SEPTEMBER 1, 2011 – REGULAR SESSION
CANCELLED, there were no items to be heard.

THURSDAY SEPTEMBER 15, 2011 – SPECIAL SESSION
Roll Call

Chairperson Butner, Vice Chairperson Norton, Commissioners Blue, Parrish, Freeman, Hough and Hisrich were present.
Also Present: Community Development Director Mike Jenkins and Asst. Planner Jenna Owens.

THE FOLLOWING RECOMMENDATIONS WERE MADE TO COUNCIL:
September 15, 2011

Public Hearing, Discussion, and possible recommendation of approval or denial to Town Council for a text amendment to the Town of Camp Verde Planning & Zoning Ordinance (Part 4 Section 404.D – Temporary Signs) to allow for a maximum of 16 square feet Temporary Sign in the Town Right-of-Way in designated Community wide (Event & Show) Sign areas as specified by the Town Council with the inclusion of additional requirements for these Temporary Signs.
On a motion by Hough, seconded by Parrish, the Commission unanimously recommended to Town Council approval for a text amendment to the Town of Camp Verde Planning & Zoning Ordinance (Part 4 Section 404.D – Temporary Signs) to allow for a maximum of 16 square feet Temporary Sign in the Town Right-of-Way in designated Community wide (Event & Show) Sign areas as specified by the Town Council with the inclusion of additional requirements for these Temporary Signs.

Community Development Director Jenkins pointed out the area located at the intersection of Finnie Flat and Montezuma Castle Highway, at the stoplight, currently being used for banners for special events or shows. The Town Manager and the Community Development Department are preparing to move forward and become more proactive with cleaning up the Town and enforcing the requirements regarding signs, beginning with the subject location. Part 4, Section 404D, Temporary Signs, currently requires temporary signs for events and shows to be limited to a maximum size of 2 x 2 when placed within the Town right-of-way. Jenkins reviewed the background of the use of the Finnie Flat/Montezuma Highway location to display banners as a community service. Currently a 16 sq. ft. size sign is allowed if posted on private property, and staff is recommending that the same size be allowed in proposed Community-wide specific sign areas to be designated by the Town Council. Jenkins added that he believes the intent is to help eliminate the current practice of tying up banners on street signs and ADOT signs for events; the proposed additional text included in the draft chart of Requirements for Permitted Temporary Signs would allow the 16 sq. ft. banner in such designated areas.

The Commissioners briefly discussed with Jenkins the recommended text revision, and the intent of the Town to eventually address the issue of other signs currently being displayed in violation of the current signage requirements; the issue of the placement of political signs was also discussed.

THE FOLLOWING PRESENTATIONS WERE HEARD BY THE COMMISSION:
There were no presentation heard by the P & Z Commission

THE FOLLOWING ITEMS WERE TABLED, POSTPONED OR CONTINUED BY THE COMMISSION:
There were no items tabled, postponed or continued by the P & Z Commission.

THE FOLLOWING ITEMS WERE DISCUSSED BY THE COMMISSION:
TRAINING: None
COMMENTS:
There were no comments.

Joe Butner
Chairman of Planning and Zoning Commission

8C.

Camp Verde Visitor Center

1st Qtr Fy12

By

Camp Verde Chamber of Commerce

Visitor Count July-Sept 2011

- July 2011 – 755
- August 2011 – 629
- Sept 2011 – 817

Quarterly Comparison

- July – Sept 2011 = 2,201 (.20% increase same period last year)
  - Local – 339
  - Arizona - 672
  - U.S.A. – 916
  - International – 274
- July – Sept 2010 = 1,749 visitors
  - Local - 109
  - Arizona - 659
  - U.S.A. – 704
  - International - 277

Average stay in Camp Verde July – Sept 2011

- FIT – 2.8 nights (24 responses = 69 nights)
- RV – 11.5 nights (20 responses = 231 nights)
- Friends/Relatives – 7 nights (4 responses = 28 nights)
- Total # of nights in CV = 328 (72 responses)
  - Average 4.5 nights
- Total # of nights in AZ = 934 (77 responses)
  - Average 12 nights

Volunteer & Staff Time July – Sept 2011

- Total Visitor Center hours – 572 hours
- 3 volunteers - 182 hours (Value $21.36 pr hr = $3,887.52)
  - 2010 volunteer value calculation from www.independentsector.org/volunteer_time
- 2 staff
  - P/T Receptionist - 390 hours
    - 85% Visitor Center funded
    - 15% Chamber funded
  - F/T Director
    - Responsibilities include, but not limited to: Visitor Center, Destination Marketing/Tourism, PR, Representing CV, Chamber, Membership & Financial
    - 65% Visitor Center funded
    - 35% Chamber funded

FY12 – Tourism/Destination Marketing

- $25,000
  - Camp Verde Marketing - $20,000
    - Website – Redesign visitcampverde.com
    - Online Advertising
      - Go-Arizona.com
      - Virtual Collateral Distribution on Arizonaguide.com
      - Social Media
    - Print Advertising
      - AZ RV Guide, AZ Drive Guide (3), Destination SVV, Southbound Mag (Canada)
      - Madden Integrated Magazine Campaign (Multimedia outreach - LA & Chicago), AZ OSVG
    - PR/Media
      - Painted Barrel, AZ Hwy Travel Show, Lovin Life Expo
      - Local & Billboard (I-17) signage (research/discussion stage)
    - Postage
      - Brochure fulfillment
  - Regional Marketing - $5,000
    - SVVTC & Japanese Cooperative

Marketing Dollars – Previous Years

		Camp Verde	Regional	Total
FY07	AOT Grants	$55,180	$57,680	$112,860
FY08	AOT Grants	$58,400	$120,200	$178,600
FY09	AOT Grants	$22,504	$100,000	$122,504
FY10	AOT Grants	$47,316	$58,500	$105,816
FY11	*	$20,000	$17,750	$37,750
FY12	*	$20,000	$15,000	$35,000

*Beginning FY11 AOT Grants Discontinued

Thank You!

9

TOWN OF CAMP VERDE
Agenda Action Form

Meeting Date: October 19, 2011 **Meeting Type:** Regular Session
☐ **Consent Agenda** ☐ **Regular Business**

Reference Document: PowerPoint Presentation – The Arizona Wine Tourism Industry

Agenda Title (be exact):
Presentation by Thomas Combrink, Northern Arizona University, W.A. Franke College of Business, served as senior researcher for the Arizona Office of Tourism study which included 11 wineries across the state. The report was released in June and has been presented to other Town Councils.

Purpose and Background Information:
The Verde Valley wine region includes Cottonwood, Camp Verde, Jerome, Sedona, and surrounding towns. Over the last six years, the industry has grown in the valley and gained recognition with some saying it has the potential to become the new Napa Valley. Currently, Town staff is working with a wine cooperative planning to offer winery equipment and space for smaller growers with the goal of production and sale within a short time frame. Camp Verde's downtown is ripe for wine tasting retail businesses and could easily be touted as the next Wine Trail, similar to the successful grant-matched campaign launched in Cottonwood promoting its tasting rooms and vineyards.

Winemakers hope to establish this region as the premier destination for wine lovers across the state and country. Mr. Combrink's research provides demographic detail on visitors to our region and establishes wine commerce as an important and lucrative industry supporting the valley's economy now and in the future.

Recommendation (Suggested Motion):

N/A

Finance Review: ☐ **Budgeted** ☐ **Unbudgeted** ☒ **N/A**

Finance Director Comments/Fund: N/A

Attorney Review: ☒ **Yes** ☐ **No** ☐ **N/A**

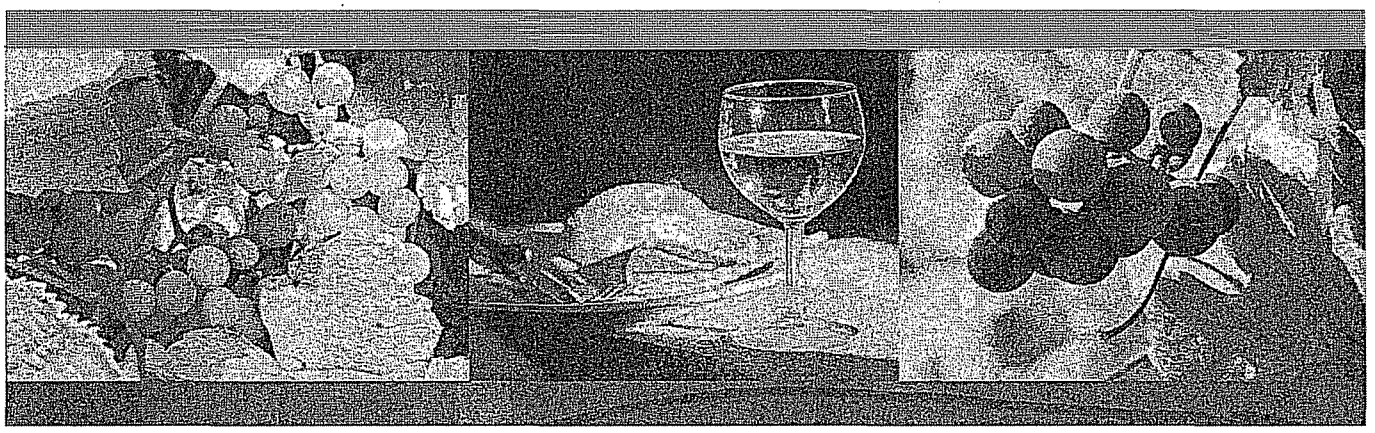
Attorney Comments: N/A

Submitting Department: Town Manager's Office

Contact Person: Mel Preston
Action Report prepared by: Mel Preston

NORTHERN ARIZONA UNIVERSITY
The W. A. Franke College of Business

The Arizona Wine Tourism Industry



Produced for the

ARIZONA®
OFFICE OF TOURISM

by the

Arizona Hospitality Research & Resource Center

Center for Business Outreach

The W. A. Franke College of Business

Northern Arizona University

June 2011

Acknowledgements

The authors would like to thank all the people who helped to make this study possible. First, thanks go to Melissa Elkins, Research Manager, and Glenn Schlottman, Community Relations Manager, at the Arizona Office of Tourism, for recognizing the growing role that wine tourism plays in rural Arizona and the need for a wine tourism study. Without this kind of local market research, no data would exist on the visitors to Arizona's wine country.

Next, we want to recognize the tourism "champions" whose help was critical to the collection of this survey data. In Northern Arizona the Verde Valley Wine Consortium, in particular, worked to get the surveys into the hands of visitors. First, special thanks to Tom Pitts, President of the Verde Valley Wine Consortium, for his tireless advocacy on behalf of wine tourism, and for his help launching this project and generating support in the local wine community. Also in the Verde Valley, our thanks to Maynard Keenan and Paula Woolsey of Arizona Stronghold, Caduceus Cellars and Merkin Vineyards, and Page Springs Cellars, as well as Rod Snapp of Javelina Leap Winery, Barbara Predmore of Alcantara Vineyards, John McLoughlin of Jerome and Bitter Creek wineries, Lisa Pender of Pillsbury Wine Company, and David Bonham of Juniper Well Ranch.

In the southern region, we especially want to thank Rhonni Moffit and the Arizona Wine Growers Association for providing introductions to the southern wineries and vineyards. Also in the southern wine region, our gratitude to Fran Lightly and Linda Carroll of Sonoita Vineyards, Jim Reed and Gary Reeves of the Village of Elgin Winery, Kelly Bostock of Dos Cabezas Wine Works, Milton & Susie Craig of Charron Vineyards & Winery, Robert Carlson of Carlson Creek and Rosanna Lippe of the Keeling Schaefer Tasting Room.

The participation and cooperation of the staff of all the wineries that helped to collect surveys were of great importance – kudos everyone! These dedicated people interacted directly with visitors to insure that survey forms were completed according to the survey schedule.

Finally, special thanks to all the visitors to Arizona wineries and vineyards who completed visitor surveys as part of their trips to the area. Without their help this report would not have been possible.

For the AHRRC:
Thomas Combrink, Project Manager and Senior Research Specialist
Cheryl Cothran, Ph.D., AHRRC Director
Melinda Bradford, Research Technician

Executive Summary

This survey of visitors to Arizona's wine tourism regions was undertaken to gather market research on a growing industry, including visitor demographics, travel patterns, satisfaction with the experience and spending patterns. This survey process collected a total of 504 surveys from Arizona's three wine growing regions in Santa Cruz, Cochise and Yavapai counties, over a four-month period from February through May of 2011 – a more than sufficient sample size to produce high confidence in these results. This information will assist the wineries, vineyards, tasting rooms and local tourism communities in the wine regions with targeted marketing efforts, product development, and advocacy for a burgeoning industry that is critical to the health of these rural regional economies.

The general profile of Arizona wine visitors is one of middle-aged adult visitor parties, largely from the Greater Phoenix area, who take day trips to the states' wineries, which are located both north and south of the Phoenix metro and Tucson areas. Visitors are attracted by the desire to taste wine, and to relax and socialize with friends. Overwhelmingly, these visitors enjoy their experiences at the state's wineries, finding they offer a welcoming and fun experience. They appreciate the staff, who are knowledgeable about wine and wine production, and the fact that the wineries and vineyards are located in beautiful rural areas of Arizona.

A summary of the specific findings of the Arizona wine tourism survey follows:

- Data for this tourism survey were collected at a number of locations in northern and southern Arizona. The northern wineries accounted for 59.5 percent of all surveys (300 surveys) and the southern wineries accounted for the remaining 40.5 percent (204 surveys).
- The largest group of visitors traveled as family groups (36.7%), followed by family and friends (30.8%), and friends only groups (26.3%).
- The average age of visitors was 46.0 years, roughly equal to the state average of 46.8 years, but younger than the average visitor to some Arizona rural areas; the average age of female visitors was 44.9 years while male visitors were slightly older at 48.4 years.
- The average party was comprised of 3.1 persons, 1.9 women and 1.6 men. Overall, only 3.1 percent of parties traveled with children; in parties traveling with children the average number was 1.9 children per party.
- The average annual income of visitors was $88,149, higher than the state average of $76,000.
- Three-fifths (59.1%) of all wine visitors are in-state residents; out-of-state visitors (40.9%) were led by those from California (7.7%) and Wisconsin (7.1%).
- In Arizona, Phoenix (21.0%) and Scottsdale (9.3%) accounted for the largest single cohorts, followed by Tucson (9.3%). In terms of county origins, Maricopa County contributes more than half (55%) of all wine visitors followed by Pima County (33%).
- Two-fifths (41.3%) of respondents visited a tasting room, while 37.7 percent visited a vineyard, 10.9 percent visited a winery, and the remainder, visited a festival or related-wine event (2%).

- Almost one-third (29.0%) of the sample have never visited an Arizona winery before, while 6.8 percent have visited 11 or more Arizona wineries in the past 12 months (average 4 visits/year).
- Two-thirds (69.1%) of visitors had never visited the specific venue where they were surveyed, while 10.6 percent indicated that they visited 11 or more times; average visits/year was three.
- Brochures (31.8%) were the most popular method of hearing about wineries, vineyards or tasting rooms, followed by the Internet (24.1%), and the Arizona Wines and Vines publication (19.8%). A surprising 14.2 percent heard about the winery from a hotel concierge.
- Arizona wine visitors overwhelmingly agree (98.1%) with the statement, "it does not have to be a special occasion to enjoy wine," and 92.3 percent agree with the statement "drinking wine gives me pleasure." Obviously Arizona wine visitors are wine savvy and enjoy the experience.
- Not surprisingly, "to taste wine," is the most important reason to visit a winery, followed by, "to have a day out," "to socialize with friends," to "rest and relax," and "to enjoy the beauty of rural Arizona vineyards." Other motivations are also important including: buying wine, driving a wine trail, and learning about wine making.
- A large majority of visitors (70.4%) made purchases at the winery where they were surveyed, spending an average of $70 and purchasing an average of 3.3 bottles. Other purchases made at the wineries average $41 on food and $30 on merchandise.
- More than four-fifths (82.7%) of all respondents said that their experience at the winery or tasting room was either "a little better than I expected," or "much better than I expected." A glowing endorsement of the customer service and value of the experience.
- A majority (61.2%) of wine tourism visitors were on day trips, while a further one-third (38.8%) were on overnight trips.
- Most overnight visitors (45.0%) stayed in a hotel or motel, while a further 15.8 percent stayed at the homes of family and friends, and 12.2 percent stayed in Bed & Breakfasts.
- More wine tourists stayed overnight in Sedona (42.6%), followed by Cottonwood (10.9%) and Tucson (9.0%) than in any other overnight locations.
- Day visitors had an average of $149 in direct spending, with restaurant and grocery expenditures ($44) accounting for the largest portion.
- Overnight visitors had average expenditures of $370, with lodging or camping ($140) comprising the single largest item.
- When comparing Arizona wine tourists to those in a 2006 study by the U.S. Travel Industry Association, the following differences emerge: females (68% vs. 54%) accounted for a larger portion of visitors in the Arizona study; Arizona visitors are older than those in the TIA study; and, Arizona visitors travel more as family groups than with friends, and take far more day trips (61.2%) than the national study (19%).
- Arizona wine visitors had an estimated $22.7 million in direct expenditures, which resulted in an indirect economic impact of $4.3 million, and induced impacts of $10.5 million for a total industry economic impact of $37.6 million. Indirect business taxes based on direct expenditures produced an additional $5.9 million and the total economic impact supported 265 direct jobs and 140 indirect and induced jobs, for a total of 405 jobs.

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The Arizona Wine Tourism Industry

Introduction

Arizona's nascent wine tourism industry has made great strides over the last decade. Arizona has had wine grape production and a small scale wine industry since the early 1960s, but recent advances in viticulture and an infusion of interest in wineries and wine production has led to increased growth. Wineries in Arizona are located in two distinct areas in the southeast and north-central parts of the state. The southeast wineries, the oldest and most established, are located in the Santa Cruz County communities of Sonoita and Elgin, and in Cochise County near Dragoon and Willcox. The northern wineries are a newer phenomenon, developing over the last decade in the Verde Valley of Yavapai County, where wineries are concentrated in the communities of Page Springs, Cottonwood and Jerome.

While Arizona's wine industry is not nearly as large or well-known as that of Napa and Sonoma Counties in California, it has started to develop as a valid wine producer. As of 2009, 44 licensed wineries exist in Arizona, with over 650 acres of vines planted statewide. These vines produced 66,000 gallons of wine in 2009 equivalent to 21,064 cases. The production is split somewhat evenly between the southeastern and the Verde Valley vineyards, with the latter accounting for 32,000 gallons in 2006. The local and regional grape content of Arizona wines has increased steadily as more acres are planted to vines. Verde Valley blends now contain 80-90% local grapes up from 50% a few years ago. There are also 10 licensed tasting rooms in Arizona, with an estimated 139,700+ visits in 2009. The Arizona wineries, while still niche producers compared to California, have seen a steady improvement in both the quantity and quality of the wine produced. Recently, wines from the Verde Valley won several first and second place prizes in a prestigious American tasting competition.

Wine and culinary tourism opportunities have also begun to develop alongside the wineries in southern and northern Arizona. The linkages between winery tasting room visits and tourism is well established. The wine industry in California is a major tourism driver for that state, even spawning movies such as "Sideways," which highlighted the newer wine region around Santa Barbara. Arizona now has its first film about wine production, Maynard Keenan and Eric Glomski's, "Blood into Wine," which chronicles the development of the Northern Arizona wine industry. Wine tourism, linked with culinary, eco and agricultural tourism, is expanding in most major wine growing regions of the world – France, Spain, Germany, Italy, the U.S., South Africa, Australia, New Zealand, Austria, and Chile. In California alone, the number of visitors to California wineries increased from 14.8 million in 2002 to 19.7 million in 2005.

Arizona's budding wine industry is also an important contributor to the preservation of agricultural land and local crop production. The Verde Valley wineries and vineyards have encouraged the preservation of open space while providing both income opportunities and local jobs. The wine industry in the Verde Valley employs about 70 people full-time in agricultural production, with more employed in tasting rooms, producing an annual payroll of $1,285,000 and wine sales of $5.3 million in 2009 (University of Arizona, *The Economic Contributions of Verde Valley Winemaking,* 2010). The economic impacts of this industry, while small when compared to some California regions, are important to the economic well-being of these rural communities. Wineries, vineyards and tasting rooms are also considered to be "base" or export industries that "sell their products outside the community, bringing money into the community." Calculations from a recent University of Arizona study show that the Verde Valley wineries are 75-78% basic, thereby generating considerable economic benefits to their local communities.

While the economic benefits of the wine industry in Arizona may pale in comparison to other industries such as manufacturing or micro-electronics, the real strength of this niche market is in the value-added tourism experience. Wineries, vineyards and tasting rooms act as an attraction to tourists, providing a wine-related experience in a rural, agricultural setting. All wineries in the state are located in rural counties (Santa Cruz, Cochise and Yavapai) and rural communities (Sonoita, Elgin, Jerome, Page Springs and Cottonwood). Tourism generated by wine production and tasting room visits therefore benefits rural communities disproportionally, encouraging other tourism-related industries and strengthening the economic base of the local communities and regions.

The size and scope of the economic contribution of the vineyard and wine industry to the economy of Arizona have already been described by the University of Arizona (2010) study. The next logical step, therefore, is an examination of the value-added impact of tourists who visit these wineries, vineyards and tasting rooms. The remainder of this study examines the demographics, trip activities, winery visits and expenditures of Arizona wine tourists. This kind of data provides valuable information about this growing niche market, which can be used for targeted marketing and product development, and further highlight the importance of agri-tourism to the state.

Methods

This survey was conducted by the Arizona Hospitality Research and Resource Center (AHRRC) at Northern Arizona University and was commissioned by the Arizona Office of Tourism (AOT). The cooperation of the Southern Arizona Wine Growers Association and the Verde Valley Wine Consortium as well as the individual wineries, vineyards and tasting rooms around the state were critical to this effort. The survey was distributed at participating wineries, vineyards and tasting rooms over a four-month period from February through May of 2011. The survey was conducted over this four-month period to coincide with the time that the wineries are most active. Weather plays an important role in both the growth of grapes and in visits by tourists to vineyards and tasting rooms. Both the southern and northern wine regions experience a slowing trend during the summer months.

All vineyards where wine is sold, in both the northern and southern regions of the state, were encouraged to participate in the study; only those sites that agreed to distribute surveys to their guests were included in the study. A total of 11 sites distributed the survey in the northern region of the state, and nine sites participated in the southern region. Staff at these sites were instructed on how to distribute the survey to visitors, according to the survey distribution schedule which called for surveying during one week a month (sometimes adding days until quotas were reached). All completed surveys were returned to the AHRRC for processing, scanning and data analysis.

Generally the survey proceeded with few problems. Some of the tasting rooms and wineries used incentives (e.g., discounts on purchases) to encourage visitor participation, while others did not. A total of 504 surveys were collected over the four month period. The northern region accounted for 300 surveys, or 59.5 percent of the total, while the southern wineries accounted for 204 surveys or 40.5 percent of the total. The sample size for the survey is deemed to be more than sufficient to describe the overall wine tourists as well as the tourists in the specific regions. The margin of error for this study is +/- 4.9 percentage points at the 95% confidence level. See Table 1.1.

Table 1.1. Surveys per winery region

	Count	%
Northern Region	300	59.5%
Southern Region	204	40.5%
Total	504	100.0%

Demographic Characteristics of Wine Tourism Visitors

Party Characteristics of Wine Tourist

On visits to the state's wineries, more than one-third (36.7%) of wine tourists travel as family groups, while roughly another third (30.8%) travel as groups of family and friends, and one-fourth (26.3%) visit wineries with friends only. Other party types account for much smaller percentages: those traveling alone account for 2.9 percent, followed by business associates (2.6%) and organized tours groups (0.8%). Noticeable differences occur between the regions when considering party types. Winery visitors in the north are dominated by family only and family and friend visitor parties (41.3% and 28.6% respectively). In the south, the party type is more evenly divided between family and friends (34.0%) and family only (30.0%). Little difference existed between the regions in the friends only groups – 26.5 percent in the northern and 26.0 percent in southern region. Thus, family only groups (41.3%) represent four of every ten visitors to northern wineries, while the southern wineries are more evenly spread between family and friends (34.0%) and family only (30.0%). See Table 1.2.

Table 1.2. Party characteristics of visitors, by wine regions and overall

Who is in your visitor party today?	State winery region		
	North	South	Overall
Family and Friends	28.6%	34.0%	30.8%
Family Only	41.3%	30.0%	36.7%
Friends only	26.5%	26.0%	26.3%
Nobody traveling alone	2.1%	4.0%	2.9%
Organized Tour or Group	.0%	2.0%	.8%
Business Associates	1.6%	4.0%	2.6%
Total	100.0%	100.0%	100.0%

Gender

Overall, twice as many women (67.6%) as men (32.4%) were in the survey sample, although more men (38.5%) were present in the northern region than in the southern (22.0%). These findings do not necessarily imply more women visitors overall, but may simply mean that more women than men completed the survey instrument. See Table 1.3

Table 1.3. Gender by wine regions and overall

	State winery region		
	Northern Region	Southern Region	Overall
Female	61.5%	78.0%	67.6%
Male	38.5%	22.0%	32.4%
Total	100.0%	100.0%	100.0%

Age of Wine Tourists

Overall, the average age of Arizona wine visitors was 46.0 years old, the same as the average age for overnight visitors statewide, of 46.8 years in 2009. (Note: Comparison of results in this report to state visitor figures are derived from 2009 Arizona Office of Tourism visitation profiles available at www.azot.gov). One-fifth (19.7%) of all wine visitors are 30 years or younger, while twice as many (41%) are between the ages of 31 and 50 years of age. Therefore, a significant three-fifths (61%) of all wine tourists are 50 years or younger. The remaining 39 percent of all visitors are older than 50 years, with the 51 to 65 year old age group accounting for the majority (33.1%) of the over 50 year old age group; the remainder (6%) is in the 66 year and older age group. See Figure 1.4.

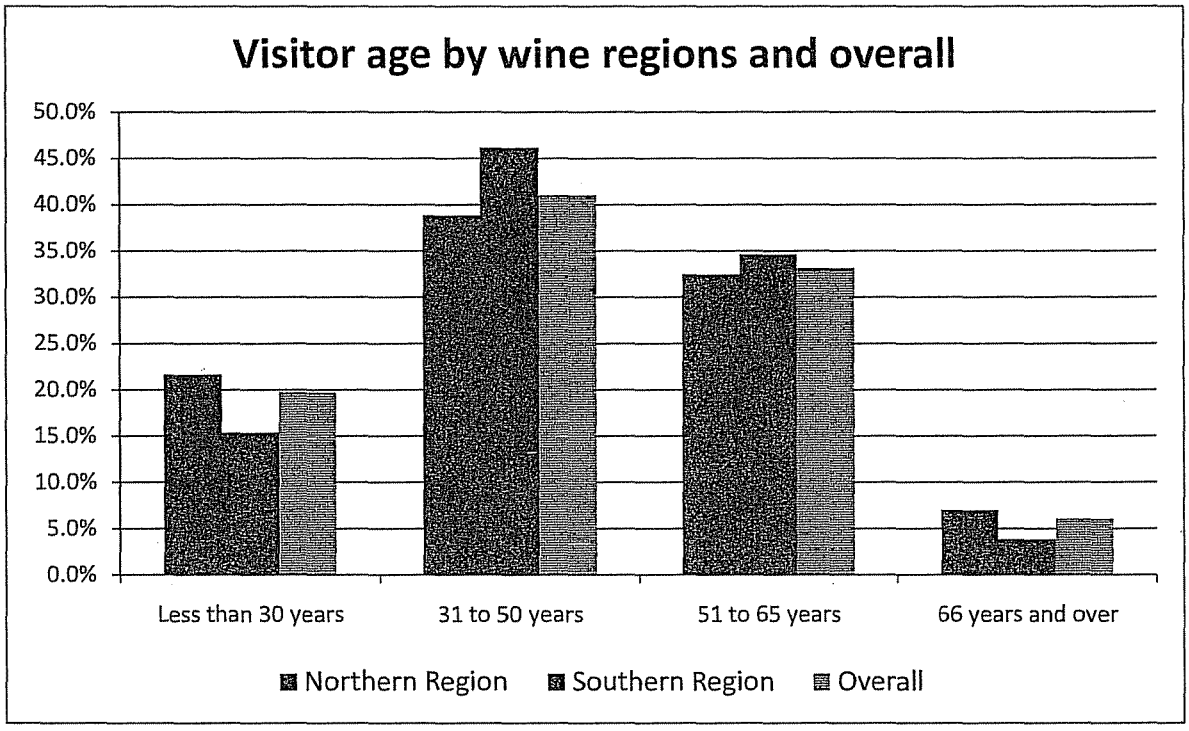
When comparing regions, the northern region has the largest number of visitors who are under 30 years of age (21.7%), compared to the southern region where 15.4 percent of visitors are in the under 30 age group. On the other hand, the southern region leads the northern region in the next two age groups: the 31 to 50 year olds (46.2% in the south vs. 38.9% in the north), and those aged 51 to 65 years (34.6% in the south vs. 32.5% in the north). However, almost twice as many 66 year old visitors were in the northern region (7.0%) as in the southern region (3.8%). The average age in the northern region is 46.5 years, while the average age in the southern region is 44.7 years. See Table 1.5.

