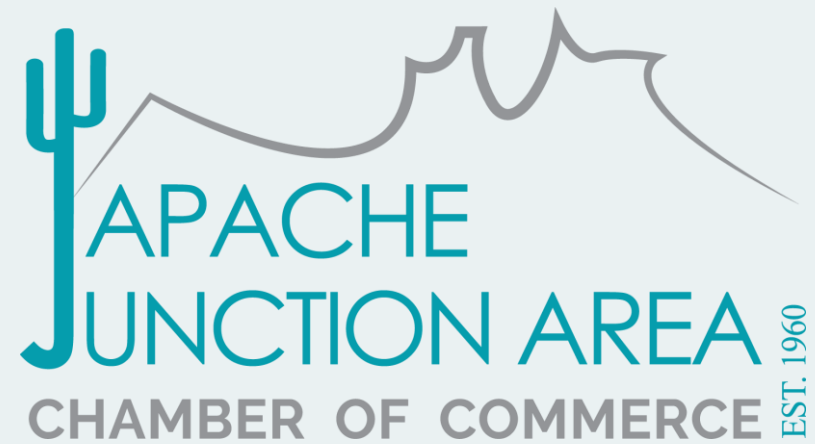


Apache Junction Area Chamber of Commerce and Visitor Center



Visitor Center Overview

- Serves visitors, residents, and businesses
- Hub for tourism and relocation information
- Connector to local businesses and events



Partnership with the City of Apache Junction

- Longstanding partnership with the City
- Operates under contract to provide services
- Supports City goals: Tourism, Economic Development, Community Engagement

Key Accomplishments



- 9,604 annual visitors served in 2025
- Increased community engagement
- Expanded programs and outreach
- Enhanced visibility of local businesses
- Officially designated Arizona Visitor Information Center (AVIC) for AOT



To: City of Apache Junction
From: Jenna Lehman, Sr. Community Affairs Manager
Date: April 9, 2026
RE: Arizona Visitor Information Center Program

This letter is to confirm that Apache Junction Area Chamber of Commerce and Visitor Center is currently in good standing in Arizona Office of Tourism's (AOT) Arizona Visitor Information Center (AVIC) program.

The Apache Junction Area Chamber of Commerce and Visitor Center has been involved in the AVIC program for the last few years and their performance, conduct, and compliance with program requirements have met and exceeded our standards. The most recent on-site inspection occurred on September 9th, 2025 and there were no concerns or corrective actions required.

AOT values Apache Junction Area Chamber of Commerce and Visitor Center partnership and dedication in promoting Arizona to travelers near and far.

Sincerely,

A handwritten signature in black ink, appearing to read "Jenna Lehman".

Jenna Lehman
Sr. Community Affairs Manager

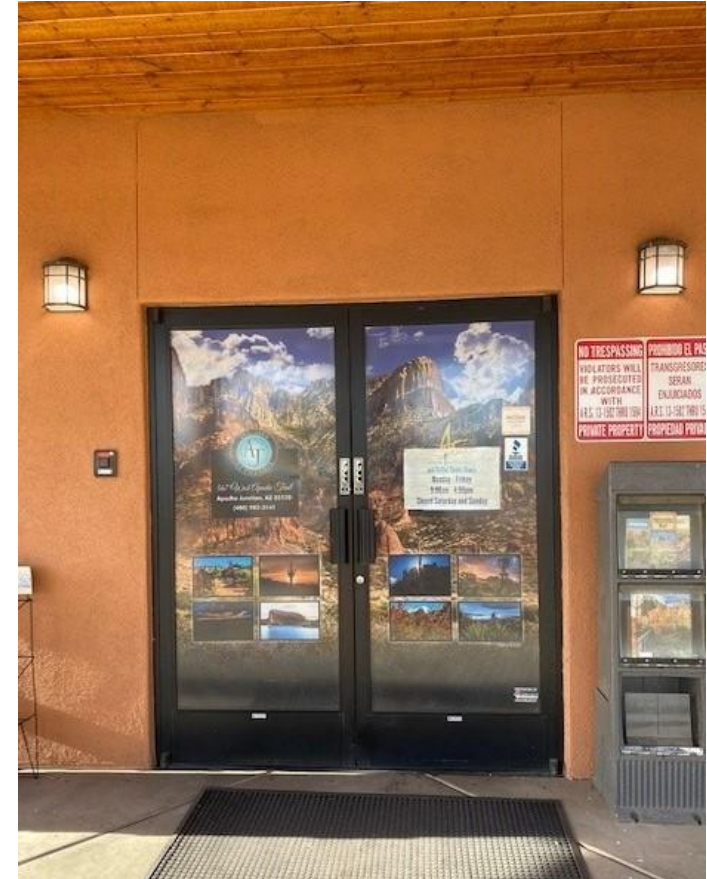
2025 Total Visitors

Arizona: 3,699

Out-of-State: 5,193

Foreign Visitors: 712

TOTAL: 9,604



2025 Foreign Visitors



Belgium	2	Mexico	3
Canada	681	Netherlands	5
England	4	Scotland	2
France	2	Sweden	2
Germany	5	Switzerland	2
Japan	4	Ukraine	2
Laos	1		



