



City of Apache Junction

300 East Superstition Boulevard • Apache Junction, Arizona 85119

DATE: June 1, 2026

MEMORANDUM TO: The Honorable Mayor & City Councilmembers

MEMORANDUM THRU: Bryant Powell, City Manager
Matt Busby, Assistant City Manager
Ryan Kaup, Economic Development Director

MEMORANDUM FROM: Brock Severson, Economic Development Specialist

SUBJECT: Recommendation for the Contract Extension of Local Visitor Center

Since 1988, the City of Apache Junction has contracted with the local Chamber of Commerce to operate a visitor center. Visitor centers help promote Arizona communities, their attractions, destinations, dining options, and hospitality amenities. Primarily operated by local chambers of commerce or visitor bureaus, these information centers often serve as a visitor's first stop, giving cities the opportunity to provide a positive first impression of the surrounding area and Arizona.

Our current contract for these services is with the Apache Junction Chamber of Commerce and has a term ending June 30, 2026. According to the City's Procurement Procedures, professional services for travel and tourism center or marketing efforts are exempt from releasing a Request for Qualifications.

To find the most qualified provider, staff utilizes the Arizona Office of Tourism (AOT) as a resource to find a provider that is affiliated with AOT's accredited Arizona Visitor Information Center (AVIC) program. Being a State-accredited visitor center means the provider has been vetted, meets established guidelines, receives exposure with listings on official Visit Arizona publications, and is operating as per requirements of the State's program (Exhibit A).

Staff is recommending the City continues to contract for visitor center services with the Apache Junction Chamber of Commerce for the following reasons:

- The City of Apache Junction does not have a physical facility to house these services, nor the staffing capacity to operate a facility
- The Chamber of Commerce is an AOT-accredited visitor center and intends to maintain their status as such.
- The current Apache Junction Visitor Center is one of the most trafficked visitor centers in Arizona, has demonstrated the ability to perform, receives positive reviews from visitors, and operates a volunteer-run facility which is well-located in our downtown.

In our current contract with the Apache Junction Chamber of Commerce ending June 30th, 2026, the contracted amounts increase four percent year-over-year, with \$58,400 as the amount that was due for this fiscal year. Staff respectfully requests Council approve a new three-year contract, with options for two one-year extensions, and the continuation of the four percent annual escalator. The following amounts are listed below, paid quarterly and subject to Council-appropriation of funds:

- FY 26/27: \$60,736.00
- FY 27/28: \$63,166.00
- FY 28/29: \$65,692.00

Extension Options:

- FY 29/30: \$68,320.00
- FY 30/31: \$71,052.00

Staff will provide a presentation on this item for the June 1, 2026, Work Session and then plan to bring this item back on the June 16, 2026, Regular Meeting consent agenda.