Table 1.4. Visitor age by wine regions and overall

	Northern Region	Southern Region	Overall
20 and under	.6%	.0%	.4%
21 - 25 years	5.7%	7.7%	6.3%
26 - 30 years	15.3%	7.7%	13.0%
31 - 35 years	7.6%	15.4%	10.0%
36 - 40 years	11.5%	11.5%	11.5%
41 - 45 years	5.7%	11.5%	7.5%
46 - 50 years	14.0%	7.7%	12.1%
51 - 55 years	10.8%	11.5%	11.0%
56 - 60 years	10.2%	15.4%	11.7%
61 - 65 years	11.5%	7.7%	10.3%
66 - 70 years	3.2%	.0%	2.2%
71 - 75 years	.6%	3.8%	1.6%
76 years and older	3.2%	.0%	2.2%
Total	100.0%	100.0%	100.0%

Mean age Northern Region = 46.5 years
Mean age Southern Region = 44.7 years
Mean age Overall study = 46.0 years

Figure 1.1. Visitor age by wine regions and overall



Visitor Age by Gender

When comparing the age of wine tourism visitors by their gender, few differences exist between the regions. The youngest females, with an average age of 43.4 years are found in the southern region, whereas the youngest males with an average age of 48.6 years are found in the northern region. Overall the average age of female visitors is 44.9 years, while the average age of male visitors is 48.8 years. See Table 1.5.

Table 1.5. Visitor age by gender for wine regions and overall

	Northern Region		Southern Region		Overall	
	Female	Male	Female	Male	Female	Male
20 and under	.0%	1.5%	.0%	.0%	.0%	1.2%
21 - 25 years	4.9%	4.6%	12.5%	.0%	7.4%	3.5%
26 - 30 years	13.4%	16.9%	12.5%	.0%	13.1%	12.8%
31 - 35 years	11.0%	4.6%	6.3%	25.0%	9.4%	9.5%
36 - 40 years	14.6%	6.2%	6.3%	12.5%	11.8%	7.7%
41 - 45 years	7.3%	4.6%	18.8%	.0%	11.1%	3.5%
46 - 50 years	14.6%	13.8%	6.3%	12.5%	11.8%	13.5%
51 - 55 years	9.8%	12.3%	18.8%	.0%	12.8%	9.3%
56 - 60 years	8.5%	13.8%	6.3%	37.5%	7.8%	19.5%
61 - 65 years	8.5%	15.4%	12.5%	.0%	9.9%	11.7%
66 - 70 years	3.7%	1.5%	.0%	.0%	2.4%	1.2%
71 - 75 years	.0%	1.5%	.0%	12.5%	.0%	4.2%
76 years & older	3.7%	3.1%	.0%	.0%	2.4%	2.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average age in years	45.6 years	48.6 years	43.4 years	49.5 years	44.9 years	48.4 years

Party Size

The average party size for wine tourists is 3.1 persons, slightly larger than the average state visitor party of 2.6 persons. The 3.1 persons in the average party are comprised of 1.9 women, and 1.6 men, with only a very small percentage (3.1%) of parties including children under age 18. If children were present in the traveling party, the average number of children was 1.9. When comparing wine tourism regions, party sizes were larger in the southern region (3.6 persons) versus the northern (2.7 persons). More women per party were found in the south (2.3) than the north (1.7), while more men (1.8 vs. 1.5) than women were found in the northern region. The southern region had slightly more children in the party (2.0 vs. 1.9) when children were present. The average party size of northern region visitors, 2.7 persons, is slightly less than the state party size for the northern region overall, 2.9 persons, whereas, the southern region party size, 3.6 persons is far larger than the state southern region party size of 2.2 persons. See Table 1.6.

Table 1.6. Party size characteristics of visitors by wine regions and overall

	Northern Region	Southern Region	Overall
Total number of people in your party	2.7	3.6	3.1
Number of women	1.7	2.3	1.9
Number of men	1.5	1.8	1.6
Number of children under 18 years old	1.9	2.0	1.9
Percent parties with children	3.5%	7.5%	3.1%

Income

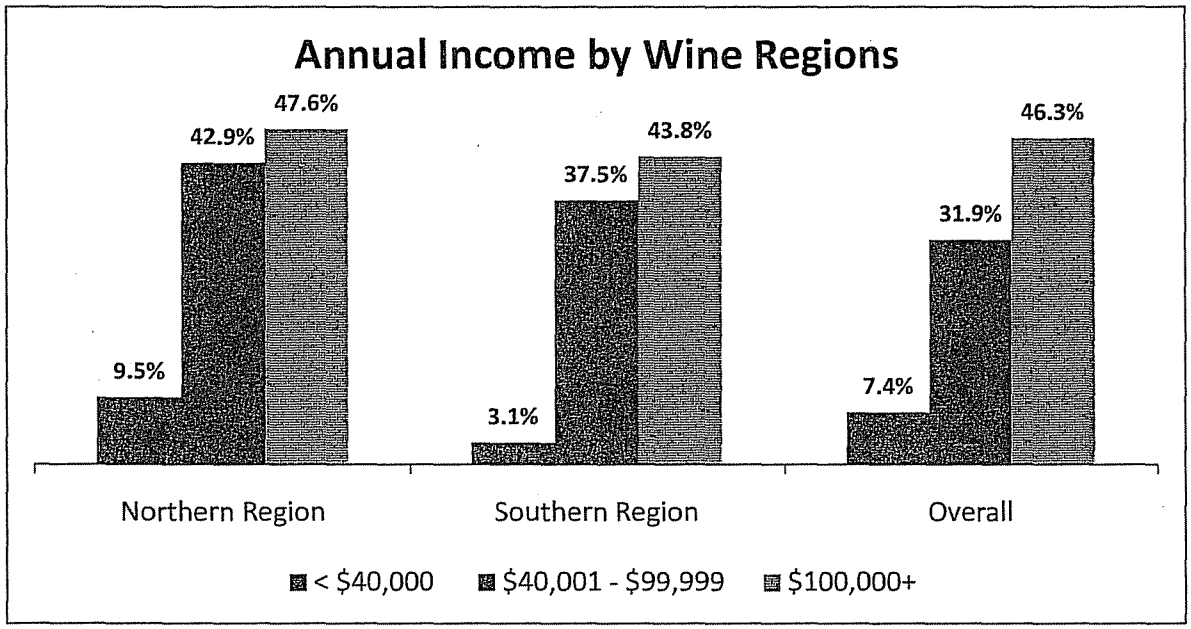
Visitors to the state's wine regions have higher than average household incomes ($88,149 from mid-points) than do visitors to the state overall ($76,000). In fact, one-third of all wine visitors (33.5%) have incomes in excess of $120,000 annually, and a further 12.8 percent of total respondents have annual household incomes between $100,000 and $119,999. When combined, almost half of respondents (46.3%) have incomes in excess of $100,000 annually, and therefore the ability to make such discretionary purchases. Fewer than 10 percent of all respondents (7.4%) had incomes below $40,000.

When considering the wine regions, the visitors in the southern region have slightly higher annual average incomes ($89,375) than the northern region ($87,547). The northern region, however, has a larger proportion of visitors with $100,000+ incomes (47.6%) than the southern region (4.8%). On the other hand, the northern region also has three times more (9.5%) respondents with annual incomes under $40,000, than the southern region (3.1%). See Table 1.7 and Figure 1.2.

Table 1.7 Annual household income

	Northern Region	Southern Region	Overall
Less than $19,000	1.2%	.0%	.8%
$20,000 to $39,999	8.3%	3.1%	6.6%
$40,000 to $59,999	17.3%	18.8%	17.8%
$60,000 to $79,999	11.9%	18.8%	14.2%
$80,000 to $99,999	13.7%	15.6%	14.3%
$100,000 to $119,999	16.1%	6.3%	12.8%
$120,000 and above	31.5%	37.5%	33.5%
Total	100.0%	100.0%	100.0%
Average annual income	$87,547	$89,375	$88,149

Figure 1.2. Annual income by wine regions and overall



State of origin of wine tourism visitors

Almost two-thirds of all visitors (59.1%) to Arizona's wineries are in-state residents. Other states providing significant numbers of visitors are: California (7.7%) and Wisconsin (7.1%). Visitors from Wisconsin are more than likely winter visitors or snowbirds, along with those from the eastern states of New York (1.6%), Illinois (3.5%) and Ohio (3.2%), who are typical of winter, long-stay visitors in Arizona. Overall, the northern region has more in-state visitors (62.3%) than the southern region (53.7%); whereas the southern region (9.8%) has more visitors from California, than does the northern region (6.6%). See Table 1.8.

Table 1.8. State of origin

	Northern Region	Southern Region	Total
Arizona	62.3%	53.7%	59.1%
California	6.6%	9.8%	7.7%
Wisconsin	2.7%	14.6%	7.1%
Washington	1.6%	7.3%	3.7%
Illinois	5.5%	0.0%	3.5%
Ohio	2.2%	4.9%	3.2%
Texas	2.7%	0.0%	1.7%
New York	1.1%	2.4%	1.6%
Utah	1.1%	2.4%	1.6%
Colorado	2.2%	0.0%	1.4%
Michigan	0.5%	2.4%	1.2%
Oklahoma	0.5%	2.4%	1.2%
Massachusetts	1.6%	0.0%	1.0%
New Jersey	1.6%	0.0%	1.0%
Florida	1.1%	0.0%	0.7%
Pennsylvania	0.5%	0.0%	0.3%
Virginia	0.5%	0.0%	0.3%
Maryland	0.5%	0.0%	0.3%
Georgia	0.5%	0.0%	0.3%
Indiana	0.5%	0.0%	0.3%
North Dakota	0.5%	0.0%	0.3%
Wyoming	0.5%	0.0%	0.3%
Idaho	0.5%	0.0%	0.3%
New Mexico	0.5%	0.0%	0.3%
Nevada	0.5%	0.0%	0.3%
Oregon	0.5%	0.0%	0.3%
Alaska	0.5%	0.0%	0.3%
Total	100.0%	100.0%	100.0%

Arizona city of origin of wine tourism visitors

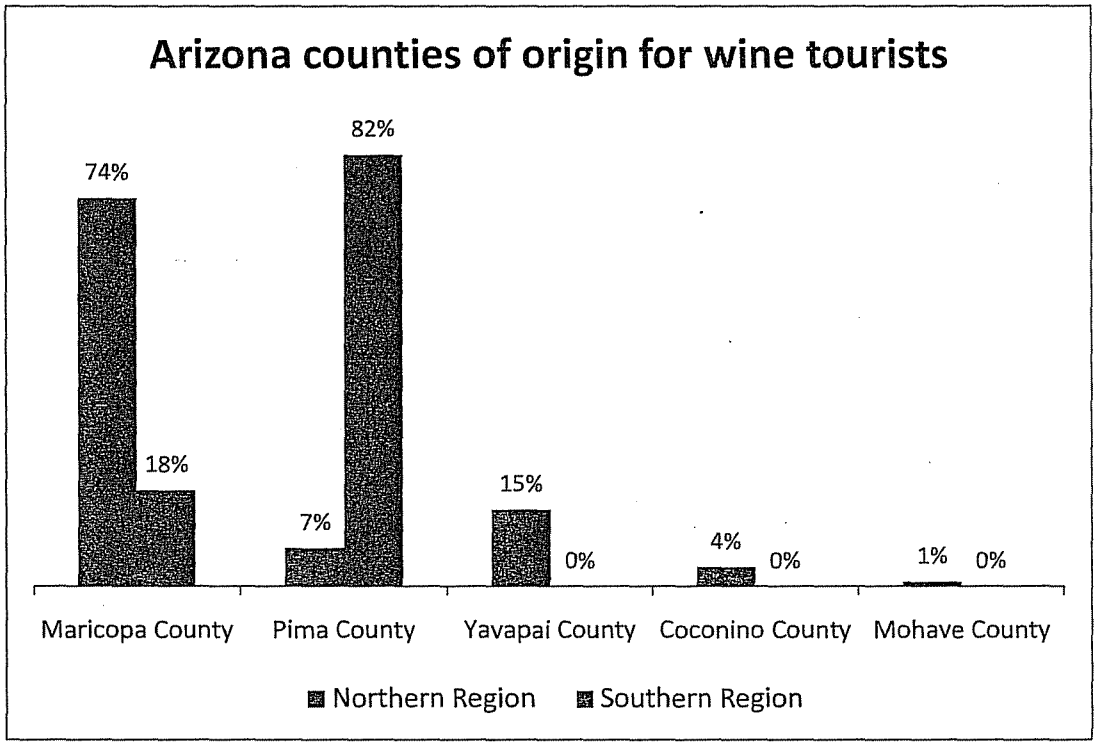
Overall, the city of Phoenix (21.0%) accounts for the largest single group of wine tourists in the state. Other cities in Maricopa County that provide large numbers of wine tourism visitors are Scottsdale (9.3%), Chandler (4.5%), Mesa (4.2%) and Tempe (2.7%). Maricopa County accounts for 55 percent of all wine visitors in the study, while Pima County accounts for 33 percent. Tucson by itself accounts for a significant 9.3 percent of all wine visitors. Yavapai County accounts for 10 percent of wine visitors, while the balance come from Coconino (2%) and Mohave Counties (1%).

Regionally, visitation patterns are more concentrated. In the northern region, Maricopa County accounts for almost three-fourths (74%) of all visits to the wineries, while in the southern wine region Pima County is the origin for four-fifths (82%) of all winery visitors. Maricopa County does, however, supply 18 percent of visitors to the southern wine region, and Pima County supplies a small number (7%) of visitors to the northern region. Lying somewhat equidistant between the northern and southern wine producing regions, Maricopa County residents frequent the northern regions more, while Pima County dominates the southern winery markets. Visitors from Yavapai County only visit the northern wineries and do not appear to go to the south at all. See Table 1.9.

Table 1.9. Arizona city of origin

Arizona City	Northern Region	Southern Region	Overall
Phoenix	31.8%		21.0%
Scottsdale	11.8%	4.5%	9.3%
Tucson		27.3%	9.3%
Fort Lowell		18.2%	6.2%
Chandler	4.5%	4.5%	4.5%
Mesa	6.4%		4.2%
Cottonwood	5.5%		3.6%
Corona De Tucson - Vail		9.1%	3.1%
Sierra Vista		9.1%	3.1%
Laveen	4.5%	0.0%	3.0%
Tempe	1.8%	4.5%	2.7%
Green Valley	3.6%		2.4%
Prescott	3.6%		2.4%
Flagstaff	2.7%		1.8%
Gilbert	2.7%		1.8%
Glendale	2.7%		1.8%
Sun City	2.7%		1.8%
Avondale		4.5%	1.5%
Oro Valley		4.5%	1.5%
Rincon		4.5%	1.5%
Sahuarita		4.5%	1.5%
Sun Lakes		4.5%	1.5%
Sedona	1.8%		1.2%
Sun City West	1.8%		1.2%
Bullhead City	0.9%		0.6%
Camp Verde	0.9%		0.6%
Cave Creek	0.9%		0.6%
Clarkdale	0.9%		0.6%
Cornville	0.9%		0.6%
Fountain Hills	0.9%		0.6%
Goodyear	0.9%		0.6%
Groom Creek	0.9%		0.6%
Kino	0.9%		0.6%
New River	0.9%		0.6%
Parks	0.9%		0.6%
Paulden	0.9%		0.6%
Peoria	0.9%		0.6%
Total	100.0%	100.0%	100.0%

Figure 1.3. Arizona counties of origin for wine tourists



International Visitors

International visitors comprise only 1.2 percent of the sample- a total of only five respondents. Four international visitors in the sample were from the United Kingdom (0.9%) and one was from Canada (0.3%). Regionally, the Canadian visitor was surveyed in the northern region and visitors from the United Kingdom were contacted in the southern region. See Table 1.10.

Table1.10. International Visitors

	Northern Region	Southern Region	Overall
Arizona	62.0%	52.4%	58.4%
Other States	37.5%	45.2%	40.4%
United Kingdom	0.0%	2.4%	0.9%
Canada	0.5%	0.0%	0.3%

Annual Average Income of Arizona Wine Visitors

Finally, which communities or counties contributed visitors with the highest average annual incomes? In the northern region, Coconino County visitors have the highest annual incomes ($115,000), followed by Maricopa County visitors ($90,621), and Yavapai County visitors ($61,190). The Coconino County cohort is, however, very small (2.7%), whereas the Maricopa County cohort, while having lower annual average incomes of $90,621, accounts for about three-fourths (74%) of the northern market. However, Maricopa County visitors to the southern region (18%) have larger annual incomes ($120,000) than do Pima County visitors ($91,500) who account for 82 percent of visits to the southern wine region. The counties, communities and average annual incomes are listed in Table 1.11.

The remainder of the study examines the wine tourism experience in Arizona's wine growing regions, along with the tourist expenditures related to wine tourism visits. The study concludes with an economic impact analysis of the wine tourism industry in Arizona.

Table 1.11. Average annual household income of winery visitors by county and community

County	City	Northern Region	Southern Region
Coconino	Flagstaff	$110,000	
Coconino	Parks	$120,000	
Maricopa	Gilbert	$60,000	
Maricopa	Avondale		$120,000
Maricopa	Chandler	$112,000	$120,000
Maricopa	Fountain Hills	$120,000	
Maricopa	Glendale	$96,667	
Maricopa	Goodyear	$120,000	
Maricopa	Laveen	$112,000	
Maricopa	Mesa	$88,571	
Maricopa	New River	$50,000	
Maricopa	Peoria	$110,000	
Maricopa	Phoenix	$89,968	
Maricopa	Scottsdale	$86,154	$120,000
Maricopa	Sun City West	$50,000	
Maricopa	Sun City	$63,333	
Maricopa	Sun Lakes		$120,000
Maricopa	Tempe	$110,000	$120,000
Mohave	Bullhead City	$50,000	
Pima	Corona De Tucson - Vail		$120,000
Pima	Fort Lowell		$92,500
Pima	Green Valley	$50,000	
Pima	Kino	$30,000	
Pima	Rincon		$120,000
Pima	Sahuarita		$50,000
Pima	Tucson		$75,000
Yavapai	Camp Verde	$50,000	
Yavapai	Clarkdale	$50,000	
Yavapai	Cornville	$90,000	
Yavapai	Cottonwood	$85,000	
Yavapai	Groom Creek	$30,000	
Yavapai	Prescott	$63,333	
Yavapai	Sedona	$60,000	

The Wine Tourism Experience

Type of winery

Respondents were asked to identify the winery, vineyard or tasting room where they received the survey. Overall, a majority of wine tourists in the survey visited a tasting room that was not located at a vineyard (41.3%). This is the case for a large number of wine tourism sites in Arizona, where tasting rooms are located in communities that are not adjacent to the parent vineyards. More than one-third of respondents (37.7%), however, did visit a vineyard, while 19.0 percent visited a winery. Finally, a small number of respondents (2.0%) were contacted while attending a wine-related festival.

When comparing the two wine growing regions; more tasting rooms were visited in the northern region (53.0%), than in the south (24.5%), while more vineyards were visited in the south (49.0%) than in the north (29.8%). Twice as many wineries were visited in the southern region (26.5%) than in the northern region (13.8%). See Table 2.1.

Table 2.1. Is your visit today to a:

	Northern Region	Southern Region	Overall
Vineyard	29.8%	49.0%	37.7%
Winery	13.8%	26.5%	19.0%
Tasting Room not at vineyard	53.0%	24.5%	41.3%
Wine-related festival or event	3.3%	.0%	2.0%
Total	100.0%	100.0%	100.0%

How Many Times Have You Visited Wineries

How frequently do Arizona wine tourists visit wineries in the state and how often have they visited the site where they received the survey? On average, wine tourists have visited an average of four Arizona wineries in the past 12 months, and visited the specific winery where they received the survey at least three times previously. Regionally, southern visitors tended to have slightly higher repeat visits to Arizona wineries (5 a year) and had visited the specific winery or vineyard where they received the survey at least five times before. In the northern region, the visitors have visited four Arizona wineries a year, but were less frequent visitors to the winery where they were surveyed (2 prior visits in the north vs. 5 prior visits in the south). See Table 2.2.

Table 2.2 Number of visits to wineries

	Northern Region	Southern Region	Overall
How many Arizona wineries have you visited in the last 12 months?	4	5	4
How many times have you visited this site **BEFORE** today's visit?	2	5	3

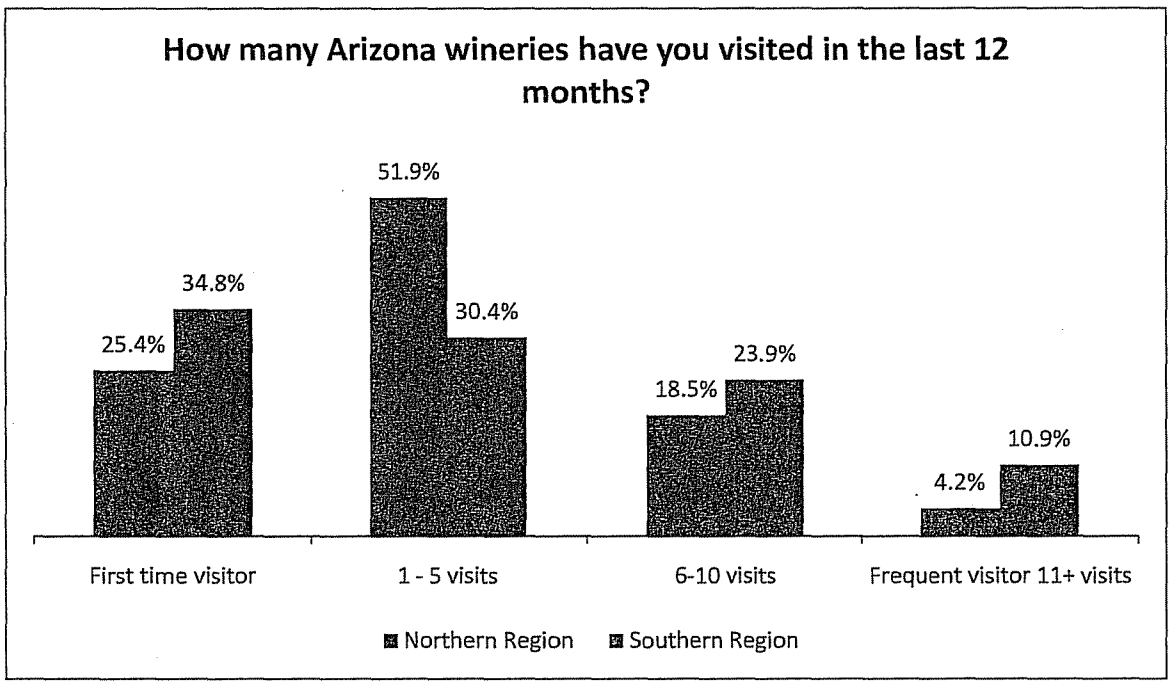
Almost one third (29.0%) of the overall sample had never visited an Arizona winery before, while 6.8 percent have visited 11 or more Arizona wineries in a year. The large number of first-time visitors to Arizona wineries indicates a considerable latent demand among Arizonans who have never been to a winery before. Of course, a relatively small but significant portion (6.8%) of all visitors consists of frequent Arizona winery visitors.

When considering regional visits to Arizona wineries, more first-time visitors appeared in the southern region, where fully one-third, (34.8%) indicated that they have never visited an Arizona winery before. First-time visitors to wineries in the northern region accounted for one-fourth (25.4%) of all visitors. On the other hand, southern wineries were twice as likely (10.8%) to have frequent visitors who visited more than 11 wineries a year, than northern wineries that had fewer frequent visitors (4.2%). See Table 2.3. and Figure 2.1.

Table 2.3 How many Arizona wineries have you visited in the last 12 months?

	Northern Region	Southern Region	Overall
Never visited before	25.4%	34.8%	29.0%
1 visit	13.2%	4.3%	9.8%
2 visits	12.7%	8.7%	11.2%
3 visits	13.8%	10.9%	12.6%
4 visits	7.9%	4.3%	6.6%
5 visits	4.2%	2.2%	3.4%
6 visits	3.2%	10.9%	6.1%
7 visits	3.7%	2.2%	3.1%
8 visits	3.7%	.0%	2.3%
9 visits	1.1%	2.2%	1.5%
10 visits	6.9%	8.7%	7.6%
11-20 visits	2.6%	6.5%	4.1%
21 or more visits	1.6%	4.3%	2.7%
Total	100.0%	100.0%	100.0%

Figure 2.1. How many Arizona wineries have you visited in the last 12 months?



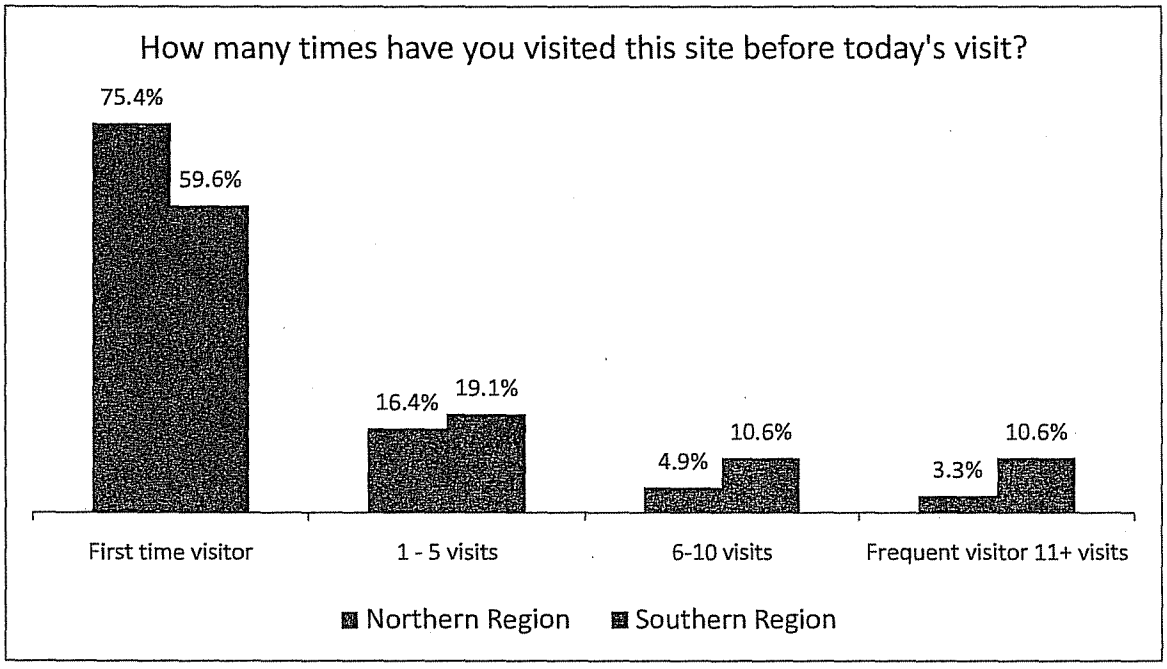
Overall, two-thirds (69.1%) of all visitors had never visited the winery where they received the survey, while 6.2 percent had visited that specific winery more than 11 times. Again, this reflects a relatively large percentage of first-time or new winery customers. Many of these visitors, while familiar with other Arizona wineries, were broadening their reach in choosing new experiences at other sites.