2024 vs 2025 Visitor Counts

	In-State Counts		Out-of-State Counts		Foreign Counts		Total Counts	
	2024	2025	2024	2025	2024	2025	2024	2025
January	419	432	1522	1403	238	207	2179	2042
February	807	828	1296	1488	231	231	2334	2547
March	216	222	653	590	138	88	1007	900
April	196	144	191	171	33	16	420	331
May	233	310	44	35	6	16	283	361
June	224	215	6	12	0	0	230	227
July	177	226	16	22	6	4	199	252
August	253	265	12	8	0	2	265	275
September	245	247	32	22	7	10	284	279
October	302	293	194	235	27	22	523	550
November	248	291	564	540	98	69	910	900
December	165	226	518	667	92	47	775	940
Total:	3485	3699	5048	5193	876	712	9409	9604

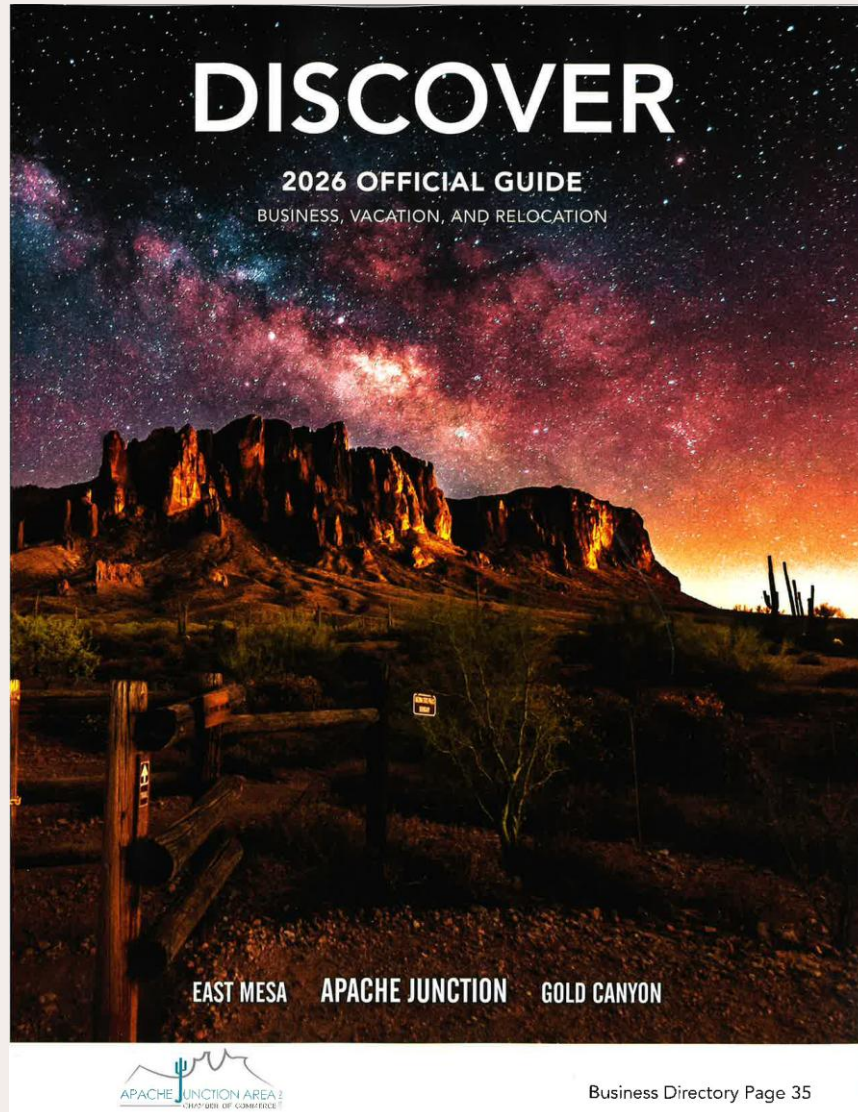
Economic Impact

- Referral to local businesses daily
- Support of local events and festivals
- Drives visitor spending into the community
- Supports small business growth

Programs & Services

- Visitor assistance & relocation information
- Business referrals & promotions
- Event support and coordination
- Volunteer engagement

Marketing & Promotion



- Website and digital engagement
- Social media promotion
- Discover Magazine and visitor guides
- Regional partnerships

Operational Efficiency

- Lean staffing model
- Strong volunteer support
- Cost-effective service delivery
- Chamber resources leveraged

Looking Ahead

- Expanded outreach and engagement
- Enhanced visitor experience
- Increase business promotion
- Continued alignment with City goals



Visitor Center Refresh

- Updated and modernized space
- Improved visitor experience
- Enhanced display of local businesses and materials
- More welcoming and functional environment
- Coordinated with the Arizona Officer of Tourism the temporary closure of the visitor center for the refresh

Contract Overview

- Continuation of current services
- Proven partnership model
- Consistent value to the City



Apache Junction Area
Chamber of Commerce
and Visitor Center

Thank
you