Three-fourths of all visitors in the northern region (75.4%) were first-time visitors, compared to three-fifths (59.6%) who were first-time visitors in the southern region. For frequent visitors, the pattern is reversed; southern wineries have a greater frequency of visitors who have visited the wineries 11 or more times (10.7%), when compared to the northern region where this group accounts for only 3.2 percent. See Table 2.4. and Figure 2.2.

Table 2.4. How many times have you visited <u>this</u> site before today's visit?

	Northern Region	Southern Region	Overall
Never visited before	75.4%	59.6%	69.1%
1 visit	9.8%	6.4%	8.5%
2 visits	3.3%	4.3%	3.7%
3 visits	1.1%	4.3%	2.4%
4 visits	.5%	2.1%	1.2%
5 visits	1.6%	2.1%	1.8%
6 visits	2.2%	8.5%	4.7%
7 visits	.5%	.0%	.3%
8 visits	.0%	2.1%	.8%
9 visits	.0%	.0%	.0%
10 visits	2.2%	.0%	1.3%
11-20 visits	1.6%	6.4%	3.5%
21 or more visits	1.6%	4.3%	2.7%
Total	100.0%	100.0%	100.0%

Figure 2.2. How many times have you visited this site before today's visit?



Wineries Visited in the North and South

Which of the 44 licensed and bonded wineries in Arizona are the most visited? Wineries in the north and south were listed and respondents were asked to check as many of the wineries or vineyards that they had visited at any time. While not exhaustive, the list was comprised of all the wineries, vineyards and tasting rooms in operation at the time of the survey.

In the north, Page Springs Cellar (58.7%) was the most frequently visited site, followed by Javelina Leap (46.1%) located adjacent to Page Springs Cellar. The Arizona Stronghold tasting room in Cottonwood (43.5%) was the next most popular site, followed closely by Oak Creek Vineyards and Alcantara Vineyard and Winery. Other sites received varying frequencies of visits. See Table 2.5.

Table 2.5 Which of these Arizona Wineries/Vineyards or tasting Rooms have you visited at any time - Northern Region

	Percent
Page Springs Cellar	58.7%
Javelina Leap Winery	46.1%
Arizona Stronghold Tasting Room	43.5%
Oak Creek Vineyards	40.7%
Alcantara Vineyard and Winery	34.8%
Jerome Winery	32.7%
Caduceus Cellars & Merkin Vineyards	31.8%
Pillsbury Wine Company North	28.1%
Bitter Creek Winery	15.1%
Art of Wine	10.8%
San Dominique Winery	6.3%
Frietas	6.2%
Granite Creek Winery	4.3%
Juniper Well Ranch	2.5%

In the south, Sonoita Vineyards was the most frequently mentioned site (58.3%), followed by Callaghan Vineyards (53.5%), and Kief-Joshua Vineyard (46.5%). Other frequently visited vineyards are the Village of Elgin – Four Monkeys (46.1%) and the Dos Cabezas Wine Works (40.1%). See Table 2.6.

Table 2.6 Which of these Arizona Wineries/Vineyards or tasting Rooms have you visited at any time - Southern Region

	Percent
Sonoita Vineyards	58.3%
Callaghan Vineyards	53.5%
Kief-Joshua Vineyard	46.5%
Village of Elgin-Four Monkeys	46.1%
Dos Cabezas Wine Works	40.1%
Canelo Hills Winery	38.9%
Wilhelm Family Vineyards	32.6%
Lightning Ridge Cellars	26.3%
Rancho Rossa Vineyards	25.1%
Charron Vineyards	19.4%
Keeling-Schaefer Vineyards	14.4%
Carlson Creek Winery	8.2%
Coronado Vineyards	2.9%
Colibri Vineyards	2.6%
Lawrence Dunham Vineyards	2.3%

How did you hear about the winery/vineyard/tasting room?

What sources are used most frequently to find information on Arizona wineries? Wine tourists, like all tourists, need information to guide their trips and have a wide variety of sources from which to choose. These sources range from newspaper and magazine articles to wine publications and social media. The next section of the study examine the information sources used most often by wine tourists in Arizona.

Interestingly, almost one-third (31.8%) of all respondents used a very traditional source – brochures – to find out about the wineries. Brochures were followed by a very modern information source, the Internet (24.1%). The next most used source was the "Arizona Wines and Vines" publication (19.8%), a specialty wine tourism publication for Arizona. The next information source was concierges (14.2%), who are usually found in full-service hotels where they help guests with bookings and activities. Concierges can help to steer new business to wineries and tasting rooms if they have the information. Word-of-mouth is the next most popular information source (8.8%); it may be a truism but none-the-less valid, that happy visitors will tell others about their experiences. Social media, a relatively new phenomenon, was used by 7.7 percent of visitors. At 7.6 percent each, newspaper and magazine articles also served as viable information outlets. Other information sources are used by relatively few visitors.

Regionally, wine tourist information sources mirror those of the overall sample. The most popular sources of information in both north and south are brochures (33.5% and 29.2% respectively), followed by the Internet (24.9% and 22.9% respectively), and "Arizona Wines and Vines "(20.5% and 18.8% respectively). It is only at the fourth most popular information source that the regions diverge; in the north concierges are the fourth most popular choice (16.8%), whereas in the south it is newspaper articles (12.5%). Next, the north follows with word-of-mouth (9.2%) and Social Media (8.6%), while the south found concierges (10.4%) magazine articles (8.3%) and word-of-mouth (8.3%). See Table 2.7.

Table 2.7 How did you hear about this winery/vineyard/tasting room?

	Northern Region	Southern Region	Overall
Brochures	33.5%	29.2%	31.8%
Internet	24.9%	22.9%	24.1%
Arizona Vines and Wines	20.5%	18.8%	19.8%
Concierge	16.8%	10.4%	14.2%
Word-of-mouth	9.2%	8.3%	8.8%
Social Media	8.6%	6.3%	7.7%
Newspaper articles	4.3%	12.5%	7.6%
Magazine articles	7.0%	8.3%	7.6%
Restaurants	3.8%	4.2%	3.9%
Wine trail publications	3.8%	2.1%	3.1%
Arizona Office of Tourism materials	2.7%	0.0%	1.6%
Other way you heard about this winery-tasting room?	2.2%	0.0%	1.3%

Motivations for visiting Arizona wineries

Why do people visit wineries? There are a variety of reasons why people participate in wine tourism activities; for some it is entirely about the wine experience, while for others the winery may be just another activity on their tourist agenda. To understand better the motivations for visiting Arizona wineries, the survey asked respondents their level of agreement or disagreement with several statements, including: "For me visiting a winery means much more than just drinking wine;" "Wine is important to my lifestyle;" "Drinking wine gives me pleasure;" and, "It does not have to be a special occasion to enjoy wine." Their responses appear in Table 2.8.

The high levels of agreement and high mean scores for all of these suggest the important role that wine plays for most respondents. The highest mean score (4.7 out of a possible 5) was for the statement "It does not have to be a special occasion to enjoy wine." This question had the highest level of agreement of any of the questions, with 24 percent agreeing and a further 74.2 percent strongly agreeing with the statement, for basically unanimous (98.1%) agreement. There is little doubt that wine tourists enjoy and want to visit wineries. The statement with the next highest level of agreement (92.3%) was, "Drinking wine gives me pleasure" (4.5), followed by "I have a strong interest in wine," and "For me visiting a winery means much more than just drinking wine," both with mean scores of 4.2 out of a possible 5. The final two questions had lower but still above average mean scores, "Wine is important to my lifestyle" (mean score of 3.8), and "Visiting wineries is an important part of who I am," with a mean score of 3.3.

Generally, these responses highlight the importance of the wine experience and the special occasions that winery visits constitute. These themes of the enjoyment derived from wine and the educational and experiential nature of winery visits will be explored later in this study. See Table 2.8.

Table 2.8 Indicate your level of agreement with the following statements about your reasons for visiting Arizona wineries – overall

	Strongly Disagree (1)	Disagree (2)	Neither Agree nor Disagree (3)	Agree (4)	Strongly Agree (5)	Mean
For me visiting a winery means much more than just drinking wine	4.6%	2.4%	11.4%	30.2%	51.4%	4.2
Visiting wineries is an important part of who I am	6.8%	13.1%	35.8%	27.6%	16.7%	3.3
I have a strong interest in wine	1.7%	1.5%	8.9%	50.2%	37.8%	4.2
Wine is important to my lifestyle	3.0%	8.6%	20.5%	39.1%	28.9%	3.8
Drinking wine gives me pleasure	.0%	.3%	7.4%	30.5%	61.8%	4.5
It does not have to be a special occasion to enjoy wine	.3%	1.2%	.3%	24.0%	74.2%	4.7

1 = Strongly Disagree
5 = Strongly Agree

Regionally, there was a great deal of consistency in responses to these statements. Slight differences existed between the northern and southern regions for some of the statements, but the differences are not significant, with total agreement across all regions regarding the statement, "It does not have to be a special occasion to enjoy wine," with mean scores in both regions of 4.7. See Table 2.9.

Table 2.9 Indicate your level of agreement with the following statements (mean scores) about your reasons for visiting Arizona wineries – by region

	Northern Region	Southern Region	Overall
	Mean	Mean	Mean
For me visiting a winery means much more than just drinking wine	4.2	4.2	4.2
Visiting wineries is an important part of who I am	3.5	3.1	3.3
I have a strong interest in wine	4.3	4.1	4.2
Wine is important to my lifestyle	3.9	3.7	3.8
Drinking wine gives me pleasure	4.6	4.4	4.5
It does not have to be a special occasion to enjoy wine	4.7	4.7	4.7

Reasons for visiting Arizona wineries

Tourists have many reasons for visiting any specific area and wine tourists are no different. The next set of questions explores a list of 18 reasons that might motivate wine tourists. Respondents were asked to rate these reasons on a scale from 1 to 5, where 1 is "most definitely not a reason to visit," and 5 is "most definitely a reason," to visit the winery/vineyard or tasting room. The general categories of 18 reasons can be grouped into: enjoying the winery experience, socialization, visiting historical or cultural attractions, and outdoor recreation.

Ranked by mean scores, the most important reason for visiting wineries, not surprisingly, is to taste wine, with a mean score of 4.7 out of 5. On the importance scale, three-fourths (77.5%) indicated that it was "most definitely a reason," and 18.0 percent of all respondents indicated that it was "somewhat of a reason" for a score of 95.5 percent. This is not a surprising result since the survey was conducted at wineries and vineyards.

The next four major reasons in order of their mean scores, have less to do with the wine per se and more to do with the social experience: "To have a day out" (mean score 4.5); "To socialize with family and friends" (mean score 4.4); "To rest and relax" (mean score 4.3); and, "To enjoy the beauty of rural Arizona vineyards" (mean score 4.2). This group captures tourist motivations to relax, socialize and rejuvenate. The only other factors that rated a 4.0 or above (i.e., somewhat to definitely a reason for the visit) are "to buy wine" and "to have a different Arizona experience" (both with mean scores of 4.0).

Other wine-related reasons, such as "to learn about wine and wine making" (mean score 3.9), "to eat and drink wine at the winery" (3.8), "to go on a winery or wine cellar tour" (3.4), "to be able to talk to the vintner" (3.3), "to visit a wine route or trail (see all the wineries in an area)" (3.3), and "to buy wine related gifts or souvenirs" (3.0), all rated lower than "somewhat of a reason for the visit."

Other general non-wine reasons that rated lower included: "being entertained" (3.7), "to experience Arizona agriculture" (3.3), "to visit a historical or cultural attraction in the area" (2.9), "to participate in outdoor recreation activities (hiking mountain biking etc)" (2.8). See Table 2.10.

Table 2.10. Which of the following would you say were the reason(s) for your visit to Arizona wineries/vineyards/tasting rooms- Overall?

	Most Definitely Not (1)	Not a Reason (2)	Neither (3)	Somewhat of a Reason (4)	Most Definitely a Reason (5)	Mean
To taste wine	2.2%	0.0%	2.2%	18.0%	77.5%	4.7
To have a day out	1.0%	3.6%	3.8%	26.3%	65.3%	4.5
To socialize with family and friends	2.2%	4.6%	8.3%	23.5%	61.3%	4.4
To rest and relax	2.6%	3.6%	7.6%	35.1%	51.1%	4.3
To enjoy the beauty of rural Arizona vineyards	1.0%	5.6%	8.9%	37.1%	47.4%	4.2
To buy wine	2.6%	5.2%	12.3%	48.7%	31.1%	4.0
To have a different Arizona experience	2.2%	4.9%	16.4%	44.2%	32.3%	4.0
To learn about wine and wine making	3.8%	8.5%	15.6%	39.9%	32.2%	3.9
To eat and drink wine at the winery	3.4%	9.8%	17.1%	39.4%	30.4%	3.8
To be entertained	4.2%	12.0%	21.3%	39.1%	23.5%	3.7
To go on a winery or wine cellar tour	8.2%	15.0%	28.7%	29.6%	18.4%	3.4
To experience Arizona agriculture	7.8%	16.4%	31.5%	27.3%	16.9%	3.3
To be able to talk to the vintner	8.6%	15.4%	29.5%	31.5%	15.0%	3.3
To visit a wine route or trail (see all the wineries in an area)	5.6%	19.9%	30.4%	29.2%	15.0%	3.3
To buy wine related gifts or souvenirs	9.5%	26.6%	26.5%	26.7%	10.7%	3.0
To visit a historical or cultural attraction in the area	12.2%	22.2%	32.8%	24.9%	7.9%	2.9
To attend a wine-related festival or event	14.3%	23.4%	34.0%	18.2%	10.1%	2.9
To participate in outdoor recreation activities (hiking mountain biking etc)	16.6%	24.9%	29.9%	17.9%	10.7%	2.8

When comparing the regions on reasons for the visit, several statistically significant differences appear. Differences between the regions are significant at the 0.05 level, indicating that differences noted in the table are not likely to have been the result of chance. To taste wine rated higher in the south (4.8) than in the north (4.6), as did "to have a day out" (4.6 in south compared to 4.5 in north), and "To enjoy the beauty of rural Arizona vineyards" (4.5 south compared to 4.1 north). On the other hand, northern wine tourists scored significantly higher on rest and relaxation (4.4 in north compared to 4.1 in south), "To participate in outdoor recreation activities (hiking mountain biking etc)" (3.0 north compared to 2.5 south), and "To experience Arizona agriculture" (3.4 compared to 3.1). These differences are no doubt linked to other attractions and activities available in each region, i.e., the availability of mountain biking and hiking in the Sedona and Verde Valley area produces a higher level of interest in that activity. See Table 2.11, 2.12. and 2.13, for separate breakouts of the wine tourism regions.

Table 2.11. Which of the following would you say were the reason(s) for your visit to Arizona wineries/vineyards/tasting rooms – comparison of mean scores north and south

	Northern Region	Southern Region
	Mean	Mean
To taste wine	4.6	4.8*
To buy wine	4.0	4.0
To have a day out	4.5	4.6*
To socialize with family and friends	4.4	4.4
To learn about wine and wine making	3.9	3.8
To rest and relax	4.4*	4.1
To go on a winery or wine cellar tour	3.3	3.5
To be able to talk to the vintner	3.3	3.3
To eat and drink wine at the winery	4.0*	3.6
To be entertained	3.6	3.8
To enjoy the beauty of rural Arizona vineyards	4.1	4.5*
To attend a wine-related festival or event	2.9	2.8
To visit a historical or cultural attraction in the area	3.0	2.8
To visit a wine route or trail (see all the wineries in an area)	3.3	3.3
To buy wine related gifts or souvenirs	2.9	3.3
To participate in outdoor recreation activities (hiking mountain biking etc)	3.0*	2.5
To have a different Arizona experience	3.9	4.1
To experience Arizona agriculture	3.4*	3.1

*significant at the 0.05 level

Table 2.12. Which of the following would you say were the reason(s) for your visit to Arizona wineries/vineyards/tasting rooms – Northern Region?

Northern	Most Definitely Not (1)	Not a Reason (2)	Neither (3)	Somewhat of a Reason (4)	Most Definitely a Reason (5)	Mean
To taste wine	3.8%	0.0%	3.8%	15.2%	77.2%	4.6
To have a day out	1.6%	3.3%	4.9%	28.6%	61.5%	4.5
To rest and relax	1.6%	3.2%	4.3%	36.2%	54.6%	4.4
To socialize with family and friends	3.8%	2.2%	7.0%	27.0%	60.0%	4.4
To enjoy the beauty of rural Arizona vineyards	1.6%	6.6%	13.7%	37.4%	40.7%	4.1
To eat and drink wine at the winery	1.6%	6.9%	13.8%	44.4%	33.3%	4.0
To buy wine	1.6%	5.9%	13.4%	51.3%	27.8%	4.0
To have a different Arizona experience	3.8%	5.4%	10.8%	53.5%	26.5%	3.9
To learn about wine and wine making	3.7%	7.4%	18.1%	35.6%	35.1%	3.9
To be entertained	4.4%	9.3%	26.8%	43.2%	16.4%	3.6
To experience Arizona agriculture	3.9%	19.1%	27.5%	30.9%	18.5%	3.4
To be able to talk to the vintner	7.2%	17.1%	29.3%	29.8%	16.6%	3.3
To visit a wine route or trail (see all the wineries in an area)	4.9%	21.2%	29.9%	29.3%	14.7%	3.3
To go on a winery or wine cellar tour	9.3%	19.1%	26.2%	26.2%	19.1%	3.3
To visit a historical or cultural attraction in the area	9.3%	26.2%	27.3%	25.1%	12.0%	3.0
To participate in outdoor recreation activities (hiking mountain biking etc)	10.2%	28.3%	25.7%	21.9%	13.9%	3.0
To attend a wine-related festival or event	14.4%	26.0%	28.7%	17.7%	13.3%	2.9
To buy wine related gifts or souvenirs	8.7%	30.1%	32.8%	21.9%	6.6%	2.9

Table 2.13. Which of the following would you say were the reason(s) for your visit to Arizona wineries/vineyards/tasting rooms – Southern Region?

Southern	Most Definitely Not (1)	Not a Reason (2)	Neither (3)	Somewhat of a Reason (4)	Most Definitely a Reason (5)	Mean
To taste wine	0.0%	0.0%	0.0%	22.0%	78.0%	4.8
To have a day out	0.0%	4.2%	2.1%	22.9%	70.8%	4.6
To enjoy the beauty of rural Arizona vineyards	0.0%	4.1%	2.0%	36.7%	57.1%	4.5
To socialize with family and friends	0.0%	8.2%	10.2%	18.4%	63.3%	4.4
To rest and relax	4.2%	4.2%	12.5%	33.3%	45.8%	4.1
To have a different Arizona experience	0.0%	4.1%	24.5%	30.6%	40.8%	4.1
To buy wine	4.3%	4.3%	10.6%	44.7%	36.2%	4.0
To learn about wine and wine making	4.0%	10.0%	12.0%	46.0%	28.0%	3.8
To be entertained	3.9%	15.7%	13.7%	33.3%	33.3%	3.8
To eat and drink wine at the winery	6.0%	14.0%	22.0%	32.0%	26.0%	3.6
To go on a winery or wine cellar tour	6.5%	8.7%	32.6%	34.8%	17.4%	3.5
To visit a wine route or trail (see all the wineries in an area)	6.7%	17.8%	31.1%	28.9%	15.6%	3.3
To buy wine related gifts or souvenirs	10.6%	21.3%	17.0%	34.0%	17.0%	3.3
To be able to talk to the vintner	10.6%	12.8%	29.8%	34.0%	12.8%	3.3
To experience Arizona agriculture	14.3%	11.9%	38.1%	21.4%	14.3%	3.1
To attend a wine-related festival or event	14.3%	19.0%	42.9%	19.0%	4.8%	2.8
To visit a historical or cultural attraction in the area	16.3%	16.3%	40.8%	24.5%	2.0%	2.8
To participate in outdoor recreation activities (hiking mountain biking etc)	26.0%	20.0%	36.0%	12.0%	6.0%	2.5

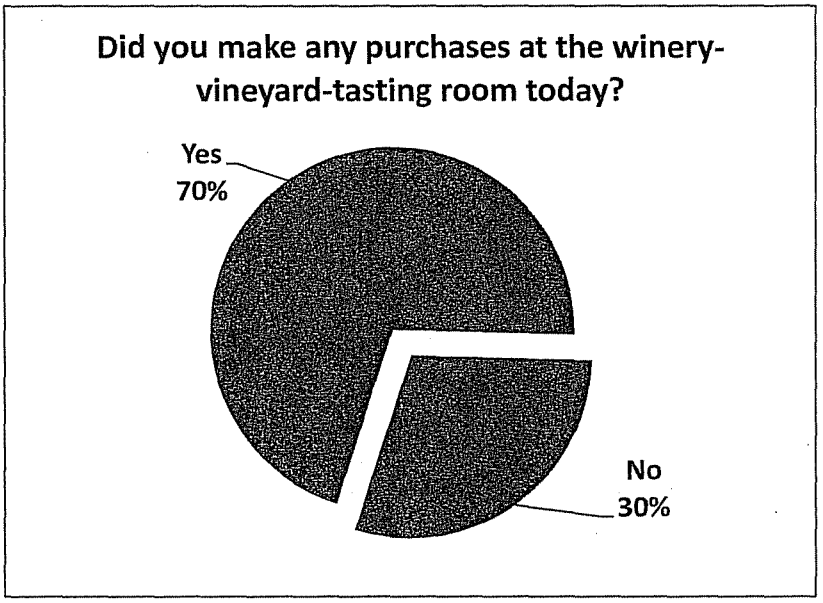
Purchases at Wineries and Tasting Rooms

Winery and tasting room purchases are very important to the individual businesses and owners. These purchases support local employment and community economies. Respondents were asked if they made purchases at the vineyard/winery or tasting room where they received the survey. Almost three-fourths (70.4%) of all wine tourists made purchases at the site where they were surveyed; the remainder (29.6%) indicated that they did not make any purchases. Regionally, more visitors to the northern region (72.6%) made purchases than did those in the southern region (66.7%). See table 2.14, and Figure 2.3.

Table 2.14 Did you make any purchases at the winery-vineyard-tasting room today?

	Northern Region	Southern Region	Overall
Yes	72.6%	66.7%	70.4%
No	27.4%	33.3%	29.6%
Total	100.0%	100.0%	100.0%

Figure 2.3. Did you make any purchases at the winery-vineyard-tasting room today?



How many bottles of wine did you purchase?

Overall, the average wine tourist purchased 3.3 bottles of wine during their visit. Thus, the majority of wine purchases made were less than a case; however, 7.3 percent of respondents purchased a case (12 bottles) or more. When considering regional differences, southern visitors purchased more bottles on average (4.2 bottles) than did northern visitors (2.7 bottles). The other significant difference between northern and southern visitors is the number of large case lot purchases. Southern visitors were four times more likely to purchase 12 or more bottles (13.6%) than were northern visitors (3.3%). See Table 2.15.

Table 2.15 How many bottles of wine did you purchase?

	Northern Region	Southern Region	Overall
1	48.9%	31.8%	42.3%
2	23.3%	22.7%	23.1%
3	10.0%	13.6%	11.4%
4	3.3%	9.1%	5.6%
5	2.2%	.0%	1.4%
6	6.7%	4.5%	5.8%
8	1.1%	.0%	.7%
10	1.1%	4.5%	2.4%
12	1.1%	4.5%	2.4%
15	1.1%	9.1%	4.2%
24	1.1%	.0%	.7%
Total	100.0%	100.0%	100.0%

North = 2.7 bottles
South = 4.2 bottles
Overall = 3.3 bottles

Visitor spending on wine, food and merchandise

When examining the winery purchases of visitors care needs to be exercised in interpreting the results. While 70.4 percent of respondents indicated that they made purchases at the site where they were surveyed, not all of the respondents provided full purchasing information. Overall, visitors spent an average of $70.2 on wine, however only 43.1 percent of all visitors indicated that wine was purchased. Similarly, only 17.3 percent of visitors had food purchases at the wineries and tasting rooms, and for visitors who had these purchases the average was $41.2. Finally, the least number of visitors (13.5%) had souvenir or other merchandise purchases, which averaged $30.7.

For purchased items, differences exist between the regions on all levels. Respondents spent more on wine in the southern region ($81.7) compared to the northern region ($63.8), which is in line with the larger average number of bottles sold in the south. In all other expenditure categories, however, the northern visitors spent more on average than southern visitors, for example food purchases ($44 in north compared to $33 in south), and merchandise purchases ($32.4 in north compared to $28.6 in south). See Table 2.16.

Table 2.16. Purchases made at wineries, vineyards and tasting rooms

	Northern Region	%	Southern Region	%	Overall	%
How much did you spend on wine?	$63.8	46.8%	$81.7	37.7%	$70.2	43.1%
How much did you spend on food?	$44.0	21.4%	$33.3	11.3%	$41.2	17.3%
How much did you spend on merchandise?	$32.4	12.4%	$28.6	15.1%	$30.7	13.5%

How was your overall experience at this particular winery/vineyard or tasting room?

Overall, two-thirds (67.1%) of visitors indicated that their experience at the location where they received the survey was "much better than I expected." The mean score for the overall sample was 1.5, between "much better" and "a little better." Less than one-fifth (15.6%) of all visitors indicated that their experience was "a little better than they expected," and a similar number (15.5%) indicated that their experience was "as they expected." A relatively insignificant number (1.8%) indicated that the experience was "much worse than they expected."

When looking at the regions, few differences appeared between northern and southern sites on satisfaction with the visit. The north has only a slightly higher mean score (1.5) than does the south (1.6). In the south, three-fourths (72.3%) of all respondents thought their experience was "much better than expected," compared to the north where the score for the same statement was lower (62.3%). The difference, however, lies with the fact that in the north one-fifth (20.7%) indicated that their experience was "a little better than they expected," while fewer (8.5%) southern visitors indicated that was their experience. When combining the two categories of "much better" and "a little better" the northern sites are slightly ahead with scores of 84.0 percent over the southern sites with a score of 80.8 percent. See Table 2.17.

Table 2.17. How was your overall experience at this particular winery-vineyard-tasting room or festival?

	Northern Region	Southern Region	Overall
Much better than I expected (1)	63.3%	72.3%	67.1%
A little better than I expected (2)	20.7%	8.5%	15.6%
As I expected (3)	16.0%	14.9%	15.5%
A little worse than I expected (4)	.0%	.0%	.0%
Much worse than I expected (5)	.0%	4.3%	1.8%
Total	100.0%	100.0%	100.0%

Tourist Trip Characteristics

This section of the study covers the other trip characteristics for visitors to Arizona's wine tourism regions aside from the actual winery or tasting room experiences. This section focuses on trip length, day vs. overnight, type of accommodations for overnight trips, and visitor expenditures.

Trip Length

Overall, almost two-thirds (61.2%) of wine tourism visitors were on a day trip, while the remainder (38.8%) stayed overnight. Considering the locations of the wine regions this is not surprising since both are located near the state's two largest metro areas of Phoenix and Tucson. Regionally, some differences appeared; in particular, there were twice as many overnight trips in the north (48.4%) than in the south (24.5%), and conversely more day-trips in the south (75.5%) than the north (51.6%). The majority of overnight trips in the northern region are linked to the heavily-visited community of Sedona, which is located adjacent to the Verde Valley wineries. See Table 3.1.

Table 3.1. How long are you staying in this area?

	Northern Region	Southern Region	Overall
Day Trip	51.6%	75.5%	61.2%
Overnight Trip	48.4%	24.5%	38.8%
Total	100.0%	100.0%	100.0%

Next, the survey asked for the length of stay for day and overnight trips. The average length of day-trips is 4.7 hours, while the average length of overnight trips is 2.9 nights. Visitors in the southern regions had slightly longer day-trips (5.1 hours) when compared to northern visitors (4.4 hours). The same pattern holds true for overnight visitors; southern region visitors who spent the night stayed on average one night longer in the area (3.5 nights) than did northern visitors (2.6 nights). See Table 3.2.

Table 3.2. How long are you staying in this area?

	Northern Region	Southern Region	Overall
	Mean	Mean	Mean
If a day trip how many hours did you spend in the area?	4.4	5.1	4.7
If staying overnight how many nights did you stay?	2.6	3.5	2.9

Accommodations

About four of ten visitors (38.8%) indicated that they stayed overnight in the area. The next question asked respondents to specify type of accommodation. The largest single group of visitors (45.0%) stayed in a Hotel-Motel, while 18.7 percent stayed in other accommodations. The majority of the other category was comprised of condominiums and time share resorts in the Sedona area and guest cabins. The next largest group of overnight visitors (15.8%) stayed in the homes of family or friends, while 12.2 percent stayed in a Bed & Breakfast, a further 10.9 percent stayed in a RV park, and the remainder 2.8 percent stayed in a campground. See Table 3.3.

Slightly more visitors stayed in hotel-motels in the north (47.8%) than did the south (40.0%), while other accommodations in the north (24.8%) were dominated by the time share and condo market. On the other hand, visitors in the south were three times as likely (28.0%) to stay in the homes of friends or relatives, than were those who visited the north (8.8%). Southern visitors were also twice as likely (16.0%) to stay in an RV park than those in the north (8.0%). This may be a function of the large number of winter long-stay visitors in RV parks and other seasonal accommodations in the Tucson metro area and southern deserts.

Table 3.3. If you stayed overnight where did you stay?

	Northern Region	Southern Region	Overall
Hotel-Motel	47.8%	40.0%	45.0%
Home of friends or family	8.8%	28.0%	15.8%
RV Park	8.0%	16.0%	10.9%
Campground	4.4%	.0%	2.8%
Other accommodation	24.8%	8.0%	18.7%
Bed & Breakfast	12.4%	12.0%	12.2%

If staying overnight what community

Those visitors who stayed overnight while on their trip to the winery were asked to indicate what community they stayed in while on their trip. The community receiving the most mention overall was Sedona (42.6%), followed by Cottonwood (10.9%) in the northern region. The next five communities are found in the southern portion of the state. These communities are Tucson (9%), Sonoita (7.8%), Patagonia (4.7%), Sierra Vista (3.7%), and Green Valley (3.1%). These seven communities account for 82 percent of all responses for this question.

Regionally, the northern communities are dominated by those in the Verde Valley – Sedona (60.2%), Cottonwood (16.7%), Jerome (4.6%), Village of Oak Creek (1.9%) and Camp Verde (1.9%) – although Flagstaff (3.7%) and Prescott (3.7%) also appeared in the north. The southern region is dominated by Tucson (22.7%), Sonoita (22.7%), Patagonia (13.6%), Green Valley (9.1%), Sedona (9.1%), Sierra Vista (9.1%), Bisbee (4.5%), Oro Valley (4.5%) and Tombstone (4.5%).

Table 3.4 If staying overnight what community did you or will you stay in?

	Northern Region	Southern Region	Overall
SEDONA	60.2%	9.1%	42.6%
COTTONWOOD	16.7%	0.0%	10.9%
TUCSON	1.9%	22.7%	9.0%
SONOITA	0.0%	22.7%	7.8%
PATAGONIA	0.0%	13.6%	4.7%
SIERRA VISTA	0.9%	9.1%	3.7%
GREEN VALLEY	0.0%	9.1%	3.1%
JEROME	4.6%	0.0%	3.0%
FLAGSTAFF	3.7%	0.0%	2.4%
PRESCOTT	3.7%	0.0%	2.4%
BISBEE	0.9%	4.5%	2.2%
ORO VALLEY	0.0%	4.5%	1.6%
TOMBSTONE	0.0%	4.5%	1.6%
CAMP VERDE	1.9%	0.0%	1.2%
VILLAGE OF OAK CREEK	1.9%	0.0%	1.2%
CLARKDALE	0.9%	0.0%	0.6%
PHOENIX	0.9%	0.0%	0.6%
PINE	0.9%	0.0%	0.6%
SURPRISE	0.9%	0.0%	0.6%

Visitor Spending

Visitor spending is always a crucial component of any tourism study. Visitors to Arizona's wineries, tasting rooms and vineyards reported a wide variety of expenditures in categories of Lodging-camping, Restaurant and grocery, Transportation (including gas), Shopping, Recreation/tour/entrance fees, and "Other" expenditures. When considering visitor expenditures in the wine regions, expenditures need to be segmented between day and overnight visitors. A prior question found that 61.2 percent of all wine visitors were day visitors and 38.8 percent were staying overnight in the area. Typically overnight visitors tend to have higher total expenditures associated with their trips because of the lodging factor, although other expenditures such as gas and food and beverage expenses can tend to be similarly high.

For day visitors, the highest average expenditures reported were for "other" expenditures ($45) closely followed by restaurant and grocery ($44) then by shopping for jewelry and antiques ($33), and transportation ($31). Recreation, tour, entrance fees or permits ($20) had the least average expenditure in the sample. The "other" expenditure category included such things as casino gaming, and other miscellaneous purchases. Regionally, "other" expenditures all rated high for both the northern and southern regions. See Table 3.5.

Table 3.5 Day Per-Party Visitor Expenditures

	Northern Region	Southern Region	Overall
Number of people expenditures are for	2.7	4.1	3.1
Lodging-Camping	$0	$0	$0
Restaurant & Grocery	$48	$35	$44
Transportation including gas	$32	$28	$31
Shopping-jewelry-antiques	$33	$38	$33
Recreation-Tour-Entrance-Permit fees	$22	$14	$20
Other expenditures	$50	$40	$45
Total	$185	$155	$173

For overnight visitors, lodging and camping ($140) produced the highest average expenditures, followed by restaurant and grocery ($82), transportation ($30), and shopping for jewelry and antiques purchases ($29). Shopping was followed by tour, entrance fees or permits ($16). The "Other" category had relatively high expenditures ($73).

Regionally, lodging-camping and restaurant and grocery were the highest expenditures in both the northern and southern regions followed by "other". Transportation costs were notably higher in the north ($43) as compared to the south ($18). See Table 3.6.

Table 3.6 Overnight Per-Party Visitor Expenditures

Overnight visitor expenditures	Northern Region	Southern Region	Overall
Number of people expenditures are for	2.2	4.0	2.6
Lodging-Camping	$150.3	$115.6	$139.7
Restaurant & Grocery	$79.6	$88.2	$82.1
Transportation including gas	$43.2	$18.1	$30.1
Shopping-jewelry-antiques	$35.5	$17.1	$29.4
Recreation-Tour-Entrance-Permit fees	$15.4	$18.5	$16.4
Other expenditures	$48.9	$66.7	$73.1
Total	$372.9	$324.2	$370.8

Comparing Arizona and National Wine Tourists

In 2006, the U.S. Travel Industry Association (TIA), the Travel & Tourism Research Association, and *Gourmet* magazine conducted a study of 2,364 culinary travelers in the United States titled, *Profile of Culinary Travelers.* The objectives of the study were to:

- Estimate the size of the culinary tourism market among U.S. residents.
- Quantify spending on culinary tourism
- Identify/define/segment culinary tourists among general leisure travelers
- Create a demographic profile of culinary tourists compared to general leisure travelers
- Identify various trip activities that correlate with culinary activities
- Understand research and planning behaviors among both culinary tourists and general leisure travelers
- Understand motivators for culinary tourism
- Understand perceptions of and interest in destinations across the United States as culinary travel destinations
- Gauge potential interest in future culinary travel across the leisure traveler market

The study also investigated wine travelers who were defined in the study as: "Leisure travelers, who participate in wine tours, drive wine trails, taste locally made wines or attend wine festivals."

The study described the culinary and wine tourism market in the U.S. as follows: "While clearly a niche travel market, culinary travel involves millions of travelers spending billions of dollars. Overall, 17% of American leisure travelers have engaged in some type of culinary or wine-related activity while traveling within the past three years. This equates to just over 27 million travelers." (TIA, 2006).

Beyond participating in culinary activities on trips, travelers were divided into groups based on how central these activities were to their trip and the planning process. In the TIA study, "Just under 8 percent of leisure travelers (12.6 million people) report that food or wine-related activities were a key reason they took a trip or helped them choose between destinations." These are classified as "Deliberate" Culinary Travelers. Another 4.7 percent of leisure travelers (7.6 million) can be classified as "Opportunistic" Culinary Travelers, who took at least one trip to seek out culinary activities, although these were not a factor in destination choice. Finally, 4.4 percent of leisure travelers (7.1 million) can be classified as "Accidental" Culinary Travelers because they participated in culinary activities on a trip "simply because they were available."

Comparison between Arizona and TIA study demographics

In this comparison between US Culinary Travelers and Arizona Wine Tourists, the Arizona wine tourists will be subdivided into groups similar to those in the TIA study based upon the importance of the winery visits to their trip. While the question is not the same, the motivations expressed come from the following questions: "Visiting wineries is an important part of who I am," and "For me visiting a winery means much more than just drinking wine." The two questions were measured on the same scale, "strongly disagree" to "strongly agree," and a variable was created to compare to the TIA grouping. When applied to Arizona wine tourists, the population split into three groups, as follows: "deliberate wine tourists" account for half of all respondents (49.5%); "opportunistic wine tourists" account for one-third (33.8%); and, "accidental wine tourists" (16.8%) for the remainder. From this point forward in this portion of the analysis, Arizona refers to the current study of Arizona wine tourists, while TIA refers to the 2006 *Profile of Culinary Travelers.* The groups differ in that Arizona wine tourists are a self selected group specifically encountered at wineries, and thus have slightly higher percentages in the deliberate and opportunistic groups and less in the accidental. See Table 4.1.

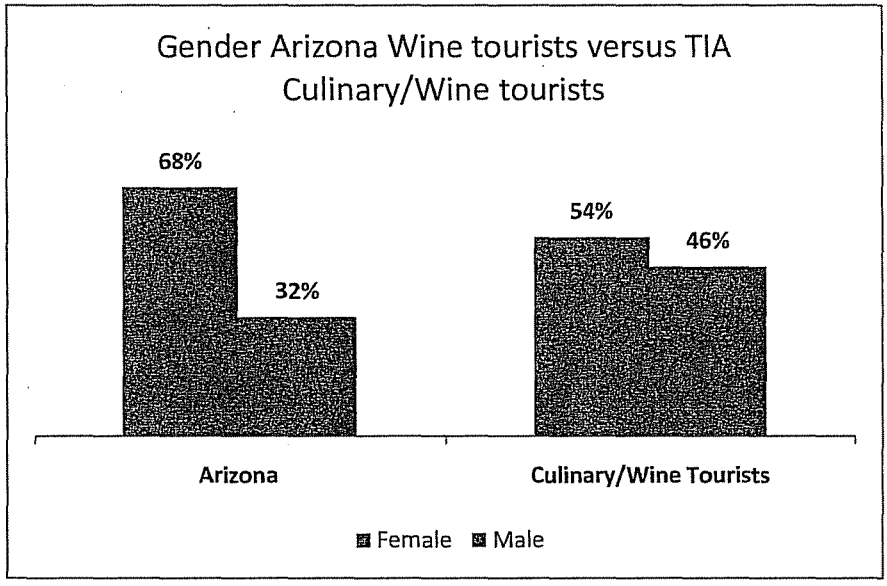
Table 4.1. A comparison of Arizona wine tourists and the TIA's 2006 Profile of Culinary Travelers

	Arizona	TIA
Deliberate wine tourists	49.4%	43.4%
Opportunistic wine tourists	33.8%	28.8%
Accidental wine tourists	16.8%	27.8%
Total	100.0%	100.0%

Gender

More females appeared in Arizona wine travel parties (68%) than in the TIA study of culinary/wine tourists (54%), although women comprised the majority of visitors in both studies. See Figure 4.1.

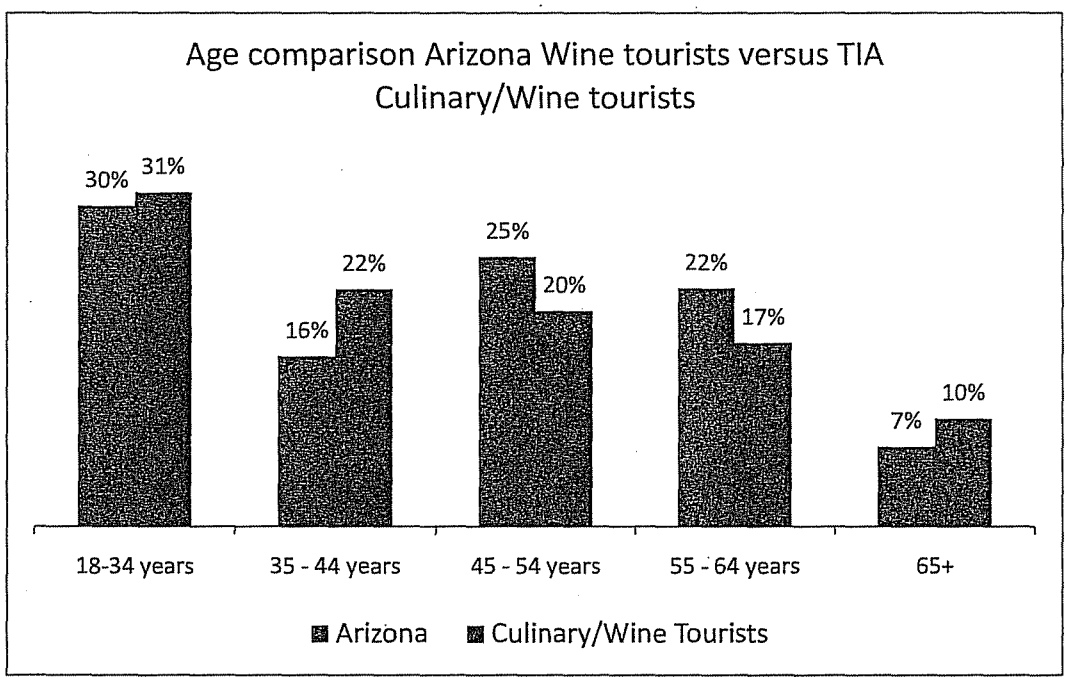
Figure 4.1. Gender Arizona wine tourists versus TIA Culinary/Wine tourists



Age

In terms of age, some differences appeared between the two studies. TIA wine tourists had about the same percentage of respondents in the 18-34 year age group (31%) as the Arizona wine tourists (30%); however, wine tourists in the 35-44 year age group were greater in the TIA study (22%) compared to the Arizona study (16%); and, in the 65+ visitor group (10% compared to 7%). On the other hand, Arizona had more visitors in the 45-54 year age group (25%) compared to TIA (20%), and the 55-64 year age group (22% compared to 17%).

Figure 4.2. Gender Arizona wine tourists versus TIA Culinary/Wine tourists

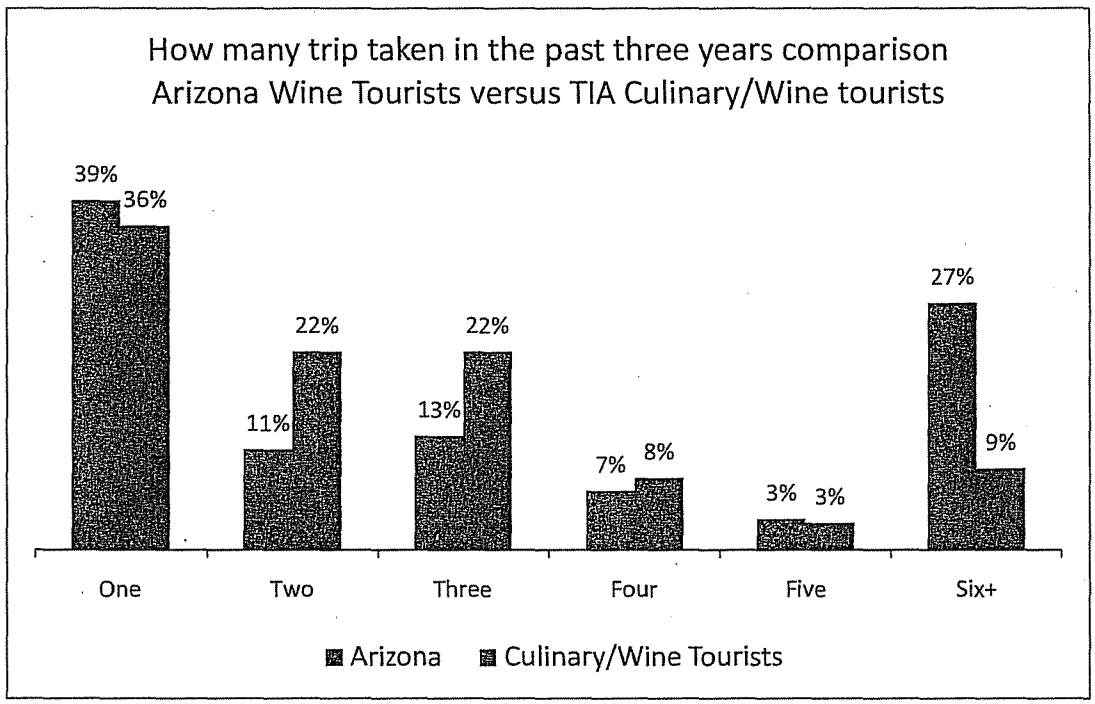


A comparison of annual household income was not possible since the TIA study used different income categories to those used in the Arizona study. The remainder of this profile will focus on activities that are comparable.

Number of Wine Trips Taken in the Past Three Years

The TIA study asked for the number of wine trips taken in the past three years, while the Arizona study asked for trips in the past year. While not directly comparable, the Arizona frequency of trips to wineries is probably an underestimate when compared to the TIA study. In Arizona slightly more wine visitors have made one trip (39% compared to 36%) to a winery. For all other trip frequencies with the exception of 6+ trips, TIA study tourists made more frequent trips. However, Arizona wine visitors are three times more likely than the TIA study participants to make 6 or more trips.

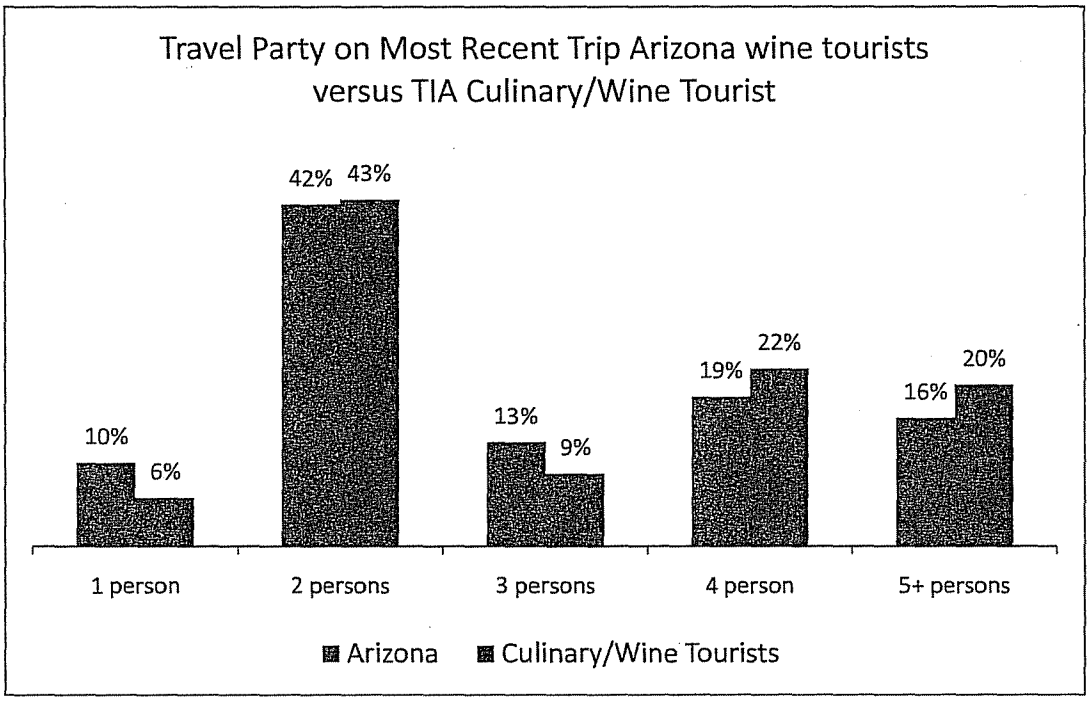
Figure 4.3. How Many Trips Taken in Last Three Years – Arizona versus TIA



Travel Party Size on Most Recent Trip

Few differences appeared in the size of travel parties between Arizona and TIA wine tourists. Two exceptions are in one person parties (10% in Arizona compared to 6% in TIA), and 3 person parties (13% in Arizona compared to 9% in TIA). However, in terms of large parties of five or more persons, the TIA study respondents constituted larger percentages (20% TIA compared to 16% in Arizona).

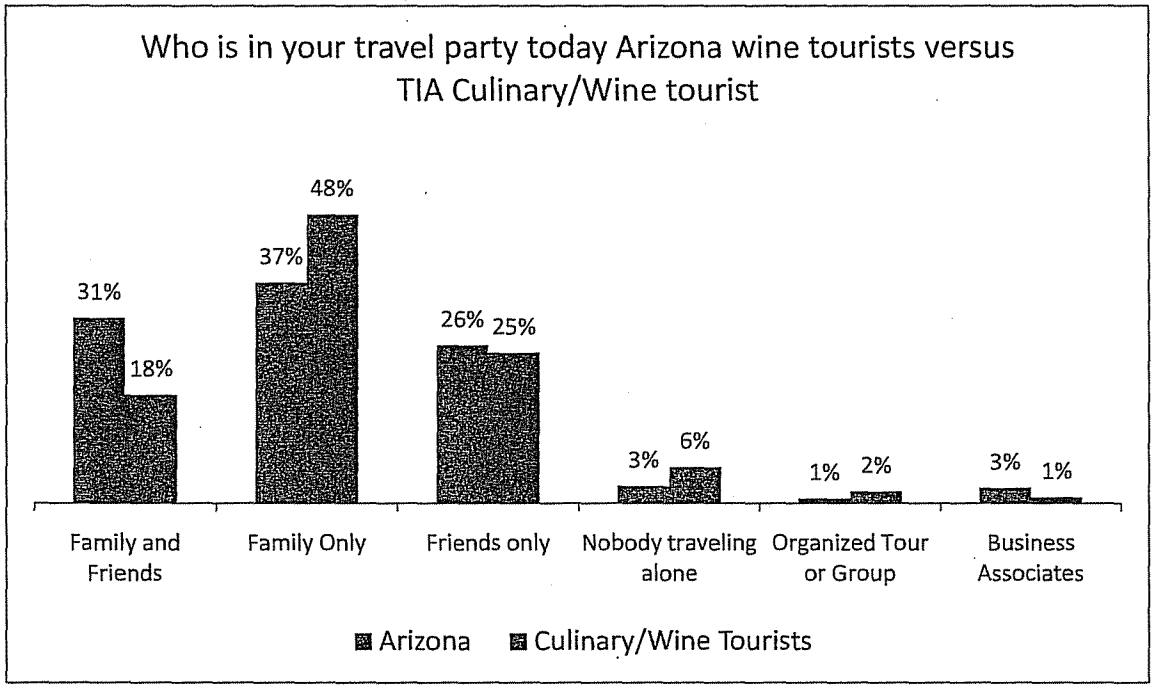
Figure 4.4. Travel Party Size on Most Recent Trip – Arizona versus TIA



Who is in your Travel Party

Arizona wine tourists traveled in parties of family and friends (31%) at a higher rate than TIA wine tourists (18%), while twice as many TIA wine tourists (6%) traveled alone compared to Arizona wine tourists (3%). The only other noticeable difference is that TIA wine visitors were more likely to travel as family only (48%) compared to Arizona wine tourists (37%).

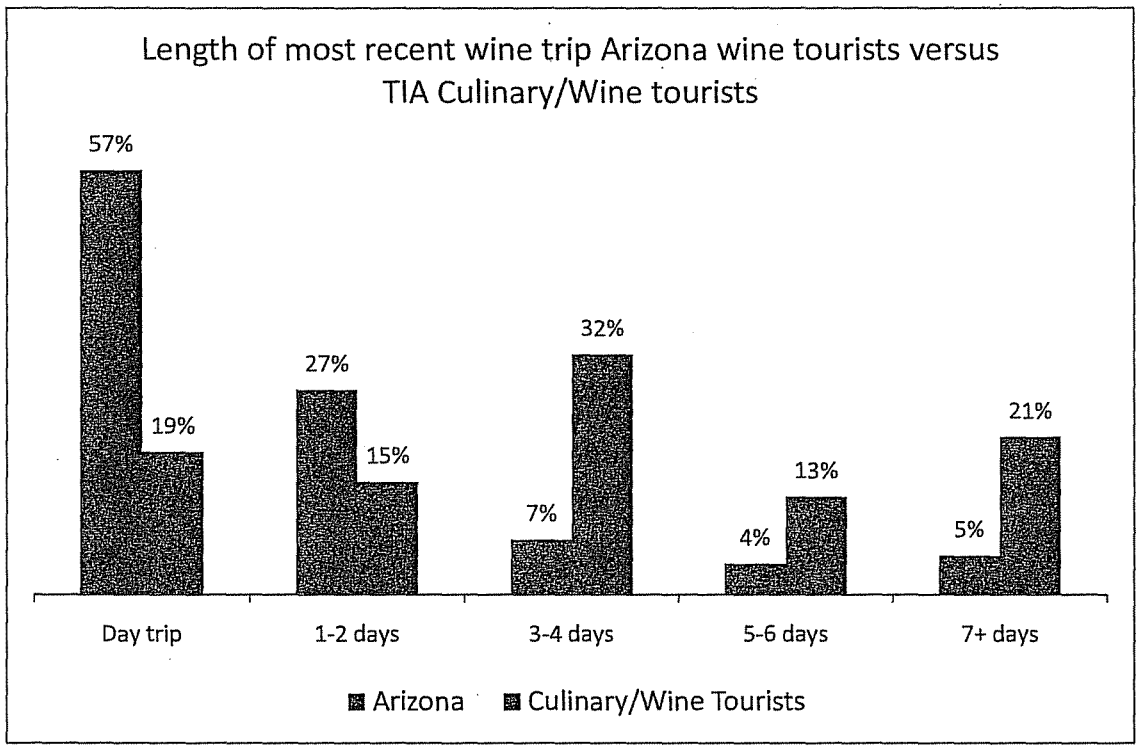
Figure 4.5. Who is in your travel party today – Arizona versus TIA



Length of Most Recent Wine Trip

Arizona wine tourists generally have shorter trips to wineries than the TIA wine visitors. Arizona visitors dominated in day trips (57%) and 1-2 day trips (27%), compared to TIA wine tourists who had many more parties taking long trips of several days or more.

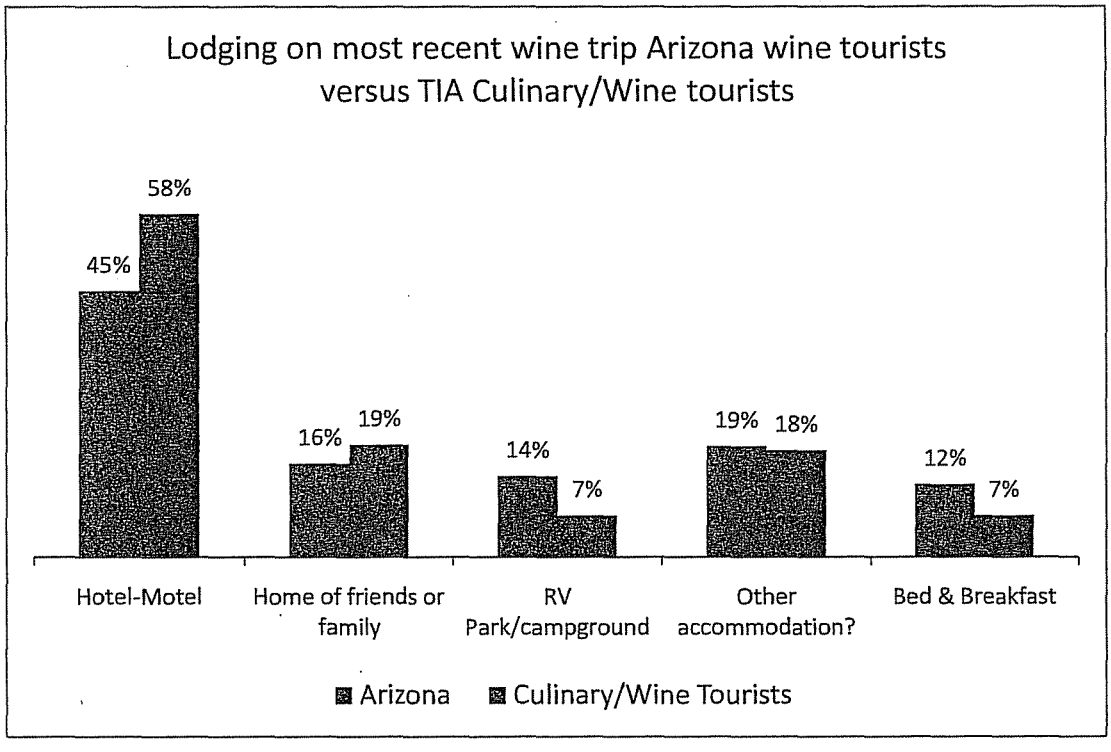
Figure 4.6. Length of most recent wine trip – Arizona versus TIA



Lodging on Most Recent Wine Trip

Arizona wine tourists tended to stay less in a hotel/motel/resort on their wine trips (45% compared to 58%), and with family and friends (16% compared to 19%) than did the TIA wine visitors. On the other hand, Arizona wine tourists were more likely to stay in RV Parks/Campgrounds (14% compared to 7%), Bed & Breakfasts (12% compared to 7%) and other accommodations than TIA wine travelers (19% compared to 18%).

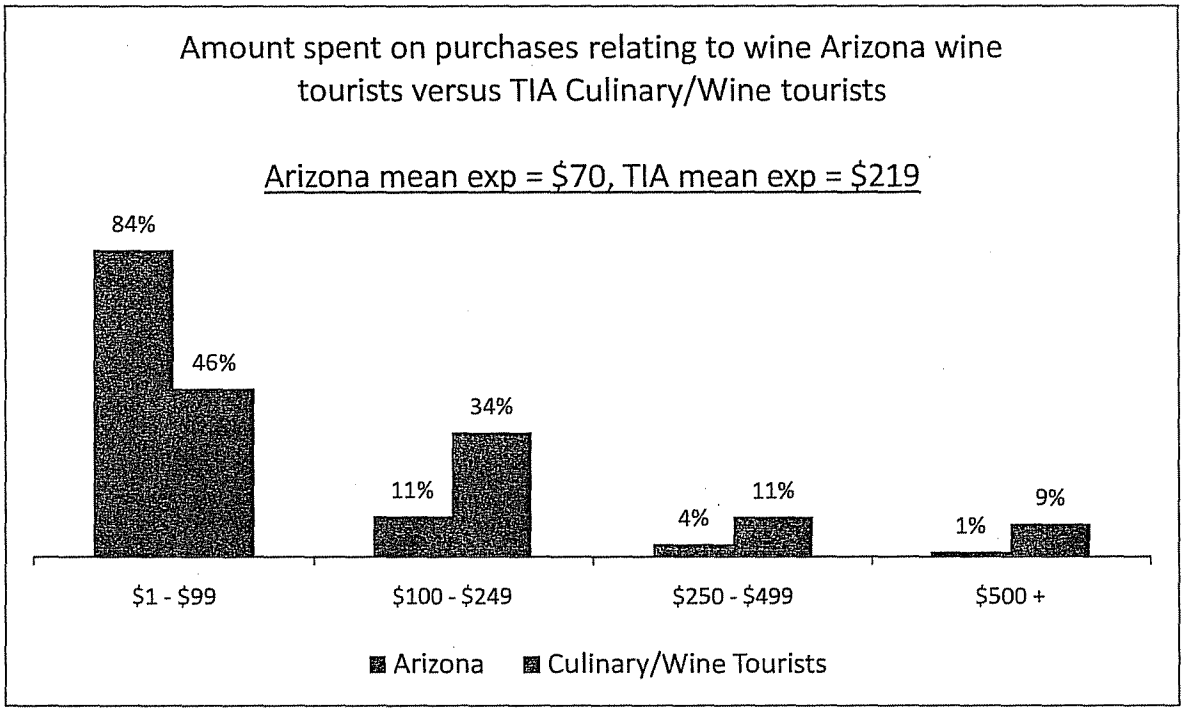
Figure 4.7. Lodging on most recent wine trip – Arizona versus TIA



Expenditures on Most Recent Wine Trip

Arizona wine tourists had considerably lower average expenditures on wine ($70) compared to the TIA wine visitors ($219). Arizona visitors had the greatest expenditures under $99 (84%), at rates nearly twice that of TIA wine tourists (46%). Arizona lagged the TIA groups in all the higher expenditure categories. The differences are compounded by the fact that 66 percent of all TIA travelers spent 3+ days on their trips compared to 16% of Arizona wine visitors. Longer trips tend to have higher expenditures in all categories including wine purchases.

Figure 4.8. Amount spent on purchases – Arizona versus TIA



Arizona Specific Questions in the TIA Culinary Tourism Survey 2006

The Arizona Office of Tourism purchased four questions that were included in the 2006 TIA Culinary Tourism survey, which specifically asked about Arizona culinary and wine opportunities. The first question asked respondents to indicate their level of agreement with the statement, "I am interested in Arizona as a travel destination because of its culinary offerings." The study defined culinary travel as: "Leisure travelers who engage in either or both food travel and wine travel." This question provides an understanding of the level of interest in Arizona as a culinary and wine destination.

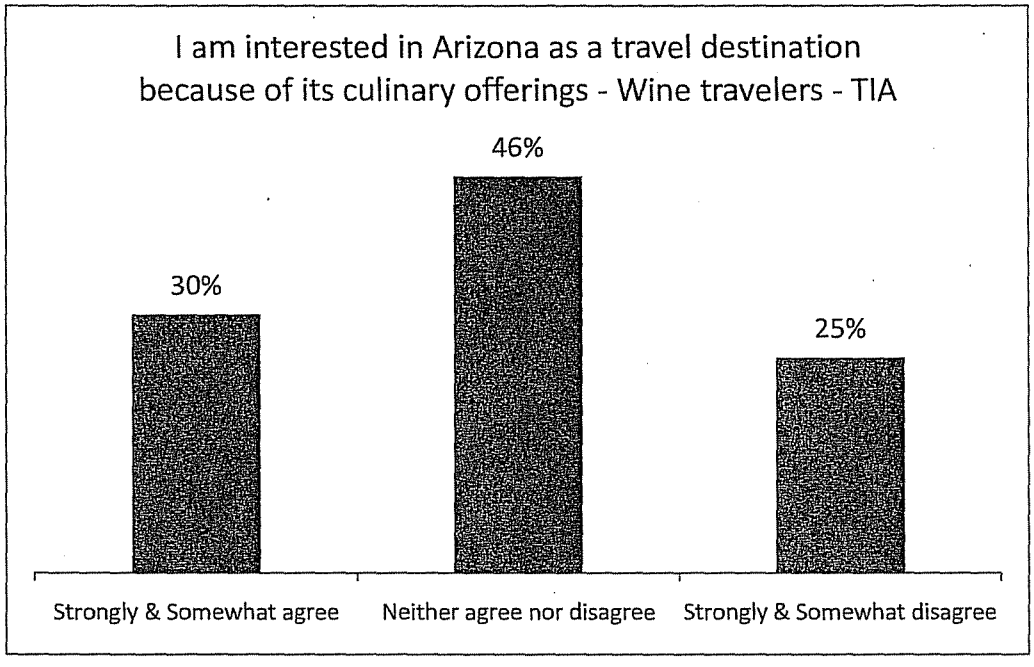
Interest in traveling to Arizona for culinary offerings

Apparently Arizona is not yet identified as a culinary destination, as the largest group of potential visitors (46%) neither agreed or disagreed that Arizona was a place of interest to culinary travel. However, if strongly agree and somewhat agree are combined, a significant 30 percent of the respondents are interested in visiting for this reason. See table 4.1. and Figure 4.9.

Table 4.2. I am interested in Arizona as a travel destination because of its culinary offerings.

	Wine Traveler
Strongly agree	6%
Somewhat agree	24%
Neither agree nor disagree	46%
Somewhat disagree	12%
Strongly disagree	13%

Figure 4.9. I am interested in Arizona as a travel destination because of its culinary offerings, combined responses?



How far would you be willing to travel for a unique dining experience?

The next question asked specifically how far respondents would be willing to travel for a unique dining experience. Unique is defined as ingredients, flavors or a cooking method specialized to Arizona. While this question may not directly apply to wine tourism it provides a yardstick of the willingness to travel, and since all wineries are located in rural Arizona, this is a valid question. Respondents were asked whether they would travel predetermined distances for a unique dining experience. The distances that residents are required to travel in Arizona are greater than in many parts of the U.S., therefore the responses here may reflect the willingness to travel in the state of origin.

All of Arizona's wineries and vineyards are located in rural areas, requiring considerable driving distances from metro areas. The wine regions, however, are relatively compact with several wineries located in close proximity to each other. The drive may be long to get there, but the wineries are usually clustered in a relatively small area. The southern wineries are located within 200 miles of the Phoenix metro and within 80 miles of Tucson. The Northern wineries are located within 100 miles of the Phoenix metro area and are potentially within driving distance of Tucson. Both regions therefore appear within the willingness to travel distances as shown in Table 4.2. Half (50%) were willing to drive less than 100 miles and half more than 100 miles or undecided.

Table 4.3. How far would you travel for a unique Arizona dining experience?

	Wine Traveler
< 25 miles	17.0%
25 - 49 miles	11.0%
50 - 99 miles	22.0%
100 - 149 miles	7.0%
150 - 199 miles	4.0%
200+ miles	18.0%
Not sure	21%

If you were to visit a winery, when would you most likely purchase wine?

The next question specifically asked about wine purchases. Respondents were asked if they visited a winery, at what point they would likely make a wine purchase. Choices for this question included: "During the visit," "Following the visit," "Both during and following the visit," "Would not purchase wine as a result of visiting a winery," and "Unlikely to visit a winery."

The majority of respondents indicated that they would purchase wine during the trip (53%), and a further one-third (32.0%) indicated that they would purchase wine both during and following the visit. See Table 4.3.

Table 4.4. If you were to visit a winery, when would you most likely purchase wine?

	Wine Traveler
During the visit	53.0%
Following the visit	12.0%
Both during and following the visit	32.0%
Would not purchase wine as a result of visiting a winery	0.5%
Unlikely to visit a winery	1.5%

Decision Making Criteria for Visiting a Winery

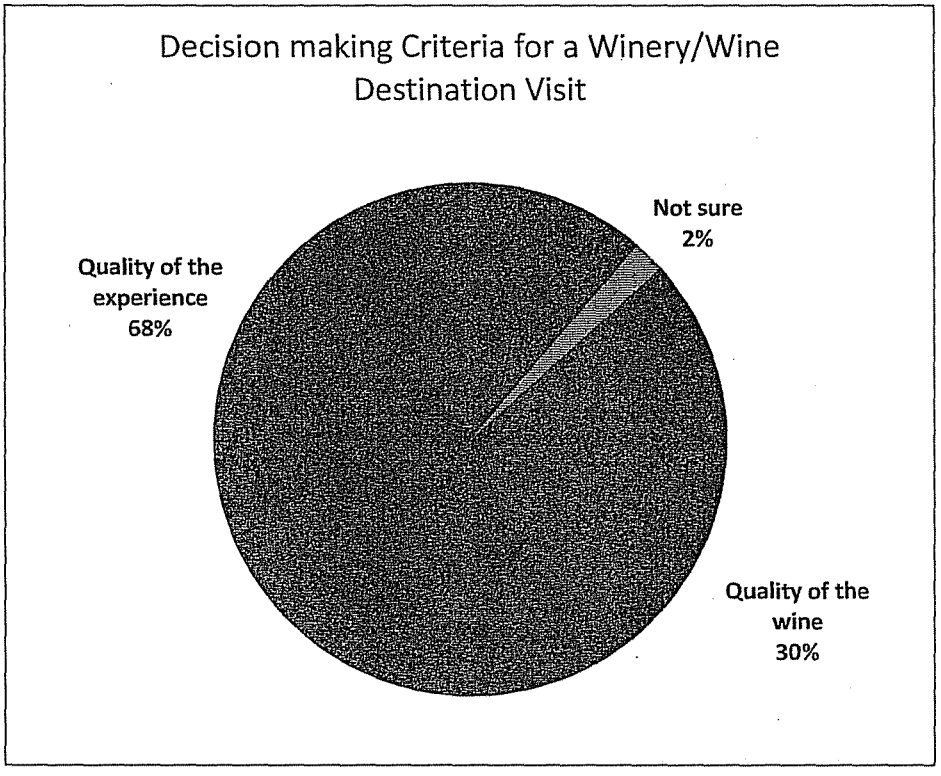
The final question asked respondents, if they visited a winery, which of four statements best described their decision making choices about winery visits. The choices included: "The quality of the wine has more influence on my decision to visit a winery/wine destination," "The entire experience (i.e. winery, quality of the wine, scenery, surrounding area, etc.) has more influence on my decision to visit a winery/destination," "Not sure," and "Unlikely to visit a winery."

The entire experience (68%) is more than twice as important as the quality of the wine (30%) in the decision making criteria for winery visits. The quality of the wine by itself was also important for one-third (30%) of respondents.

Table 4.5. Which statement best describes your decision making criteria when visiting a winery/wine destination?

	Wine Traveler
The quality of the wine has more influence on my decision to visit a winery/wine destination	30%
The entire experience (i.e. winery, quality of the wine, scenery, surrounding area, etc.) has more influence on my decision to visit a winery/destination	68%
Not sure	2%
Unlikely to visit a winery	0%

Figure 4.10. Decision making Criteria for a Winery/Wine Destination Visit



The comparisons between Arizona and the TIA wine tourists in the two studies are instructive for the Arizona wine industry. Arizona wine travel parties are comprised of more women and more middle-aged visitors, who take more day trips and fewer overnight or long (6+ day) trips. Arizona wine visitors travel more in family and friends only groups, stay more in B&B's and have lower average wine purchases than do those in the TIA wine study. Many in the TIA study were not necessarily aware of Arizona as a wine destination. It is also important that for many, the overall experience is often more important than the wine itself when deciding to visit wineries.

Conclusion

This study has shown that wine tourism is an important and growing niche tourism market in Arizona. The size of this niche market is somewhat difficult to gauge, however, the level of interest in wine tourism is high. A large number of visitors indicated that they had never been to an Arizona winery before, and an even larger number were first-time visitors at the winery where they received the survey. This bodes well for the wine tourism industry, as a majority of visitors are Arizona residents, mostly from Maricopa and Pima County, indicating large latent demand on the part of many old and new residents who have yet to be introduced to this new wine industry.

Thus, Arizona's wineries are growing and attracting more visitors to an industry that has seen steady growth over the last three decades, from a few wineries in the Sonoita area to 44 licensed and bonded wineries now located in three counties. Arizona wines have improved in quality, with many wineries concentrating on high quality products with relatively low volumes, products that can demand a premium price in the marketplace. Wineries will also benefit from the increasing interest in Arizona-grown and locally-grown foods, that are gaining momentum statewide. Winemaking is an environmentally sustainable practice that helps to preserve open space, rural communities and values in counties where agriculture has been in a process of decline. Wine consumption continues to increase across the country, with increasing interest on the part of younger generations. Arizona, like many other states, benefits from a wine tourism industry that attracts higher-income demographic groups infusing "new money" into rural economies. Wine consumers exemplify the experiential travelers who are interested in agricultural and culinary tourism and in having authentic experiences in rural Arizona.

Arizona wineries and therefore, wine tourists may face some challenges in the future. The most imminent challenge is the introduction of legislation in the Arizona House of Representatives to enforce on wineries a "three-tier" or alternative distribution system – from winery to wholesaler to retailer. The current system of direct-to-consumer sales allows smaller producers to sell directly to the consumer in stores or on the internet. If legislative efforts are successful, smaller producers will once again find it harder to compete with larger, more established producers. Agriculturally, grape growing is an industry with significant risks. In particular, natural risks such as frost, hailstorms, pests and disease outbreaks pose challenges for production goals. Finally, winemakers are often hampered by government regulations, zoning restrictions or taxes.

The study confirms what has been documented in other studies of leisure travel markets, that travelers desire unique experiences when away from home. Arizona's wineries offer these unique experiences. Thus, the state's wineries, vineyards and tasting rooms are a valuable tourism resource.

Appendix A:

Regional Economic Impacts of Arizona Wine Tourists

Economic Impact Introduction

Questions in the survey of Arizona winery visitors asked respondents to detail their regional expenditures in each of the following categories: lodging, food and beverage, transportation (including gas), shopping/jewelry/antique purchases, recreation/tour/entrance/permit fee, and miscellaneous other expenditures. Understanding the regional economic impacts of visitors can illustrate the economic importance of wine tourism in Yavapai, Santa Cruz and Cochise Counties where a majority of the wineries and tasting rooms are located.

Expenditures from the study were entered into the Input-Output model Impact analysis for PLANing (IMPLAN) and economic impacts and multiplier effects were calculated for Yavapai County, as well as Cochise and Santa Cruz counties combined. Economic impact analysis (EIA) measures the direct and extended effects of expenditures related to a tourist activity by detailing industry response and multiplier effects on many regional economic indicators such as output, income, and employment.

Economic Impact Analysis Methods

Input-Output (I-O) models are an important tool used in assessing the economic impacts of specific activities. The I-O model incorporates transaction tables to keep track of inter-industry sales and purchases, as well as exogenous sectors of final demand such as households, government, and foreign trade. The name, "I-O Model," is a result of each industrial sector in the model being both a buyer and a seller of inputs and outputs.

The I-O model can be used to conduct economic impact analysis. Economic impact analysis involves applying a final demand change to the economic I-O model, and then analyzing the resulting changes in the economy (IMPLAN Analysis Guide, 1999). Impacts can be one-time impacts, such as the construction of a new factory, or they can be recurring impacts, such as the arrival of a new industry. Often, the impact analysis is concerned with multiplier effects, or the amount of money that is re-circulated through the economy after an initial expenditure.

Visitors were asked to estimate daily trip expenditures in the categories listed above. The visitors are assumed to be concentrated in the three Arizona counties that have wineries. Visitors from outside of the region purchased regional lodging, food, transportation, entertainment, etc., and this importation of expenditures represents an influx of "new" expenditures to the region. This analysis does not include respondents who live in the three wine counties as they do not represent "new" output to the region

because it is assumed that regional residents would have allocated those expenditures to industrial sectors within the county anyway.

Direct, indirect, and induced effects of visitor expenditures were calculated for the 3-county wine region. The direct effects of expenditures capture the amount of purchases made by participants in each industrial category. Commodity purchases contributing to direct effects need to be margined to effectively allocate economic impacts. For example, many commodities available in the wine counties were not necessarily manufactured within the county (e.g. gasoline, souvenirs, etc.). By margining commodities, producer and purchaser prices are separated. IMPLAN uses regional purchasing coefficients (RPCs) to estimate gross regional trade flows (gross exports and imports), and incorporates the RPCs into the allocation of direct effects attributable to the defined study area. A regional purchasing coefficient represents the proportion of the total demands for a given commodity that is supplied by the region to itself (IMPLAN Analysis Guide, 1999).

Indirect effects are a measure of economic activity in other industrial sectors that is spurred by the direct effects. For example, wine visitors provided an economic boost to local food/beverage and lodging sectors (a direct effect). These hotels and restaurants require a number of inputs from other industries such as utilities, bulk food and beverage ingredients, and equipment. Indirect effects are the increased economic activity in these other industrial sectors caused by additional hotel and restaurant patrons.

Induced effects are an estimate of increased economic activity resulting from wages and income attributed to the direct effects. Staying with the previous example, a portion of wages earned by workers in the food/beverage and lodging sectors are then locally re-spent in other industrial sectors. IMPLAN uses Personal Consumption Expenditures (PCEs) to model induced effects. PCEs provide estimates of consumer expenditures on goods and services by different income classes (IMPLAN Analysis Guide, 1999).

Regional Expenditure Results

For the economic analysis, each survey represents a travel party. Expenditure questions asked respondents to estimate their expenditures for the travel party, i.e., each survey comprised one group or party. To estimate the number of visitors to the Arizona wineries a series of population estimate was developed to use in expanding per-party expenditures to all potential visitors to the study area, Yavapai, Cochise and Santa Cruz counties. It is estimated that approximately 508,753 people visited the Arizona wineries in 2010-2011 (during the period of the survey). This estimate is derived from a prior survey of the Verde Valley wine visitors from the "Economic Contributions of Verde Valley Winemaking," from the

University of Arizona (2011), input from wineries, tasting rooms, and interviews with area tourism professionals. It is estimated that the northern winery visitors account for approximately 258,753 visitors of which 51.6 percent are day visitors, while southern wineries account for 250,000 visitors of which 75.5 percent are day visitors. This population estimate is likely to be an underestimate of visitation since not all wineries provided input to the visitor estimates. The researchers, however, prefer to err on the side of conservative population estimates. As discussed previously only out-of-region visitors are included in this analysis. Therefore, only these 508,573 out-of-region visitors are included in the economic impact analysis. The harmonic or trimmed mean was used for average expenditures in calculating economic impact. The trimmed mean avoids extremes at either end of a frequency distribution by effectively reducing the top and bottom 5 percent of the distribution and recalculating the mean. This reduces the extreme end of the range lessening the impact of those who had no expenses as well as those who had expenses that were considered unreasonable (i.e., $1,100 for lodging for one night).

Answers from non-local survey respondents were totaled for each expenditure category and were averaged to represent the mean expenditures for out-of-town visitors. Both day-visitors and overnight-visitor totals were calculated for each expenditure category and entered into the Input-Output model developed for the three county wine producing regions (Cochise, Santa Cruz and Yavapai counties). Visitor expenditures entered into IMPLAN's Impact Analysis require bridging from survey expenditure categories into IMPLAN industry sectors. Most survey expenditure categories link directly to IMPLAN industry sectors (e.g., "Grocery Store Purchases" directly corresponds with IMPLAN sector #405 "Food and Beverage Stores"). Only one survey expenditure category, "Transportation," was allocated to multiple IMPLAN industrial sectors. Because the "Transportation" survey question asked participants to include gas, oil, and auto expenses, the overall expenditures were allocated to sector #407 "Gasoline Stations" (85%) and to sector #483 "Automotive Repair and Maintenance" (15%).

Table 5.1, illustrates visitor expenditures by category and by region including both day and overnight visitors. Total expenditures listed in the last column were used for the subsequent economic impact analysis.

Table 5.1. Estimate of regional expenditures by Arizona wine visitors

Wine Tourist Expenditures	Northern (Yavapai County)			Southern (Cochise & Santa Cruz counties)			Overall Combined
	Day	Overnight	Total	Day	Overnight	Total	
Lodging-Camping	$0	$6,764,300	$6,764,300	$0	$1,415,700	$1,415,700	$8,180,000
Restaurant & Grocery	$1,930,400	$3,509,800	$5,440,300	$1,098,100	$885,000	$1,983,100	$7,423,400
Transportation including gas	$933,900	$2,053,600	$2,987,600	$343,200	$74,900	$418,200	$3,405,800
Shopping-jewelry-antiques	$556,800	$936,000	$1,492,800	$328,300	$63,700	$392,000	$1,884,800
Recreation-Tour-Entrance-Permit fees	$305,200	$235,300	$540,500	$35,300	$113,300	$148,600	$689,100
Other expenditures	$506,600	$415,100	$921,700	$49,400	$204,200	$253,700	$1,175,400
Total	$4,232,900	$13,914,100	$18,147,200	$1,854,300	$2,756,800	$4,611,300	$22,758,500

The estimates of regional expenditures for wine tourism are affected directly by the proportion of day and overnight visitors to the region as well as the amount of accommodation and general tourist services (restaurants, food and beverage services, etc.) available in the region. Day visitors have lower per-party expenditures since they do not have overnight accommodation in the region, while overnight visitors have a greater impact through lodging and generally higher food and beverage purchases directly related to overnight stays. The general level of available tourism resources in a region also has an impact on the overall economic impact. Yavapai County for example has a total of 1,242 accommodations and food service establishments in its wine growing region, while Santa Cruz County has a total of 106, and Cochise County has 33 establishments in the regions of the county where the wineries and tasting rooms are located.

Regional Economic Impact Analysis of Wine Tourists

The total number of out-of-region wine tourists to the three county study area (Cochise, Santa Cruz and Yavapai Counties) in the study period was 508,573 visitors. These visitors were responsible for some $22.8 million of expenditures in the counties of the study area with an average regional expenditure of $371 per-party, per-day for overnight visitors and $149, per-party, per-day for day visitors. Expenditures recorded for each industrial category were entered into IMPLAN's impact analysis.

Table 5.2 shows the direct, indirect, and induced effects of regional expenditures made by non-local visitors. Type SAM multipliers are presented for each of the economic impact categories. Type SAM multipliers are similar to Type III multipliers in that they represent the ratio of total effects to direct effects and include indirect and induced effects. They are also similar in incorporating employment-based Personal Consumption Expenditures (PCEs) to model overall induced effects. IMPLAN's Type SAM multipliers differ from traditional multipliers because IMPLAN uses all social accounting matrix information to generate a model that captures the inter-institutional transfers (IMPLAN Analysis Guide, 1999).

Table 5.2. Effects[1] and Multipliers of $22.8 million of Regional Expenditures by Wine Tourists in Arizona's three wine regions

	Direct Effect	Indirect Effect	Induced Effect	Type SAM Multipliers	Total Effect
Total Output	$22,758,800	$4,305,600	$10,563,900	1.7	$37,628,300
Total Employment (FTE jobs)	264.9	34.0	106.2	1.5	405.1
Total Labor Income[2]	$7,661,800	$1,368,400	$4,499,100	1.8	$13,529,300
Indirect Business Taxes[3]	$3,922,600	$499,300	$1,522,900		$5,944,800

[1]Effects are presented in 2011 dollars.
[2]Total labor includes employee compensation and proprietor income.
[3]Indirect business taxes include excise taxes, property taxes, fees, licenses, and sales tax paid by businesses.

If regional expenditures are substantial, increased tax revenues will be generated. These tax revenues can also be substantial, particularly in tourism and service-oriented industries, where additional tax collections occur. As seen in Table 5.2, visitors to the state's wine growing regions spurred an additional $5.9 million of tax revenue for the counties where they were located. Much of this money is re-invested into infrastructure and community needs that further support tourism and recreation industries. The majority of tax revenue coming from wine tourists is the result of sales taxes paid to restaurants, hotels, and retail stores. Other fee and excise taxes are common in sectors such as car rentals and lodging industries.

Economic Impact Conclusion

In the study period 2011, wine tourists in Arizona's wine growing regions injected significant output to businesses in these regional economies. Approximately $22.8 million of direct regional purchases were made by out-of-region visitors, contributing to a total economic output of $37.6 million to the counties in the study region. This economic activity supported some 405 full-time equivalent (FTE) jobs. The total economic impact of wine tourists to the state and the counties is therefore substantial, and contributes significantly to the greater regional economy.

Appendix B:

Wine Tourism Questionnaire

3821026787

Arizona Wine Tourism Survey

Dear visitor to this winery, vineyard, tasting room or wine related festival. We are pleased that you have come out to visit and experience Arizona's growing wine industry. We would like you to take about 10 minutes to complete this short questionnaire about your experience today. The information obtained from this survey will be used to help Arizona's wine industry improve its visitor services. All information gathered from this survey will be confidential and will only be reported in the aggregate.

Which winery are you visiting today? [ ]

Is this a: O Vineyard O Tasting Room (not at a vineyard)
O Winery O Wine-related festival or event

How many times have you visited this site BEFORE today's visit? [ ][ ][ ]

Approximately how many Arizona wineries have you visited in the last 12 months? [ ][ ][ ]

Which of these Arizona Wineries/Vineyards or Tasting Rooms have you visited at any time?(check all that apply)

Southern Arizona
Sonoita/Elgin/Willcox

O Callaghan Vineyards
O Carlson Creek Winery
O Charron Vineyards
O Canelo Hills Winery
O Colibri Vineyards
O Coronado Vineyards
O Dos Cabezas WineWorks
O Keeling Schaefer Vineyards
O Kief-Joshua Vineyard
O Lawrence Dunham Vineyards
O Lightning Ridge Cellars
O Rancho Rossa Vineyards
O Sonoita Vineyards
O Village of Elgin/Four Monkeys
O Wilhelm Family Vineyards

Northern Arizona
Verde Valley/Page Springs

O Alcantara Vineyard and Winery
O Arizona Stronghold Tasting Room
O Art of Wine
O Bitter Creek Winery
O Caduceus Cellars & Merkin Vineyards
O Fristas
O Granite Creek Vineyards
O Javelina Leap Vineyard
O Jerome Winery
O Juniper Well Ranch
O Juniperwood Ranch Winery
O Oak Creek Vineyards
O Page Springs Cellar
O Pillsbury Wine Company North
O San Dominique Winery

Who is in your visitor party today?

O Family and Friends O Friends Only O Organized Tour Group
O Family Only O Nobody, traveling alone O Business Associates

How did you hear about this winery/vineyard/tasting room or festival? (check all that apply)

O Newspaper articles O Social Media O Wine trail publications
O Magazine articles O Brochures O Arizona Vines & Wines
O Internet O Word-of-mouth O Arizona Office of Tourism materials
O Restaurants O Concierge O Restaurant
O Other [ ]

1

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Please help us understand your reasons for visiting Arizona wineries by indicating your level of agreement with the following statements:

Agreement Level:	Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
For me, visiting a winery means more than just drinking wine	O	O	O	O	O
Visiting wineries is an important part of who I am	O	O	O	O	O
I have a strong interest in wine	O	O	O	O	O
Wine is important to my lifestyle	O	O	O	O	O
Drinking wine gives me pleasure	O	O	O	O	O
It does not have to be a special occasion to enjoy wine	O	O	O	O	O

Which of the following would you say were the reason(s) for your visit to Arizona wineries/vineyards/tasting rooms?

Reason:	Most Definitely Not	Not a Reason	Neither	Somewhat of a Reason	Most Definitely a Reason
To taste wine	O	O	O	O	O
To buy wine	O	O	O	O	O
To have a day out	O	O	O	O	O
To socialize with friends or family	O	O	O	O	O
To learn about wine and wine making	O	O	O	O	O
To rest and relax	O	O	O	O	O
To go on a winery or wine cellar tour	O	O	O	O	O
To be able to talk to a vintner	O	O	O	O	O
To eat and drink wine at the winery	O	O	O	O	O
To be entertained	O	O	O	O	O
To enjoy the beauty of rural Arizona vineyards	O	O	O	O	O
To attend a wine-related festival or event	O	O	O	O	O
To visit a historical or cultural attraction in the area	O	O	O	O	O
To visit the wine route/trail (see all the vineyards)	O	O	O	O	O
To buy wine related gifts/souvenirs	O	O	O	O	O
To participate in outdoor recreation activities (biking, mt biking etc)	O	O	O	O	O
To have a different Arizona experience	O	O	O	O	O
To experience Arizona agriculture	O	O	O	O	O

How was your overall experience at this particular winery/vineyard/tasting room or festival?

O Much better than I expected
O A little better than I expected
O As I expected
O A little worse than I expected
O Much worse than I expected
O I had no expectations

2

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Did you make any purchases at the winery/vineyard/tasting room today? O Yes O No

If you bought anything at this venue today please complete the questions below:

How many bottles of wine did you purchase?

How much did you spend on wine?

How much did you spend on food?

How much did you spend on merchandise?

How much time, in total, will you spend in this area? If a day trip only, how many hours:

If staying overnight, how many nights:

If staying overnight in the area, what type of lodging are you using?
Mark all that apply. (Leave blank if not staying in the area)

O Hotel/Motel O RV Park O Bed & Breakfast

O Home of Friends/Family O Campground O Other

If staying overnight, what community did you/will you stay in?

If a U.S. resident what is your 5-digit ZIP-CODE

If you are not from the U.S., please list your Country of Origin:

Please estimate as closely as possible the amount of money that your travel party is spending per DAY in the area for the following categories in U.S. dollars with NO decimal places. (Example 92 not 92.00). 92 DO NOT include winery/vineyard/tasting room expenses here.

First, please tell us the number of people these expenses cover.

Lodging/Camping $

Restaurant & Grocery $

Transportation (incl gas) $

Shopping/Jewelry/Antiques $

Recreation/Tour / Entrance /Permit fees $

Other $

Define Other:

What is your gender? O Female O Male In what year were you born? 19

Including yourself, how many people including yourself are in your travel party?

Total number of people: Number of: Women Men Children under 18

Which of the following categories best describes your annual household income?

O Less than $19,999 O $40,000 to $59,999 O $80,000 to $99,999 O $120,000 and above
O $20,000 to $39,999 O $60,000 to $79,999 O $100,000 to $119,999

3

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Please describe your experience at this venue in a few words?

Is there anything else you want to tell us about wine tourism in Arizona?

Thank You!

4

Appendix C

Open Ended Questions

How did you hear about this winery/vineyard/tasting room?

AMARA
BLOOD INTO WINE
BLOOD INTO WINE DOCUMENTARY
BLOOD INTO WINE VIDEO
CONCIERGE AT HOTEL
COREY TURNBULL
DRIVE BY (2)
DRIVE BY GPS
FAMILY (2)
FAMILY AND FRIENDS ARIZONA ARTS AND WINES TEMPE ARTS FESTIVAL PAGE SPRINGS CELLAR
FAMILY MEMBER
FAMILY MEMBER SON
FRIEND/FRIENDS (7)
FRIEND OF OWNERS SON
FRIEND TOLD ME
FRIENDLY WINE SHOP OWNER
FRIENDS LIVE CLOSE BY
GPS
HIGHWAY SIGNS
HYATT
I HAVE PURCHASED SEVERAL VARIETIES AT TOTAL WINES AND WHOLE FOODS
IN THE AREA
JAY BILETI
JEROME WINERY RECCOMENDED AND OTHER CUSTOMERS
LONELY PLANET GUIDE
MY MOM
OWNERS OF A WINE SHOIP IN TUCSON
PAGE SPRINGS (2)
PAGE SPRINGS TEMPE ARTS AND WINES
POCO DIABLO RESORT
PURCHASED WINE IN PHOENIX
RADISON
SAW IT ON THE STREET
SAW IT WHILE DINING IN COTTONWOOD
SAW THE WINEFEST SIGN AT FOOT OF AIRPORT ROAD
SCENE
SOUTHERN ARIZONA FAIR
TEMPE 4TH AVENUE WINE FAIR WILLCOX FAIR
TEMPE ARTS FESTIVAL

How did you hear about this winery/vineyard/tasting room? Continued

THE RIDGE IN SEDONA
TOOL FANS
TOUR
TOURIST MAP (2)
TUCSON HOTEL
VISITOR TO ALCANTERA GAVE US THE RECCOMENDATION
WALKING DOWN THE STREET WE SAW IT
WATER TO WINE TOUR LAST YEAR 2010
WINE BUYER FOR GOOD FOOD MARKET
WINE SHOP REFERAL
WINE SPECTATOR
WORD OF MOUTH GARMIN GPS

Other accommodation

AMARA
CABIN
CAR
CASITA
CONDO (2)
DIAMOND RESORTS SEDONA
FRIEND
FT.TUTHILL MILITARY RECREATION AREA
GUEST HOUSE
HOME
LOCAL
MY SISTER LIVES IN AZ
RESORT (5)
TIME SHARE (9)
TIME SHARE RENTAL
TIMESHARE RESORT (2)
TOMBSTONE
VACATION

Please describe your experience at this venue in a few words

4 GOOD AND PLEASANT EXPERIENCED PEOPLE AT THE WINERY IT DEFINITELY CONTRIBUTES TO THE WINE TASTING EXPERIENCE

5 STARS FOR SERVICE CHOICES VENUE EXPLANATIONS VIEW AND AMBIANCE NEEDS MUSIC MORE RETAIL OUTSIDE

A GREAT FIRST EXPERIENCE OF ARIZONA WINERIES RELAXED GROUNDS
A LEARNING EXPERIENCE
A NEW EXPERIENCE
A PLEASANT SURPRISE BETTER THAN HITTING THE TOURIST SHOPS
A PLEASANT TASTIN EXPERIENCE
A REAL VINEYARD
AESTHETICALLY PLEASING PLEASURE IN A GLASS

ALCANTARA IS BEAUTIFULL I LOVE IT SO MUCH MY FIANCE AND I HAVE PLANNED TO GET MARRIED HERE

ALWAYS EXCELLENT
AMAZING STAFF AMAZING WINES
ARIZONAS ONLY TRUE VINEYARD EXPERIENCE
ATMOSPHERE
A VERY NICE NEEDED MORE AIR FLOW UNDER THE TENT MORE FOOD OPTIONS
AWESOME (4)
AWESOME EXPERIENCE
AWESOME STATE GREAT
BEAT MY EXPECTATIONS
BEAUTIFUL AMAZING

BETWEEN BOTH PAGE SPRINGS AND ARIZONA STRONGHOLD BOTH PLACES ARE SO WELCOMING AND RELAXING THE STAFF IS ALWAYS SO FRIENDLY AND EDUCATIONAL THE WINES ARE EXCEPRIONALLY GOOD AND WE ARE THANKFUL THEY ARE BECOMING MORE AND MORE AVAILABLE IN PHOENIX

BEAUTIFUL INTERIOR FLAVORFUL WINES

CORE IS VERY PERSONABLE AND KNOWLEDGABLE FRIENDLY FUNNY TO BE AROUND WHILE TASTING ALL OF THE DELICIOUS WINE

COREY IS VERY PERSONABLE AZ STRONGHOLD WINES ARE QUITE GOOD
COREY MESMERIZED ME WITH HIS WISDOM AND SEXINESS
COREY WAS NICE
DANA IS GREAT

Please describe your experience at this venue in a few words-Continued

DELICIOUS AND FUN
DELIGHTFUL AND INVITING TO US BOTH
ENJOYED THE EXPERIENCE

ENJOYED THE WHOLE EXPERIENCE LIKE THE IDEA OF SITTING BY THE CREEK HAVING LUNCH WITH WINE

ENTHUSUASTIC
EXCELLENT (2)
EXCELLENT FRIENDLY AND VERY INFORMATIVE ALSO SANG AND WAS FLEXIBLE AND TOLERANT
EXCELLENT INTERESTING AND INFORMATIVE GOOD REPRESENTATION OF AZ WINES
EXCELLENT TASTING DEMO AND VERY FOIENDLY AND KNOWLEDGABLE PERSONELL
EXCELLENT VERY HOSPITABLE AND WELCOMING
EXHILIRATING RELAXING FRIENDLY ATMOSPHERE PERSONABLE
EXHILIRATING EXPERIENCE
FANTABULOUS
FRIENDLY

FRIENDLY HOSTS AND GUESTS EXCELLENT RED WINES NICE BLEND OF A PLACE TO TASTE WINE AND COME FOR A DRINK

FRIENDLY RELAXING PEACEFUL
FRIENDLY SERVICE KNOWLEDGABLE PEOPLE
FRIENDLY WINE STAFF
FULL OF FUN
FUN (4)
FUN AND ENTERTAINING
FUN DIFFERENT
FUN ENERGETIC GREAT SELECTION OF WINE AND ACCESORIES ART FRIENDLY STAFF
FUN ENJOYABLE
FUN FAMILIAL TYPE GATHERING
FUN GOOD WINE NICE PEOPLE
GREAT WINES GREAT SERVICE ATMOPSPHERE
GOOD EXPERIENCE NICE TASTING ROOM FOOD WINE GOOD
GOOD ATMOSPHERE A PLEASANT SURPRISE
GOOD EXPERIENCE GOOD WINE BEAUTIFUL SCENERY
GOOD EXPERIENCE NICE LAID BACK
GOOD TABLE STAFF
GREAT (4)

Please describe your experience at this venue in a few words-Continued

GREAT AWESOME KICK ASS

GREAT COPREY IS KNOWLEDGABLE AND FUN TASTING SHOULD BE FUN AND NOT A PRESENTATION LOVED IT

GREAT DID NOT EXPECT THIS IN ARIZONA
GREAT EXPERIENCE (2)
GREAT EXPERIENCE WE LOVE THE VINEYARD
GREAT EXPERIENCE WISH THERE WAS FOOD HELPFUL FRIENDLY COMFORTABLE
GREAT FUN
GREAT LOCATION KNOWLEDGABLE STAFF WINE IS GOOD ENJOYABLE EXPERIENCE WE WILL BE BACK
GREAT SERVICE GREAT WINE

GREAT SERVICE NICE ATMOSPHERE PLEASANT PLACE TO BE KNOWLEDGABLE INFORMATIVE ENJOYABLE

GREAT STAFF
GREAT WE LOVE SONOITA VINEYARDS GREAT PEOPLE DELICIOUS WINE NICE FESTIVALS
GREAT WINES MUCH MORE TO MY LIKING ECLECTIC ATMOSPHERE APPEALING
GREAT WINES VERY INFORMATIVE DESIREABLE ATMOSPHERE
GREAT WINES GREAT SCENERY
HIGHLY INFORMATIVE FUN AND INFORMAL VERY FRIENDLY AND HELPFUL

HIP AND LAID BACK FIRST WINE TASTING WE HAVE DONE WHERE THEY ENCOURAGE YOU TO PULL UP A CHAIR AND STAY A WHILE

HONESTLY HAD NO IDEA WE WOULD HAVE THIS MUCH FUN WE WERE TOLD IT WASNT WORTH IT BY MY MOM I SOOO DISAGREE WE ENJOYED EVERY SECOND OF ALL 4 VENUES WE VISITED

I AM NEW TO THE WINE EXPERIENCE AND THE STAFF WAS VERY KNOWLEDGABLE AND EXPLAINED EVERYTHING TO ME

I LOVE THIS WINERY
I LOVED IT KEVIN KNOWS HIS STUFF
INFORMATIVE NICE

INTERESTING WINE IN THE DESERT HAD A COUPLE OF GOOD REDS WE WILL BUY INTERESTING BLENDS

INTOXICATING INVIGORATING REFRESHING GREAT EXPERIENCE
IT IS VERY ENJOYABLE
ITS THE BEST IN THE AREA
KNOWLEDGABLE AND ATTENTIVE STAFF

Please describe your experience at this venue in a few words-Continued

KNOWLEDGABLE PLEASANT GUIDE SOME CRACKERS OR BREAD WOULD BE GOOD TO ADD WINE IS VERY GOOD

LAID BACK ATMOSPHERE VERY ENJOYABLE LIVE MUSIC WAS GOOD AN ADDED BONUS
LONG EXPLANATION
LOTS OF FUN PLEASANTLY SURPRISED
MOST RELAXING
NEAT FRIENDLY
NICE (2)
NICE ATMOSPHERE (2)
NICE EXPERIENCE BEAUTIFUL VINEYARD (2)
NICE RELAXING EXPERIENCE
NICE SOCIAL ATMOSPHERE INFORMATIVE
NICE VIEW GREAT TASTING TABLE
OUR FAVORITE FUN
PAUL AND COREY A FUN BUNCH
PLEASANT INFORMATIVE RELAXING ATMOSPHERE WINE WAS EXCELLENT
PLEASANT CHARMING KNOWLEGABLE STAFF EXCELLENT WINES

PLEASANTLY SURPRISED THE WINE FLIGHT WAS BOTH INETERESTING AND MORE COMPLEX THAN I ANTICIPATED

PLEASANTLY SURPRISED AND STAFF WAS EXTREMELY WELCOMING
QUIET PERSONAL FRIENDLY KNOWLEDGABLE
RECOMMENDED BY PAGE SPRINGS
RECOMMENDED BY ANOTHER WINERY
RELAXING (3)
RELAXING DEFINITELY A BREAK FROM THE ORDINARY
RELAXING PLEASENT FRIENDLY KNOWLEDGABLE STAFF
SO FAR SO GOOD FUN TASTING WANT TO DRINK MORE
TERRIFIC GREAT SETTING SERVICE STAFF AND VINTNER

TERRIFIC LINEUP OF WINES THIS CALAGHAN AND KEELING SCHAFER ARE MY FAVORITE ARIZONA WINERIES

TERRIFIC TASTING ROOM HOSTS IN COTTONWOOD MAKE IT AS MUCH FUN AS NAPA
THE GENTLEMAN WAS VERY FRIENDLY AND INFORMATIVE
THE STAFF'S WELL VERSED AND KNOWLEDGABLE ATMOSPHERE AND STAFF ARE FRIENDLY

THE WHOLE DAY HAS BEEN A GREAT SURPRISE EVERY PLACE I HAVE BEEN HAS BEEN DIFFERENT AND HAS BEEN HELPFUL IN UNDERSTANDING THE VINES IN THE REGION

Please describe your experience at this venue in a few words-Continued

THIS IS A PHENOMENAL VENUE YAY ARIZONA STRONGHOLD
TIME TO RELAX AND ENJOY
U EVERY RELAXED AND PROFESSIONAL SO BEAUTIFUL A REAL VINEYARD

VERONICA AND JB WERE SO FRIENDLY AND GREAT THEY PUT OTHER TASTING ROOMS TO SHAME HONESTLY

VERY ENJOYABLE (2)
VERY ENJOYABLE DANA WAS GREAT
VERY FREINDLY STAFF
VERY FRIENDLY AND INFORMATIVE (2)
VERY FRIENDLY AND PROVIDED A GREAT ATMOSPHERE (2)
VERY FRIENDLY INFORMATIVE AND EXCELLENT
VERY FRIENDLY STAFF
VERY FRIENDLY VERY TASTY
VERY FRIENDLY AND INFORMATIVE
VERY FUN AND FRIENDLY
VERY FUN TASTING ROOM EXPERIENCE AND CONGENIAL
VERY GOOD WINE VERY KNOWLEGABLE AND HELPFUL SERVER
VERY INFORMATIVE GOOD CUSTOMER SERVICE
VERY INVITING NICE PRESENTATION FRIENDLY
VERY LAID BACK AND RELAXING GREAT CUSTOMER SERVICE
VERY NICE (2)

VERY NICE JENIFER WAS WONDERFUL WINE COULD NOT HAE BEEN BETTER I WOULD SEND OTHER THIS WAY

VERY NICE COMFORTABLE GREAT FOR KIDS THEY HAD A VIDEO GAME
VERY NICE GREAT SERVICE
VERY NICE GREAT WINE OPEN PEOPLE

VERY NICE VERY GOOD INITIAL TASTE ON THE PALLET BUT NOT A LOT AFTER REALLY LOOK FORWARD TO TASTING YOUR WINE IN THE FUTURE WHEN YOUR GRAPES MATURE

VERY PLEASANT EXPERIENCE EVERY TIME I HAVE VISITED PILLSBURY WINE COMPANY EXTRAORDINARY

VERY PLEASANT ENJOYED THE CONVERSATION
VERY RELAXED AND ENJOYABLE WE ENJOYED THE WINES

VINCE ANIODIS IS A ROCK STAR WHAT A GREAT PRESENTATION TO GO ALONG WITH ONGOING WINE KNOWLEDGE

Please describe your experience at this venue in a few words-Continued

WAS VERY INFORMATIVE EASY TO TALK TO AND VERY WELCOMING
WE ENJOYED THE WATER TO WINE TOUR FOR A SECOND YEAR AND THE TASTING AT ALCANTARA
WE HAD FUN

WE HAVE BEEN TO THREE OTHER WINERIES TODAY THIS IS THE BEST GROUNDS WINE SCENIC BEAUTY TABLES OUTSIDE STAFF

WE LIKED VINCE INFORMATIVE NICE AND MANLY
WINE NOVICE ENJOYED IT
WONDERFUL
WONDERFUL KNOWLEDGABLE STAFF

WONDERFUL ONE OF MY FAVORITES I WAS LOOKING FORWARD TO THIS VISIT AND IT EXCEEDED MY EXPECTATIONS

WONDERFUL REALLY LOVE IT REALLY NICE

Is there anything else you wanted to tell us about wine tourism in Arizona?

A LOT BETTER THAN I EXPECTED VERY FRIENDLY PEOPLE WHO KNOW THIEIR WINE
AZS BEST KEPT SECRET
BETTER MAP (2)
BETTER MAPS OF ALL THE LOCATIONS

CHEESE PAIRINGS WITH WINE TASTINGS WERE A NEW AND UNIQUE EXPERIENCE SOMETHING WE DO NOT EXPERIENCE AT OUR LOCAL WINERIES ON THE EAST COAST

DO MORE
ENJOYING IT
EVERYONE SHOULD TRY IT

EVERYONE WAS VERY ACCOMMODATING AND FRIENDLY LOVED OUR STAY AND WE WILL BE BACK SOON

EXCELLENT

FIND THAT WINERIES AND TASTING ROOMS ARE WELCOMING AND HOSTS ARE EAGER TO SHARE INFORMATION ABOUT ARIZONA WINE INDUSTRY THIS IS A GREAT PROMOTION FOR TOURISM IN THE STATE THIER ENTHUSIASM REFLECTS A POSITIVE IMAGE FOR THE STATE

FIRST STOP
GETTING BETTER ALL THE TIME
GLAD TO DISCOVER AZ WINE I DID NOT KNOW ABOUT IT BEFORE PLANNING THIS TRIP
GOING TO JEROME NEXT
GOOD WINE GETTING BETTER
GREAT EXPERIENCE DONT SEE ANYTHING ABOUT AZ WINE ADVERTIZING
GREAT SCENERY AND WINE
GREAT TOURIST OPPORTUNITY
GREAT EXPERIENCE
GROW MORE WINE IN ARIZONA
HAD A FUN TIME
HAMMOCKS WOULD BE PERFECT NEAR THE VINEYARD
HAVE BEEN CLOSELY ASSOCIATED WITH A VINEYARD IN SOUTHERN ARIZONA
HERE TO DISCOVER
I AM GLAD IT IS GROWING
I AM LOVING IT SO FAR GREAT LOCAL WINES
I AM TAKING VITICULTURE CLASSES AT YAVAPAI
I CANT WAIT TO GET MARRIED HERE
I HAD NO IDEA ARIZONA HAD SO MANY VINEYARDS OR THAT THEIR WINES WERE SO GOOD

I HOPE IT GETS A LOT OF MEDIA EXPOSURE AND WE ENCOURAGE ECONOMIC DEVELOPMENT FOR THIS INDUSTRY ANY WAY WE CAN

I LIKE THE AREA AND THE ATMOSPHERE COTTONWOOD

Is there anything else you wanted to tell us about wine tourism in Arizona? Continued

I LOOK FORWARD TO EXPLORING FURTHER NEXT TIME I AM HERE

I NEVER THOUGHT OF ARIZONA AS A WINE MAKING AREA I WAS PLEASANTLY SURPRISED
I WAS INTRIGUED THAT VINTNERS EXISTED IN ARIZONA NOT MANY IN WISCONSIN EITHER

I WAS UNAWARE OF ARIZONA WINES I AM FROM OREGON AND TEND TO THINK OF OREGON AND CALIFORNIA WINES

I WISH THERE WERE MORE FOOD CHOICES IN THE SONOITA ELGIN AREA
I WISH THERE WERE MORE RESTAURANTS

I WOULD LIKE TO SEE MORE MAIN STREAM ADVERTISING WE VIEW AZ WINE AS A KEPT SECRET DON'T JUST ADVERTISE IN WINE LOCAL RELATED MATERIAL AD IT INTO OTHER MATERRIAL UNLESS YOU WANT TO KEEP IT A SECRET

IF YOU WERE BORN AND RAISED HERE LIKE ME YET HAD NO IDEA WE HAD THIS WINE AGRICULTURE YOU WILL BE SO IMPRESSED

INITIAL VISIT TO ARIZONA WASN'T EXPECTING SUCH A GREAT WINE TASTING EXPERIENCE BUT PLEASANTLY SURPRISED

IT GETS BETTER EVERY YEAR
ITS A LOT OF FUN NICE WINES WE WILL DEFINITELY COME BACK
ITS ON THE WAY UP AND UP
JUST GETTING STARTED FROM FLAGSTAFF
KEEP IT COMMING
KEEP IT REAL
KEEP IT UP (2)

KEEP IT UP WE HAD NO IDEA WINE WAS GROWN ON ARIZONA HILLSIDES COMING FROM WISCONSIN WE WERE PLEASANTLY SURPRISED

KEEP PROMOTING IT
KEEP UP THE GOOD WORK
LIKE ARIZONA WINE
KEEP UP THE GREAT WORK
LONG EXPLANATION WIFE DIED
LOOK FORWARD TO THE FUTURE
LOOKING FORWARD TO A SUCCESSFUL INDUSTRY ALSO HOPE THE WATER CONTINUES
LOOSE THE QUESTIONNAIRE
LOVE THE WINE
LOVED THE WINERIES PLEASANTLY SURPRISED BY THE QUALITY OF WINES PRODUCED WE WILL BE BACK
MAPS
MUSIC ON THE DECK
NEED MORE INFORMATION AND SIGNAGE

Is there anything else you wanted to tell us about wine tourism in Arizona? Continued

NEED SIGNAGE ON THE HIGHWAY AND SEDONA
NEEDS MORE EXPOSURE AND LOCATIONS

NEEDS TO BE PROMOTED MORE
NICE AREA
NO
NOT WELL ADVERTISED OUTSIDE ARIZONA
NOT WELL KNOWN
ROADS NEED IMPROVING TO SOME WINERIES

SO EXCITED TO HAVE THIS OPPORTUNITY HERE IN AZ I LOVE THIS STATE AND WINE AND I AM VERY EXCITED THESE TWO HAVE MERGED

SO FAR SO GOOD GREAT COLLECTION OF WINERIES
SO GLAD TO SEE THE INDUSTRY GROWING AND TO HAVE THE OPPORTUNITY TO EXPERIENCE A BIT OF NAPA OR SONOMA IN OUR OWN BACKYARD

SUPPORT IT MORE
SURPRISED TO HAVE SUCH A GREAT VINEYARD IN THE DESERT GREAT HOSPITALITY
THIS WAS THE MOST KNOWLEDGABLE WE HAVE BEEN TO
VERY UNIQUE
W LOVE IT
WANT TO TRY THEM ALL

WAS NOT EXPECTING TO ENCOUNTER WINE EXPERIENCE WE GO TO HERALDSBURG REGULARLY THIS WAS A GREAT FIND TO HAVE WINE AFTER HIKING WE ENJOY WINE EVENTS

WAS TOTALLY UNKNOWN TO ME UNTIL WE VISITED AND SAW ARIZONA PROMO MAGAZINE HAVE NOW VISITED 12 OF 28 WINERIES AND VERY IMPRESSED

WE HAVE DONE LOTS OF WINERIES IN NAPA AND SONOMA ITS GREAT TO HAVE THIS IN ARIZONA
WE HAVE HAD AN EXCELLENT TIME EVERY WINE TASTING TRIP

WE LIKE THE UNPRETENTIOUS ATMOSPHERE OF AZ WINE TASTING VENUES WE WOULD LIKE TO SEE SOME NICE RESTAURANTS AND HOTELS CLOSE BY THAT WAY WE DON'T NEED TO DRIVE

WE LOVE COMING TO THE VINEYARDS IN SOUTHERN ARIZONA IT IS A GREAT DAY TRIP AND WE BRING FAMILY AND FRIENDS HERE FREQUENTLY THE WINERIES ARE FRIENDLY AND INFORMATIVE ABOUT THE WINE THE SPECIAL EVENTS THEY HOST ARE GREAT ALSO THE COMMUNITY HAS BENEFITED AND GROWN OVER THE YEARS AND WE ARE VERY PROUD OF IT

WE PLAN ON DOING A LOT MORE OF IT
WE WILL BE BACK
WE WILL MOVE TO ARIZONA IN THE WINTER WITH MORE VENUES LIKE PAGE SPRINGS
WINE TOURISM IN ARZIONA ROCKS

Is there anything else you wanted to tell us about wine tourism in Arizona? Continued

WINERIES IN ARIZONA HAVE COME SUCH A LONG WAY LOOKING FORWARD TO CONTINUED DEVELOPMENT

WONDERFUL PART OF THE COMMUNITY

WONDERFUL WINE COMMUNITIES THIS IS A VERY POPULAR TOUR
WOULD BE GREAT IF MORE PEOPLE KNEW ABOUT IT

YOU GUYS ARE THE BEST GREAT LOCATIONA AND ARIZONA SCENERY LOVE THE PATIO AREA GREAT SHADE AND VIEW ALONG WITH GREAT WINE AND EXCELLENT WINE STEWARDS

YOU SHOULD CONSIDER MORE COOPERATION REVIEW WINERIES FOR WINE TASTING PROMOTE EACH OTHERS WINE IN NTHE AREA

YOUR STATE IS AWESOME WITH WINES

#10

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: October 19, 2011

☐ *Consent Agenda* ☒ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation*

Requesting Department: Public Works

Staff Resource/Contact Person: Ron Long

Agenda Title (be exact): Discussion, consideration, and possible approval of Ordinance 2011-A379, an ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona amending Town Code Chapter 12, Article 12-3, Parking, Section 3-4, Authority to Erect Signs." This amendment will allow staff to determine the type of parking that is permitted, restricted, or limited

List Attached Documents: Ordinance 2011-A379

Estimated Presentation Time: 5 Min.

Estimated Discussion Time: 5 Min.

Reviews Completed by:

☒ ***Department Head:*** Ron Long ☒ ***Town Attorney Comments:*** N/A

☒ ***Finance Department*** N/A

Fiscal Impact: ***Budget Code:*** _____ ***Amount Remaining:*** _____

Comments:

Background Information: Article 12 of the Town Code, specifically sections 2-5 and 2-7, provides staff the authority to designate and place numerous types of signage and markings. Section 3-4 requires Council approval to place No Parking signs. This process is similar to the Town of Clarkdale and City of Sedona; their codes require placement of No Parking sigs be done by Resolution. However, in an effort to maintain consistency in the code and ensure the public's safety and efficiency of travel, at the Regular meeting of September 7, 2011, Council directed staff to make changes to Article 12, Section 3-4 of Town Code giving the Town Manager, or his designee, the authority to determine the need for restricted parking signage.

Recommended Action (Motion): Move to approve Ordinance 2011-A379, an Ordinance of the Mayor and Common Council of the Town of Camp Verde, Yavapai County, Arizona amending Town Code Chapter 12, Article 12-3, Parking, Section 3-4, Authority to Erect Signs.

Instructions to the Clerk: Obtain necessary signatures and facilitate the change to Chapter 12, Section 12- 3-4 of the Town Code.

ORDINANCE 2011-A379
AN ORDINANCE OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE, YAVAPAI COUNTY, ARIZONA AMENDING TOWN CODE, CHAPTER 12, TRAFFIC, ARTICLE 12-3, PARKING, SECTION 3-4 AUTHORITY TO ERECT SIGNS

WHEREAS, the Mayor and Common Council of the Town of Camp Verde are desirous of maintaining consistency in the Town Code; and

WHEREAS, by majority vote on September 7, 2011, the Mayor and Council directed staff to prepare changes to Section 12-3-4 of the Town Code.

NOW, THEREFORD, BE IT ORDAINED BY THE MAYOR AND COMMON COUNCIL OF THE TOWN OF CAMP VERDE TO AMEND TOWN CODE, CHAPTER 12, TRAFFIC, ARTICLE 12-3, PARKING, SECTION 12-3-4 AS FOLLOWS:

SECTION 12-3-4 AUTHORITY TO ERECT SIGNS RESTRICTING PARKING

The Town Manager, OR HIS DESGINEE, IS HEREBY AUTHORIZED TO DETERMINE THOSE AREAS AT WHICH DRIVERS SHALL BE REQUIRED TO PARK AT AN AGLE TO THE CURB, NOTIFYING DRIVERS THAT PARKING IS PROHIBITED, OR RESTRICT PARKING IN ANYWAY THAT MAY BE NECESSARY FOR PUBLIC ~~SAFETY upon approval by the Council, may cause to be placed signs requiring parking at an angle to the curb, notifying drivers that parking is prohibited, or restricting parking in any way that may be necessary. No parking restrictions shall become effective until such restricted parking area is specifically designated by resolution of the Council, and signs have been erected as authorized by this section.~~ It is a civil traffic violation for any person to stop or stand a vehicle in disobedience to such parking restrictions.

PASSED AND APPROVED by a majority vote of the Mayor and Common Council of Camp Verde, Arizona, this 19 day of October, 2011.

Mayor Bob Burnside

Date

Approved as to Form:

10/4/11

Town Attorney/Date

Attest:

Town Clerk Deborah Barber/Date

#11

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: *October 19, 2011*

☐ *Consent Agenda* ☒ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation*

Requesting Department: Councilor Carol German

Staff Resource/Contact Person: Russ Martin

Agenda Title (be exact): Request for Council direction as to whether or not to prepare and amend the current budget to reallocate funds from the Chamber of Commerce Visitor Center Agreement to the General Fund to be used for economic development activities, such as placing the operation of the Visitor Center Services, marketing, and promotion under the direction of the Town.

List Attached Documents:

1. Visitor Center and Marketing Services Agreement
2. Visitor Center Lease Agreement
3. Minutes to joint meetings held in 2010 and 2011

Estimated Presentation Time: 10 Min

Estimated Discussion Time: 20 Min

Reviews Completed by: Russ Martin

☐ ***Department Head:*** ☐ ***Town Attorney Comments:***

Finance Review: ☐ **Budgeted** ☐ **Unbudgeted** ☒ **N/A**

Finance Director Comments/Fund:

Fiscal Impact:

Budget Code: _____ ***Amount Remaining:*** _____

Comments:

Background Information: The Town entered into an agreement for contracted Visitor Center Services and a Visitor Center Lease Agreement on June 22, 2011. The Town has had a relationship with the Chamber of Commerce since 1989 whereby the Chamber of Commerce provided such services to the Town at a cost varying from year to year. The fee for fiscal year 2011/12 is $55,000, with an additional $25,000 fee for marketing purposes. To date, the Town has paid the Chamber of Commerce $20,000 this fiscal year under the contract. The Chamber of Commerce uses the Town's facility for the Visitor Center at a nominal annual charge under the Lease Agreement. The Chamber of

Commerce contributes approximately $20,000 annually toward Visitor Center Services as well for operations and marketing.

The Chamber of Commerce has repeatedly stated that it cannot take direction from Town under the current services agreement as a contracted provider. The Town believes that marketing and cross promotion is not actively pursued by the Chamber of Commerce in its current role as contractor for the Visitor Center at a value of $55,000. Additionally, the money provided to the Chamber of Commerce for marketing and promotion does not appear to be attracting visitors and generating revenue at a value of $25,000. In an effort to get more for the amounts spent on these two activities it is believed these services could be better managed internally under an Economic Development Department where staff may be better equipped to aggressively seek out partnerships with neighboring organizations. Cross promotion, pursuing relocation of the Visitor Center service to a more visible location, and a tourism business incubation program are just a few of the concepts being considered if termination of this agreement is directed by Council.

The Town is not convinced that official designation by the Arizona Office of Tourism enhances the Town's ability to cross promote and partner with other Verde Valley chambers and destinations nor does it bring the Town additional tourism revenue. The official designation requires a minimum 44 hours of operation per week, among other specific requirements, and there are other more cost effective opportunities to better showcase our Town.

The Chamber of Commerce, by its very nature, represents businesses that have chosen membership with the organization, and encourages non-members to join. Since the Chamber of Commerce is unable to promote businesses that are not members, both the Town and Chamber of Commerce have difficultly explaining how $80,000 goes towards promotional efforts that may not fairly represent all members of the business community. A conflict of interest exists which prohibits the Chamber of Commerce from fully and fairly marketing all Camp Verde businesses. This is a common problem which has occurred in many cities across the state and nation and in many cases, has resulted in the two distinctly different organizations operating independently of one another.

While the Town is appreciative of the services provided in the past, it is time to try something different to entice visitors and business and bring in desired tourism revenue and jobs. This change would allow the Chamber of Commerce to focus on its membership exclusively and not be bogged down with the responsibility of the Visitor Services Center.

Recommended Action (Motion): Move to direct staff to proceed with options 1, 2, 3 or 4 and prepare the necessary documents for Council approval.

Instructions to the Clerk: None.

Agenda Item Submission Form – Section II (Staff Report)

Department: Administration

Staff Resource/Contact Person: *Russ Martin*

Contact Information: *Russ @ ext. 102; russ.martin@campverde.az.gov*

Background:

Same as above.

Statement of the Problem or Opportunity:

The Town must make strides toward aggressively pursuing opportunities which will bring business and tourism to the Town. It appears that we may have an opportunity to work toward a different partnership in the future, not only with Fort Verde State Park, but also with the Chamber of Commerce. While changes must occur, allowing for ample planning will ensure a smoother transition.

Alternatives/Options/Solutions:

- Option 1
  Continue with the current Visitor Services Center and Lease Agreements. However, the Town and Chamber of Commerce would work more closely to develop and enhance the Chamber's marketing efforts. The Town would be more involved in the Chamber's marketing and planning campaigns and how the Town's funds are spent on these efforts.

- Option 2
  Notify the Chamber of Commerce of the Town's intent to terminate the Visitor Center Agreement, and pay the Chamber of Commerce a pro-rated portion of the second quarter $20,000 fee based upon the date of termination (approximately less than one-third of the amount reliant upon date of notice of termination). Amend and reallocate the remaining 2011/12 budget to the Economic Development Department. The Chamber of Commerce, under the current Lease Agreement, would receive required notice of the Town's 18-month notice of intent to terminate the Agreement. If the Chamber of Commerce continued to provide Visitor Center Services as outlined in Section 1a of the Lease Agreement, the Chamber of Commerce would be allowed to continue to occupy the facility until the 18 month-period ended, April 30, 2013. Should the Chamber of Commerce decide not to continue to provide the services as outlined, the lease would terminate and the Town would work with the Chamber of Commerce to transition it out of the facility as soon as possible.

- Option 3
  Continue to fund the Chamber of Commerce for Visitor Center Services throughout the remainder of the calendar year, and pay the Chamber of Commerce the second-quarter $20,000 payment for those services. Amend and reallocate the remaining 2011/12 budget to the Economic Development Department. The Chamber of Commerce, under the current Lease Agreement, would receive required notice of the Town's 18-month notice of intent to terminate the Agreement. If the Chamber of Commerce continued to provide Visitor Center Services as outlined in Section 1a of the Lease Agreement, the Chamber of Commerce would be allowed to continue to occupy the facility until the 18 month-period ended, April 30, 2013. Should the Chamber of Commerce decide not to continue to provide the services beyond January 1st as outlined, the lease would terminate and the Town would work with the Chamber of Commerce to transition it out of the facility as soon as possible.

- Option 4
  Continue to fund the Chamber of Commerce for Visitor Center Services throughout the remainder of the fiscal year, and pay the Chamber of Commerce the second, third, and fourth-quarter $60,000 payment for those services. The Visitor Center Services and Lease Agreements would not be renewed and the

relationship would cease effective June 30, 2012. However, due to the 18-month required cancellation notice, the Chamber of Commerce would have the option of continuing to offer Visitor Center Services at outlined under Sections 1a of the Lease Agreement until the 18-month period ended, April 30, 2013. Should the Chamber of Commerce decide not to continue to provide the services beyond January 1st as outlined, the lease would terminate and the Town would work with the Chamber of Commerce to transition it out of the facility as soon as possible.

Comparative Analysis:

It is important to recognize the amount of effort this relationship has taken to maintain over the years. The Chamber of Commerce has worked to keep the Visitor Services Center open seven days per week with smaller amounts of money coming in each year. Whatever direction Council provides, the Town must continue to foster a good relationship with the Chamber of Commerce with the goal of promoting and helping our businesses in the community. This will require frequent communication and enhanced working relationships.

Fiscal Impact to the Town:

Dependent upon the option selected, the adopted 2011/12 Budget could be amended. Any action taken is for the sake of impacting businesses positively this fiscal year and beyond.

Other Impacts: The relationship between the Town and the Chamber of Commerce will be strained as a result of any change implemented. It is important that adequate consideration is given to the Chamber of Commerce and its need for transitional time as a result of any of these options. The current relationship is defined as a Contractor/Contractee. It is critical to the community that the Town/Chamber of Commerce relationship is maintained in a manner that exhibits a cooperative effort and assists the business community positively.

Conclusion:

Staff is preparing for your direction. We anticipate much discussion on the future of the Visitor Services Center. Your direction must be clear so that the option selected shines a professional and positive light on the Town of Camp Verde and the community it represents. Both organizations desire enhanced success for our businesses. It is our hope that common goals will lead us to a better way of interacting with one another and supporting the residents of Camp Verde.

Recommendation: Direct staff to pursue Option 3 or 4 which would allow the longest period of time for both entities to transition successfully. Staff is willing to work with the Chamber of Commerce to make the transition occur with as little difficulty as possible.

Agreement for Contracted Services
Between
The Town of Camp Verde
and the
Camp Verde Chamber of Commerce

This Agreement is entered into this 22nd day of ____June_____, 2011 by and between the CHAMBER of Commerce, a non-profit corporation, hereinafter referred to as "**CHAMBER**" and the Town of Camp Verde, an Arizona municipal corporation, hereinafter referred to as "**TOWN**." This Agreement is awarded pursuant to Procurement #11-093.

WHEREAS, pursuant to A.R.S,§ 9-500.11, the TOWN desires to appropriate funds to enhance tourism by promoting Camp Verde as a destination and by assisting visitors to Camp Verde and Camp Verde residents with information and facilities which improve the quality of their experience when in Camp Verde; and

WHEREAS, the TOWN receives a significant portion of its tax revenue from tourist spending in the community and sales tax revenue from businesses; and

WHEREAS, the TOWN desires to maintain a strong and vital local economy and to require certain minimum levels of staffing at the Visitor Center located in Town to promote Camp Verde and in order to assist in the retention of existing businesses, the attraction of new businesses, and tourism that are deemed desirable; and

WHEREAS, the CHAMBER is qualified and has the expertise, organization to provide visitor services, and promote Camp Verde, and such efforts will generate tax revenue to assist the TOWN in providing facilities and services to all residents of Camp Verde; and

PURPOSE OF THE AGREEMENT

TOWN hereby retains the CHAMBER to promote, develop and enhance tourism for the TOWN and its surrounding areas, and to render specific professional and technical services to the TOWN. It is understood and agreed that the CHAMBER, while retained under this Agreement, will also be rendering other services to its members.

NOW, THEREFORE IN CONSIDERATION OF THE MUTUAL PROMISES AND COVENANTS OF THE PARTIES, AND OTHER GOOD AND VALUABLE CONSIDERATION, THE PARTIES AGREE AS FOLLOWS:

1. **Visitor Center:** Annually the TOWN may allocate funding for the purposes of staffing and operating a Visitor Center. The TOWN agrees to make payment to the CHAMBER following quarterly reports generally in four (4) installments on July 1; October 1, January 1, and April 1, of each fiscal year Allocations are made from the TOWN.

    a. In exchange of this value the CHAMBER agrees to spend the amount allocated to maintain and staff the TOWN's Visitor Center within TOWN for such purposes only. The CHAMBER will ensure The Visitor Center will abide by the criteria set forth by the Arizona Office of Tourism to be a state designated LVIC (Local Visitor Information

Center). The Visitor Center will be open to the public during weekdays and weekends to answer all correspondence, telephone or walk-in inquiries for general information relating to Camp Verde. The Visitor Center will be open no less than 44 hours per week, except on weeks which include Christmas, Thanksgiving, or the New Year's holiday. This shall cover costs such as:

i. Utilities
ii. Telephone
iii. Insurance
iv. Wages and Benefits for paid visitor center staff
v. Supplies and Copier
vi. Postage, mailing costs, freight

2. **Promotion/Marketing:** Annually the TOWN may allocate for tourism in promoting and marketing Camp Verde as a destination. The TOWN agrees to make payment to the CHAMBER following quarterly reports in four (4) installments on July 1; October 1, January 1, and April 1, of each fiscal year allocations are made from the TOWN.

   a. In exchange of this value the CHAMBER agrees to spend the allocation of the funds received from the TOWN for the following purposes related to marketing activities:
      i. Website maintenance
      ii. Website hosting fees
      iii. Website promotion campaigns
      iv. PR/Media
      v. Print advertising campaigns
      vi. Attend Annual Governor's Conference on Tourism
      vii. Participation in Sedona Verde Valley Tourism Council (SVVTC)

   b. The CHAMBER agrees that all printed materials created and distributed by the CHAMBER with funds from the TOWN contain a statement recognizing and acknowledging that funding has been provided by the TOWN for such documents.

3. **Reporting**: The CHAMBER will provide quarterly presentations to the Town Council that minimally include:

   a. Number of visitors to the Visitor Center broken down by home location.
   b. Hours to include paid and volunteer staff hours
   c. Estimated revenue generated from visitors to the community

4. **Coordination**: The TOWN Council Liaison to the CHAMBER and the Town Manager will meet periodically, but not less than quarterly, with the CHAMBER to discuss the coordination between the TOWN and the CHAMBER on items of mutual interest that promotes tourism and provides visitor information.

5. **Annual Financial Audit:** The CHAMBER agrees to provide the TOWN with a copy of its annual financial audit.

6. **Termination:** If and in the event that a dispute between the parties arises as to the service to be provided under this Agreement, then the TOWN and the CHAMBER shall attempt to resolve said dispute. This Agreement is entered into in the State of Arizona and shall be construed and interpreted under the laws of the State of Arizona including, without limitation, the provisions of A.R.S.§ 38-511.

7. **Term**: This Agreement will be in force from July 1, 2011. The TOWN will provide use of the Visitor Center to the CHAMBER under the terms and conditions as exist under the current lease. This agreement shall end if no funding is allocated from the TOWN or 12 month written notice given by either party.

8. **Town Duties**:

    a. At the request of the CHAMBER, the TOWN shall disclose to the CHAMBER any information that pertains to the business community that may be legally released; provided that the TOWN shall have no obligation to incur any cost outside the ordinary course of business.
    b. TOWN shall make available TOWN facilities as it deems necessary to accommodate activities associated with CHAMBER business.
    c. TOWN shall endeavor to work with the CHAMBER on a Business Recruitment Program and an Economic Development Program.

9. **Independent Contractor**:

    a. The parties agree that the CHAMBER provides specialized services and that the CHAMBER enters this Agreement with the TOWN as an independent contractor. Nothing in this contract shall be construed to constitute the CHAMBER, nor any of its personnel, volunteers, or directors, as agents, employees, or representatives of the Town of Camp Verde.
    b. As an independent contractor, the CHAMBER is solely responsible for all labor and expenses in connection with this Agreement and for any and all damages, which may arise during the operation of this Agreement.

10. **Insurance, Liability and Indemnity**: The CHAMBER agrees to procure and maintain at its sole expense insurance adequate to meet TOWN Policies currently requiring:

    a. Certificate of Insurance for a General Liability Insurance Policy against claims for bodily injury, death and property damage with limits of at least:

        1. Each Occurrence $1,000,000
        2. General Aggregate.....$2,000,000

    b. In addition, the Certificate of Insurance must name the Town of Camp Verde, Arizona as an Additional Insured in connection with the facilities as provided herein and must briefly describe the services being performed, e.g. Lease of TOWN Facilities.
    c. Certificate of Insurance for Workers' Compensation Insurance Policy (Statutory).
    d. All Certificate(s) of Insurance referenced above and completed (signed by all pertinent parties) Services and Lease Agreement as provided herein shall be delivered simultaneously to the TOWN. Upon the TOWN's receipt of both the aforementioned documents the Agreement will be considered fully executed.
    e. CHAMBER liability under this Agreement is not in any way limited by the insurance required by this Agreement.
    f. CHAMBER shall keep said policies in force for the duration of the Agreement and for any possible extension thereof.

11. **Indemnification**: CHAMBER assumes and agrees to hold harmless, indemnify and defend the TOWN, its officers, agents and representatives from and against all losses, claims, demands, payments, suits, actions, recoveries, judgments and all liability of every kind, nature, and description for injury to persons including wrongful death, or damage to property or both occurring during, or in consequence, of the performance or failure to perform by CHAMBER. The TOWN assumes no liability, obligation or responsibility of any nature whatsoever, in connection with this Agreement except for payment of fees as stated or referred to herein.

12. **Subcontracting**: It is understood and agreed that the CHAMBER is free to contract with other parties or to otherwise provide additional services.

13. **Immigration Law Compliance**:

    a. Under the provisions of A.R.S. § 41-4401, the CHAMBER hereby warrants to the TOWN that the CHAMBER and each of its subcontractors (if any) will comply with, and are contractually obligated to comply with, all Federal Immigration laws and regulation that relate to their employees and A.R.S. § 23-214 (A) (hereinafter "Contractor Immigration Warranty").
    b. A breach of the Contractor Immigration Warranty shall constitute a material breach of this contract and shall subject the CHAMBER to penalties up to and including termination of this contract at the sole discretion of the TOWN.
    c. The TOWN retains the legal right to inspect the papers of any contractor or subcontractor employee who works on this contract to ensure that the contractor or subcontractor is complying with the Contractor Immigration Warranty. The TOWN agrees to assist the TOWN in regard to any such inspections.
    d. The TOWN may, at its sole discretion, conduct random verification of the employment records of the CHAMBER and any subcontractors to ensure compliance with Contractor's Immigration Warranty. The CHAMBER agrees to assist the TOWN in regard to any random verifications performed.
    e. Neither the CHAMBER nor any subcontractor shall be deemed to have materially breached the Contractor Immigration Warranty if the CHAMBER or any subcontractor establishes that it has complied with the employment verification provision prescribed by sections 274A ad 274B of the Federal Immigration and nationality Act and the E-Verify requirements prescribed by A.R.S. § 23-214, Subsection A.
    f. The foregoing provisions of subparagraphs a-e of this article must be included in any contract that the CHAMBER enters into with any and all its subcontractors who provide service under this contract or any subcontract.

APPROVAL AND EXECUTION BY CHAMBER

PASSED AND APPROVED BY CHAMBER OF COMMERCE ON THE 22nd day of June, 2011.

Camp Verde CHAMBER of Commerce

By: _____
Dave Freeman, CHAMBER of Commerce Chairman

ATTEST:

Camp Verde CHAMBER of Commerce

By: _____

Print Name: _____

APPROVAL AND EXECUTION BY TOWN

IN WITNESS WHEREOF to be executed by their duly authorized officials on June 22, 2011

_____
Bob Burnside, Mayor 6-22-2011

Attest: _____
Debbie Barber, Town Clerk

APPROVED AS TO FORM:

_____
William J. Sims, Town Attorney

Lease Agreement

LANDLORD: Town of Camp Verde (**"LANDLORD),** an Arizona municipal corporation, 473 South Main Street, Ste. 102, Camp Verde, AZ 86322

TENANT: Camp Verde Chamber of Commerce (**"TENANT"**), a non-profit corporation, 385 South Main Street, Camp Verde, AZ 86322

WHEREAS, the LANDLORD and TENANT agree it would be in the public interest to establish larger facilities for use by the TENANT and other related public agencies, for promotion of tourism as a visitor's center; and

WHEREAS, the LANDLORD has provided a remodeled building at 385 South Main Street, formerly known as "Custards", and adjoining parking areas, located at the entrance to Fort Verde State Historic Park, from Main Street, that would serve as a gateway center for future development connecting the downtown area and the Fort; together the remodeled building and adjoining parking areas shall be referred to as the "Premises"; and

WHEREAS, the parties have entered into an Agreement for Contracted Services as of the date of this Lease ("Services Contract") t for promotion of tourism and economic development.

NOW, THEREFORE, THE LANDLORD AGREES TO EXECUTE THIS LEASE WITH THE TENANT ON THE FOLLOWING MUTUALLY AGREEABLE TERMS AND CONDITIONS:

1. **Property and Use**: TENANT shall lease the Premises other than areas reserved by the LANDLORD for municipal use, for Tenant's office facility both to fulfill the terms of the Services Contract , and its role as the administration center for its member businesses and the public. TENANT shall allow other public agencies, as authorized by the Town Manager, space for displays and volunteers from those agencies that will present tourist and related information to visitors. A conference room will be available for LANDLORD's use to be scheduled by the Town Manager (or his/her designee), through the Chamber Director. The TENANT will be responsible for all scheduling and coordinating use of the building.

2. **Term and Use of Visitor's Center**: The term of the lease shall continue until written notice is given by either party to the other. The LANDLORD will provide use of the Visitor Center (as that term is defined in the Services Agreement) to the TENANT under the terms and conditions as exist under this lease. This lease shall terminate:

    a. eighteen (18) months following proper notice in writing in order to allow the TENANT to continue to operate as a Visitor Center and/or make plans for its operation at another location; or

    b. at any time that Tenant ceases to use the Premises for visitor services to the benefit of the citizens of the TOWN.

3. **Improvements:** TENANT will not make any modifications or improvements to the property without the prior consent of the LANDLORD. Any office equipment, supplies, or other fixtures brought to the property shall remain the property of the TENANT.

4. **Rent:** In consideration of the leasehold interest granted hereby, Tenant shall perform its obligations for the benefit of the Town as set forth in the Services Agreement, and Tenant shall payof rent during the term of the lease in the amount of $1.00 per year, acknowledging that the occupancy and use of the premises for visitor services will be a benefit of the citizens of the TOWN and the surrounding communities. Also the TENANT, in exchange for the use of the Premises, Tenant will pay the following to offset the estimated benefit of its use of office spaces, storage and conference room currently estimated at _as allocated in the annual budget:

   a. Wages, benefits & workers compensation
   b. Utilities
   c. Office supplies
   d. Phone ??

5. **Utilities:** Costs of the utilities to the premises such as electrical service and any separate heating/cooling costs, where they may be prorated, shall be the responsibility of the TENANT.

6. **Sublease:** TENANT will not sublease any portion of the Premises without the written consent of the Landlord.

7. **Maintenance:** TENANT will maintain the Premises in the condition of the facility at the time of initial occupancy, and Landlord shall maintain the heating/cooling and other services.

8. **Signs:** TENANT will not install any exterior signage on the Premises without the prior approval of the Landlord.

9. **Remodeling:** The building and surrounding property are an integral part of Main and Hollamon Street and will link the historic areas of the TOWN with Fort Verde State Historic Park. Therefore, the LANDLORD reserves the right to effect changes in the building structure, parking, and access consistent with the surrounding parking areas that indicates the primary uses of the facility.

APPROVAL AND EXECUTION BY CHAMBER

PASSED AND APPROVED BY CHAMBER OF COMMERCE ON THE 5th day of July, 2011.

Camp Verde CHAMBER of Commerce

By: _____

Dave Freeman, CHAMBER of Commerce Chairman

ATTEST:

Camp Verde CHAMBER of Commerce

By: _____

Print Name: Tracie Schimkowsky

APPROVAL AND EXECUTION BY TOWN

IN WITNESS WHEREOF to be executed by their duly authorized officials on 6-22-2011, 2011

_____
Bob Burnside, Mayor 6-22-11

Attest: Deborah Barber
Debbie Barber, Town Clerk

APPROVED AS TO FORM:

_____
William J. Sims, Town Attorney

MINUTES
JOINT WORK SESSION
MAYOR and COMMON COUNCIL of the TOWN OF CAMP VERDE
and the CAMP VERDE CHAMBER OF COMMERCE
COUNCIL CHAMBERS
WEDNESDAY, MARCH 23, 2011
5:00 p.m.

Minutes are a summary of the actions taken. They are not verbatim.
Public input is placed after Council motions to facilitate future research.

1. **Call to Order**
The meeting was called to order at 5:00 p.m.

2. **Roll Call**
Mayor Burnside, Vice Mayor Kovacovich, Councilors Whatley, Garrison, Baker, Roulette and German were present.

Chamber Members Present:
Director Tracie Schimikowsky, Chairperson Dave Freeman, Gary Thompson, and Kyle French; Ashton Powell arrived at 5:11 p.m.

Also Present: Town Manager Russ Martin, Councilor-elect Alan Buchanan, Adm. Asst. Valerie House and Recording Secretary Margaret Harper.

3. **Pledge of Allegiance**
The Pledge was led by Kovacovich.

4. **Discussion with the Board of Directors of the Camp Verde Chamber of Commerce relative to the Agreement for Contracted Services and Municipal Lease for the operation of the Visitor's Center, followed by possible direction to staff relative to the contracts and/or other matters relating to the Visitor's Center.**
Town Manager Martin reported that based on the Joint Work Session held in September, 2010, and discussion regarding the agreement with the Chamber, he and Director Schimikowsky have drafted two different versions of contracts with the Chamber. One is a lease arrangement that would allow the Chamber to use the Town-owned facility as a Visitors Center for a period of no less than 18 months from the starting point, and/or from when the Town would give them notice to leave. The other contract would be for serving as the Visitors Center contractor and offering those services to the public for no less than 44 hours in any given week. The funding is not included. The goal is to draft a contract that would result in the Town and the Chamber being able to work with each other from that point forward, without having to annually try to come up with a new and better agreement, and that would hopefully serve for at least a couple of years. The goal also is to establish a good working relationship, with a very clear understanding of that relationship to the public as well, that, one, the leasing arrangement is for that goal, and, two, the Chamber is given some stability to find a way to operate that Visitors Center. Underlying the relationship are the State statutes which require a quid pro quo type of scenario: what the Town does for the Chamber as a public entity has to be returned in like kind. Throughout the discussions with Ms. Schimikowsky, Martin said that their efforts were to try to find the wording that was generic enough to refer to documents required to be reported annually as well as quarterly, if and when those funding sources are provided, and that would reflect that the quid pro quo is met and well documented, and clearly sets forth what each party is to be doing.

In response to a question from Baker, Martin said that the 18-month period had been selected based on the likelihood of giving notice in a fiscal discussion; that would allow a minimal time for the Chamber to move out and would be intentionally off the budget cycle just enough to make sure that a solution has been found for use of the building. Gary Thompson commented that the 18 months would be in essence the Chamber's

eviction notice. Martin said that the 18 months would give both the Town and the Chamber enough time to be able to come up with a different alternative or business plan that may not have been considered at this point. Burnside said he understands that after notice is given, the Chamber would then have 18 months; the document specifies that the lease shall continue until a written notice is given by either party; then the 18-month period to vacate follows.

Garrison questioned the lack of information in the document regarding cost; Martin explained that the funding will be a budgeted item; during the 18 months the Chamber has to demonstrate that what they are giving is the value of what they are getting. The "contractor" takes the risk that the Town might pass a budget on July 5th that "retroactively" shuts the place down from the standpoint of funding. Martin said that there are benchmarks that the Town has asked for in order to get the clarity that they, and ultimately the citizens, need to understand the value of the proposition at whatever level of funding is put in. What is the real value of the Visitors Center, and how do we report that to the public? What specifically is wanted from the Chamber on a quarterly basis to show the actual dollar impact? Burnside commented that the answers to those questions are what the Town is seeking, and referred to the introductory clause in the draft agreement stating that tax revenue will be generated by the Chamber for the benefit of the Town. Burnside said that with its expertise the Chamber should be able to come up with a number that would suggest a projected revenue, to think positively.

Garrison asked Schimikowsky if the Visitor's Log provides information on how many days the visitor planned on staying in Camp Verde; Schimikowsky confirmed that it did, including the entire number of nights in the State as well.

Burnside referred to Paragraph 1, Visitor Center, specifying payments to the Chamber in connection with quarterly reports. Martin could see changing the dates for each installment, for example, June 30th, the end of the fiscal year, instead of July 1, the issue being when is the first check written for the next fiscal year. Burnside pointed out the example of the Chamber previously needing funding in advance, and Schimikowsky explained that she understood it was because of a delay in the budget process and the Town not wanting that to affect the Visitors Center operation. After discussion of when the payments would be made, and the issue of accountability regarding the funding, Martin said that the language could be revised to reflect that the Town would write a check for "X" quarter in advance, and the report on that quarter would be given at the end of that quarter; for example, "...quarterly reports will follow..." In that regard, Burnside suggested that Paragraph 3 would require the addition of a Subparagraph (c) regarding estimated tax revenue as discussed earlier in the meeting.

There was further discussion on the question of trying to determine a legitimate, or conservative, number to give to the citizens, which Schimikowsky agreed would be addressed. Kovacovich suggested trying to get the occupancy rate from hotels. Since hotels are protective of information regarding their occupancy rates, Martin countered that the hotels might be approached with a request to simply provide the actual number of nights that rooms had been occupied, and the average cost. Garrison proposed that Schimikowsky might be able to find out complete statistical data compiled from several sources and provide that to the Town. Burnside again referred to Paragraph 3, Subparagraph (c) to add a provision for an estimate of sales tax revenue.

There was a roundtable discussion on marketing "tools," what are those tools doing, and can the Chamber clarify, or quantify, the need for the particular tool. Schimikowsky said that tools would refer to ad campaigns, and Burnside said that he considers the extra tourism money that we also get would also be called a tool. Whatley suggested that visitors could be asked what brought them to Camp Verde; Schimikowsky said that could be added to the sign-in statement; she also reviewed the various printed materials and on-line ads that are intended to publicize Camp Verde and its events, adding that there is no way to actually track the results of those programs in comparison with the cost. Ashton Powell, from Out of

Africa, spoke on the issue of how her company quantifies what it spends on advertising. It would be difficult to actually say that every single dollar spent is received back as such; however, the money spent is for a visibility campaign that puts you in front of others and puts you in the forefront of future planning for vacations. Schimikowsky said she can tell how many subscribers to a magazine there are, or how many people received information from which ad. Burnside said he is looking for a percentage of advertising against profit, for long-range planning. Thompson commented that because of the marketing efforts of the last four years, the Chamber has seen an increase in a visitor trend while other Chambers are reporting a downward trend; there is no way to track the number of actual visitors.

The issue of upcoming events being posted on the website was raised; Schimikowsky pointed out the problem of not getting information in a timely manner, that there is no way to anticipate or make up dates for future events.

Baker asked Schimikowsky if more volunteers are needed. Schimikowsky said that the hours of operation that the State requires are 48 hours, Monday through Friday. She outlined the varied hours the Chamber is open in order to have visitors all seven days of the week. There are currently 3 volunteers in addition to the part-time staff and the Director, and more volunteers would be more than welcome, especially on weekends.

Burnside referred to Paragraph 12, Subcontracting; he said he would encourage the Chamber to do as much subcontracting as possible, to generate as much business as possible, the more people as members will help everybody. Burnside said he believes that Martin understands that there is a consensus that everyone is in agreement with the minor changes that were discussed and made. Martin commented on a proposed meeting with a representative from Big Park that he will pursue further with the Mayor.

5. **Adjournment**

On a motion by Whatley, seconded by Garrison, the meeting was adjourned at 5:55 p.m.

Bob Burnside, Mayor

Margaret Harper, Recording Secretary

CERTIFICATION

I hereby certify that the foregoing Minutes are a true and accurate accounting of the actions of the Mayor and Common Council of the Town of Camp Verde during the Joint Work Session of the Town Council of Camp Verde and the Camp Verde Chamber of Commerce, Camp Verde, Arizona, held on the 23rd day of March 2011. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 21 day of April, 2011.

Deborah Barber, Town Clerk

4a.2

MINUTES
JOINT WORK SESSION
MAYOR and COMMON COUNCIL of the TOWN OF CAMP VERDE
and the CAMP VERDE CHAMBER OF COMMERCE
CVMO TRAINING ROOM – 646 First Street, Camp Verde, AZ
WEDNESDAY, SEPTEMBER 1, 2010 at 4:30 p.m.

Minutes are a summary of the actions taken. They are not verbatim.
Public input is placed after Council motions to facilitate future research.

1. **Call to Order**
Mayor Burnside called the meeting to order at 4:32 p.m.

2. **Roll Call**
Mayor Burnside, Vice Mayor Kovacovich, and Councilors Baker, Garrison, German, Roulette, and Whatley were present.

Chamber Members Present:
Director Tracie Schimikowsky, Alex Wilson, Vice-Chair Linda Buchanan, Treasurer Dave Freeman, and Chair Gary Thompson

Also Present:
Town Manager Russ Martin and Town Clerk Deborah Barber

3. **Pledge of Allegiance**
Councilor Roulette led the pledge.

4. **Discussion with the Executive Board of the Camp Verde Chamber of Commerce relative to the Agreement for Contracted Services and Municipal Lease for the operation of the Visitor's Center, followed by possible direction to staff relative to the contract.**
Martin explained that the existing contract stipulates the duties and funding associated with the operation/lease for the operation/lease of the Visitor's Center, a Town-owned property located at 385 S. Main Street, Camp Verde, Arizona. The proposed contract is attached and becomes a permanent part of this record. He advised that past contracts failed to clearly outline duties and expectations. He suggested that Council approve the existing contract until he had the opportunity to meet with the Chamber Director to get a better understanding of the expectations of both parties to present to Council for consideration.

Baker asked if Martin were suggesting extending the current contract until June. Martin said that he planned to have it no later than April to accommodate the budget cycle. Baker, noting that the lease ends in December 2010, suggested that extending the lease until June when the fiscal year ends would allow an opportunity for the parties to consider their options. She also noted the immigration compliance section needed to state the Chamber agrees to assist the Town, as opposed to the Town assists the Town.

Buchanan expressed concerns with limiting the lease until June because the Chamber is limited in their long-range planning activities. She strongly urged the Council to consider a longer term than June, for example June 2012.

Baker agreed, stating that her concern was that the goals be determined in addition to the extended length since the lease expires in December 2010. She said that she would not be opposed to the 2012 extension.

Martin preferred the April date to work out the terms, so that it could be included into the budget.

Roulette agreed with Baker and with the Manager, noting that in light of recent legislation, it is important to get more detail in writing. He said that he had no issue with extending the Visitor's Center lease. He explained that the contract does need to be more specific for the benefit of each party.

German agreed with giving the Manager and Director the authority to work out the terms. She said that we could agree to a time so that the Visitor's Center could feel comfortable that they will not have to move in April. She advised that she would like to see the contract solidified before March or April.

Dave Freeman said that the Board has been limited in their planning efforts without the assurance of their location. He said that the short amount of time left on the lease has created additional budgetary expenses because they did not know where they would be located. He said that this was a disservice to the community and Chamber members. He suggested that the lease agreement be separated from the services agreement. He suggested a long-term lease and short-term service contract.

Schimikowsky noted that the State Tourism Office, who was not represented at this meeting and who gives out the official Visitor's Center designation, has stringent compliance criteria. She advised that the status is in jeopardy because there is no handicapped parking spot. She also advised that she had notified the former Town Manager because the Chamber has been 'dinged' on this problem area and it might affect their status.

Burnside agreed that this was a critical issue. He said there has been a misconception in the community that public money and the building went to the Chamber, a private organization. He clarified that the Town owns the building and that the Town pays for (i.e. outsources) the operation of the Visitor's Center to the Chamber of Commerce. He said that the Town wants and needs a Visitor's Center and in order for the Town to have a Visitor's Center, certain requirements are necessary. He said that the outsourcing agreement must outline very specific requirements. He suggested that the simplest act to accomplish at this meeting is to establish benchmarks. Burnside outlined proposed benchmarks as follows:

- $55,000 – how much do you want to pay for rent for the office space you use for the solely for Chamber activities? This amount should be deducted from the $55,000.
- How much do you pay your staff for staffing the Visitor's Center? Put this information on paper.
- Quarterly reports relative to the visitors, their interest, increase in numbers and impact on sales tax to justify the public monies that are invested in the operation of the Visitor's Center. The Town can then justify the return on the investment of public monies. This could also justify an increase in funding if needed.
- In 2 years, prepare an analysis of people coming across 260 as opposed to coming into Town – we might discover that the Center needs to be moved to another location that will attract more visitors. We now need to document the funds.
- The Visitor's Center belongs to the Town. If you want to have your Chamber meetings in the Visitor's Center, define how much space you need and how much you are willing to pay for it.

Burnside closed with stating that he felt it would be beneficial to establish benchmarks, as the previous agreement failed to define anything. In summary, he stated the following:

- Define the office space & the rent
- Estimate costs of operation and maintenance – i.e. employees, utilities, upkeep
- Quarterly reports – number of visitors, where are they from, what is their interest, possibly define a correlation with visits to local businesses; cost analysis with direct/indirect costs,
- Define what the Town could do for them – more parking, driveway, picnic tables, ramada, discounts to the local parks and sites, etc.
- Tourism Marketing Tools – provide documentation as to the benefit, what does it do, how much money does it bring in. He does not want a report about how many advertisements were placed, but a report as to how those advertisements resulted in increased visitors that would not otherwise have occurred.

Baker agreed that the handicapped spot should be there and asked why ADOT did not put one in when they did the beautification project. She said that she thought Council was not doing their job and that she was disappointed at times with the information in the Chamber's reports. She said that if Council wanted

something different, they should have let them know. She also felt that we needed to get the details worked out and work together to succeed. She would like to see us focus on the in-state visitors because people are not traveling, but they were traveling within the state. She wanted the clearest, most straightforward direction as possible in the contract

German said that the Chamber has provided the information that Burnside requested. They have shown that Town is not giving the money without something in return. She agreed with Martin's suggestion to allow the Manager and the Director to work out the details, with the information that has been provided. She said that she thought it was unfair to ask them to tie in the number of visitors with the sales tax. She said the Finance Department could determine that information.

Thompson said that correlating visitors with tax dollars would be difficult because people pay taxes differently – monthly, annually, quarterly, and sometimes not at all.

Roulette thanked the Chamber for the reports that have been given. He said that he wanted to come to the Chamber's defense for not coming to the Town to ask for a handicapped spot when they thought they were going to be kicked out. He felt that the Town was getting a good deal.

Schimikowsky advised the previous Town Manager of the handicapped parking space two years in a row and nothing came of it. All members agreed that it was a liability issue. She explained the membership paid for 45% of her salary and contributed 30% of their own budget to the operation of the Visitor's Center for the Town.

Garrison said that she was very unhappy, noting that the former director pulled out of a NACOG tourism event. She reported that Schimikowsky saved the day and has always stood behind her word. She felt that the former director made the Chamber, the Board, and the Town look bad. She said that she would like to cut to the chase. She would like to extend the lease one year, work with them to understand their needs, and agreed to allow the Manager and Director to work out the details and then move forward. She said that this coming budget cycle would be the worst yet. She noted that the Town had to take $700,000 from the rainy-day fund to make it through this year and it is just not there next year. She said that she was uncomfortable making promises that we might not be able to keep.

German said that we would assure the Chamber that they would not be removed at the end of December and allow the manager to work with the director.

Freeman thanked Garrison for her comments and reminded her that he spoke before Council a few times about the failures of the Chamber. He explained that this is a new board and chamber and assured members that he would not be part of a Chamber that was run as it was in the past. He expressed his appreciation for Council's support, noting that it is a challenge to move forward on a shoestring. He said that the focus needs to be on growing this Town and making it vibrant again.

Burnside asked Martin to check with the attorney to determine if we had the luxury of waiting until April or if it could be done more quickly. Martin advised that the attorney had reviewed the contract. Burnside asked the Chamber what they wanted from the Town, noting again that this agreement is mandated by law with benchmarks.

Baker said that she was confused. She thought this meeting was about reviewing the contract.

Martin explained that he would like to see Council approve the proposed contract in its current state that expires in December 2011 and that staff would come back in April 2011 with more detail.

Buchanan said that she was concerned with not extending the lease.

Martin said that if the Town did not have the funding to go past June, the additional six-months on the lease would allow them to make transition plans accordingly. Baker said that Bill Sims did write the contract, noting that the lease terminates December 2011. Martin noted that he had made the change to allow the Chamber additional time.

Burnside asked for a consensus on the direction. All members agreed to the existing contract with Martin & Schimikowsky to work out details later, with an opportunity to review the document in a meeting such as this before it comes to Council for a vote.

5. **Adjournment**

On a motion by Baker, seconded by Garrison, the Mayor adjourned the meeting at 5:42 p.m.

Bob Burnside, Mayor

Deborah Barber, Town Clerk

CERTIFICATION

I hereby certify that the foregoing Minutes are a true and accurate accounting of the discussion of the Mayor and Common Council of the Town of Camp Verde during the Joint Work Session of the Town Council of Camp Verde, Arizona, held on September 1, 2010. I further certify that the meeting was duly called and held, and that a quorum was present.

Dated this 20 day of September 2010.

Deborah Barber

#12

Town of Camp Verde

Agenda Item Submission Form – Section I

Meeting Date: October 19, 2011

☐ *Consent Agenda* ☒ *Decision Agenda* ☐ *Executive Session Requested*

☐ *Presentation Only* ☐ *Action/Presentation*

Requesting Department: Council

Staff Resource/Contact Person: Mayor and Council

Agenda Title (be exact): Discussion, consideration, and possible authorization to place the Verde River Basin Partnership back into the Council Committee Assignments, and if approved, possible appointment of a Council member to serve on the committee. Councilor George has volunteered to serve as the representative for the Town in this organization.

List Attached Documents: 2011 Council Committee Assignments Chart (1 page)

Estimated Presentation Time: N/A

Estimated Discussion Time: 10 minutes

Reviews Completed by: N/A

☐ **Department Head:** N/A ☐ **Town Attorney Comments:** N/A

☐ **Finance Department** N/A

Fiscal Impact:

Budget Code: _____ **Amount Remaining:** _____

Comments:

Background Information: In June 2009, Council deleted the Verde River Basin Partnership from the Council Committee Assignments.

Recommended Action (Motion): Move to place the Verde River Basin Partnership back into the Council Committee assignments and assign (a member) to serve on the VRBP through May 2011

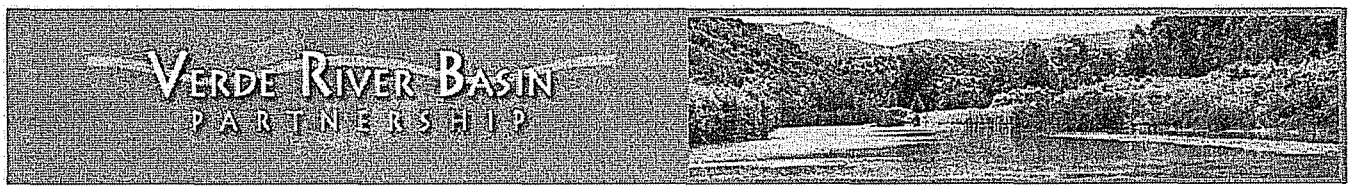
Instructions to the Clerk: N/A – Section II not applicable

2011/12 COUNCIL COMMITTEE ASSIGNMENTS

Council representation is recommended at the following meetings:

Arizona Leagues of Cities & Towns functions
Governor's Conference on Rural Development
Verde Valley Intergovernmental Meetings

Committees	2011/12	Meeting Time	Meeting Place	Contact Person
C V Schools Education Foundation	George/Baker	NOT STARTED YET	NOT STARTED YET	NOT STARTED YET
Chamber of Commerce Board	Buchanan/German	3rd Wednesday at 8:00 a.m. Liaison to attend at 8:30 a.m.	Visitors Center/Chamber 385 S Main Street	Tracie Schimikowsky 567-9294
Liaison to Yavapai Apache Nation	George	Thursdays at 9:00 a.m.	Council Chambers 2400 W Datsi St	Karla Reimer - 567-1003 Call weekly to verify meeting
Intergovernmental Associations	All Members	-	varies	-
NACOG – Regional Council	Burnside/Baker	Quarterly – 4th Thursday at 10:00 a.m.	High Country Conference Center	928-774-1895
Sanitary District Liaison	Whatley/Burnside	2nd Thursday at 6:00 p.m.	155 S Montezuma Castle Hwy #11	Jan Grogan 928-567-6794
CVUSD - Superintendent's Advisory Council	German/Baker	3rd Wednesday at 9:00 a.m.	October 5, 2012 next meeting	Mary Hudson 567-8000
V V Regional Econ. Devel. Council	Baker/Whatley	1st Friday at 9:00 a.m.	YC Board of Supervisors Office 6th Street - Cottonwood	Robyn Prud'hommeBauer 634-4296
V V Transportation Org.	George/Buchanan	Every other month - 4th Wednesday 8:00 a.m.	10 S 6th Street Cottonwood, AZ	DeShannan Young 639-8100
League Resolutions Committee	Burnside/Baker	Annually	League of Cities and Towns Conference	Ken Strobeck Executive Director
WATER RELATED COMMITTEES				
V V Water Users Liaison	Kovacovich/Burnside	As needed	As needed	As needed
Y C Local Drought Impact Group	Kovacovich/German	Annually	To be announced	Yavapai County Extension Agent 928-554-8999
Y C Water Advisory Committee	Buchanan/Burnside	3rd Wednesday at 2:00 p.m.	YC Board Room 6th St -Cottonwood 1015 Fair Street-Prescott	



About the Verde River Basin Partnership

VERDE RIVER BASIN PARTNERSHIP—HISTORY, RECENT CAMPAIGN FOR FEDERAL FUNDING, AND AWARD OF PRIVATE FUNDING IN 2010 HISTORY

The Verde River Basin Partnership (Partnership) was authorized by federal legislation under Title IIof Public Law No. 109-110, the Northern Arizona Land Exchange, Title II and Verde River Basin Partnership Act of 2005. The legislation was passed by Congress and signed into law by the President in November 2005. Specifying hydrologic analysis by the U.S. Geological Survey (USGS), it mandates the identification of the water resources within the Verde River Basin. Title II documents the Congress's recognition that, in the face of a burgeoning population and the potential impact of a warmer and drier climate in the southwestern United States, the water resources of the Verde River Basin are threatened as never before. It also documents Congress's recognition of the importance of critical new scientific work to guide water-management decisions in the Verde River Basin.

Congress created the Partnership in specific response to an intense outpouring of public concern expressed about the long-term health of the Verde Basin water resources during a series of meetings held by Senator John McCain on the Northern Arizona Land Exchange. The concern expressed by thousands of citizens over this issue was recognized by Senator McCain in his Cottonwood Journal (12/10/2003) statement: "I have never been involved with a more complex issue or more emotional issue than this for the State." Senator McCain responded by creating and adding Title II to the Northern Arizona Land Exchange legislation. Title II to date is an unfunded promise to the citizens of Arizona to determine the extent and sustainability of Verde River Basin water resources.

Why is the Partnership's mandate important? The Verde Basin's surface-water resources are critically connected to its groundwater supplies, local economies, citizen quality of life, and private property values. They are also a visual reminder of the condition of groundwater supplies the eye cannot see. Besides providing surface and groundwater supplies presently to about 150,000 Verde River Basin residents (or a substantially larger number if the Town of Prescott Valley adds imported Big Chino Valley groundwater to its portfolio), wildlife, riparian habitat, and our national forests, the Verde River Basin contributes directly to the water delivered to more than 2.7 million people in the Phoenix area. In an Arizona Republic Article (12/2003) Arizona Department of Water Resources (ADWR) Director Herb Guenther asked and answered: "Will there be an overdraft situation in the Verde River Basin if we continue the way we are? YES." Doubtless all communities within the Verde Basin agree that overdraft—drawing more water from surface or groundwater than nature can replenish—will inevitably diminish both the economy and the lifestyle of the Verde River Basin.

Title II calls for "...a collaborative and science-based water resource planning and management partnership for the Verde River Basin in the State of Arizona, consisting of members that represent (1) Federal, State, and local agencies; and (2) economic, environmental, and community water interests in the Verde River Basin". Accordingly, the Partnership sought membership from the counties and incorporated cities and towns within the Verde River Basin, Native American Nations within the basin, relevant state and federal agencies, the Salt River Project, and numerous agricultural, economic, environmental, and community groups active within the Verde River Basin. With the exception of Yavapai County and the Prescott-area city and towns, the Partnership effectively assembled the broad stakeholder representation mandated in Title II.

As far back as 2006, the City of Prescott and the Towns of Prescott Valley, Chino Valley, and Dewey-Humboldt declined to participate in the Partnership. Yavapai County joined the Partnership conditionally for six months but then withdrew consequent to the negative votes of two of the three County Supervisors. The continuing demands of the Prescott-area governments and Yavapai County were: (1) that voting representation must exclude members other than elected officials of the County and the incorporated communities within the basin; and (2) that the voting power of the incorporated communities must be proportional to their respective populations, assuring that the representatives of the Prescott-area city and towns would have more than double the voting power of their counterparts in the Verde Valley.

Attempting to ameliorate the Prescott-area concerns that "economic, environmental, and community water interests" might have disproportionate voting strength, the Partnership revised its structure. The economic, environmental, and community water interest groups, representing about twenty member groups, were aggregated into five caucuses—Agricultural Caucus, Economic Development Caucus, National Environmental Groups Caucus, Grassroots Environmental Groups Caucus, and Unincorporated/Community Water Interests Caucus—each of which has a single vote. (See the VRBP Membership page) In addition, Partnership representatives met with Prescott-area town and city councils in an attempt to promote reconciliation. All efforts failed; the Prescott-area jurisdictions have so far continued to reject membership in the Partnership.

Nevertheless, during 2006, the Partnership formed its committees, developed its bylaws, and developed its initial scope of work with the USGS. Further, in spite of the Prescott-area objections, Senator McCain requested President Bush to include funding for the Partnership's work in the administration budget for fiscal years 2008 and 2009. In neither year did the administration honor the Senator's request.

An updated scope of work was developed with the USGS in 2009 to build upon work that has been completed since 2006 by the USGS in cooperation with the Yavapai County Water Advisory Committee. The revised plan is more strongly directed to providing an enhanced groundwater model for the upper and middle Verde watersheds (Figure 1) that will serve as a useful predictive tool for the guidance of water-management decisions. It promises a major advance in understanding the potential as well as the limitations of the Verde River Basin water resources.

Figure 1. Location of Title II study area, structural provinces, and land ownership.

RECENT CAMPAIGN FOR FEDERAL FUNDING

In October, 2009, the Partnership sent letters to the members of the Arizona federal congressional delegation requesting their support for the allocation of $5.4 million for the four years of investigation and reporting specified in Title II. $5.2 million is requested to fund the USGS work in support of the Partnership under Title II, and $200,000 is requested for the Partnership's reporting and administrative costs.

The proposed work would allow the USGS in conjunction with the Partnership to conduct the congressionally mandated hydrologic studies including: · Complete a preliminary water-budget analysis of the Verde Valley. · Analyze the potential long-term consequences of various water use scenarios on groundwater levels and Verde River Basin flows. · Prepare a preliminary report that sets forth the USGS findings and the recommendations of the Partnership regarding the long-term available water supply. · Create the water resource studies, hydrologic models, surface and groundwater monitoring networks, and other analytical tools helpful in the identification of long-term water supply management options within the Verde River Basin. · Submit a final report to the Partnership and, via the Partnership, to the Secretary of Agriculture and the Governor of Arizona.

It's evident that the precise inter-relations between groundwater and surface water throughout the Verde River Basin are not well understood. Thus, critical relationships that clarify the strengths and weaknesses of our water resources and enable evaluation of the consequences of current and future water-management decisions are poorly known. The 2009 hydrology science plan developed by the USGS in cooperation with the Partnership offers a carefully designed plan to (1) fulfill the requirements of Title II and (2) to optimize the information and tools that water managers need for their decisions affecting long-term sustainability of the Verde River Basin's water resources. Because sound water-management decisions in the Verde River Basin are so critical to the long-term success of our communities, the Partnership reinvigorated its effort, including initiation of a grass-roots citizen's campaign, in support of federal appropriation for the USGS and Partnership under Title II. To date, Congress has been unwilling to appropriate the funding needed to carry out the USGS/VRBP work mandated under the 2005 legislation.

AWARD OF PRIVATE FUNDING IN 2010

Private funding awarded in mid-June 2010 enables the USGS in collaboration with the Partnership to undertake a $300,000 study to collect and analyze critical data and publish reports consistent in outcome with the first deliverable specified under Title II of Public Law 109-110, the Northern Arizona Land Exchange, Title II and Verde River Basin Partnership Act of 2005. The work will begin in September 2010 and will be completed within 18 months (in February 2012). A grant of approximately $250,000 from the Walton Family Foundation and a USGS match of $50,000 together make this work possible. The Town of Clarkdale will administer the grant by receiving funds from the foundation, paying the USGS, and carrying out the accounting and verification that the grant requires.

The work plan was developed jointly by the USGS and the Partnership. For detail, see the USGS-VRBP Verde Valley Water-Resource Analysis Study. The study will take advantage of the newly developed USGS Northern Arizona Regional Groundwater Flow Model as a powerful tool to meet the requirements of Title II for analysis of (1) the water-budget for the Verde Valley including: (i) the inflow and outflow of surface water and groundwater, (ii) annual consumptive water use, and (iii) changes in groundwater storage; and (2) the potential consequences for Verde Valley stream flow and groundwater levels over the next 100 years of three water-demand scenarios recently developed by the Yavapai County Water Advisory Committee. Collection and analysis of new data collected both on the ground and by remote sensing will augment the water-budget analysis.

The study and resulting reports are expected to substantially enhance the understanding of water-resource strengths and limitations for the Verde Valley over the long term, and thus provide an important new basis for far-sighted decisions by water managers.

Prepared by Ed Wolfe

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