



Visitor Information Center

City Council Work Session
April 19, 2021

Visitor Center Goal



To provide professional operational services for a local visitor information center.

Hence, encouraging tourism and visitation to Apache Junction that will help support local businesses and boost the local economy.

Process

Historically issued a Request for Qualification (RFQ)

- 2018 Council approved Procurement Code changes
- Section 3-7-7 created a number of exemptions for professional services
 - Travel and tourism center or marketing efforts

Now, identify potential providers

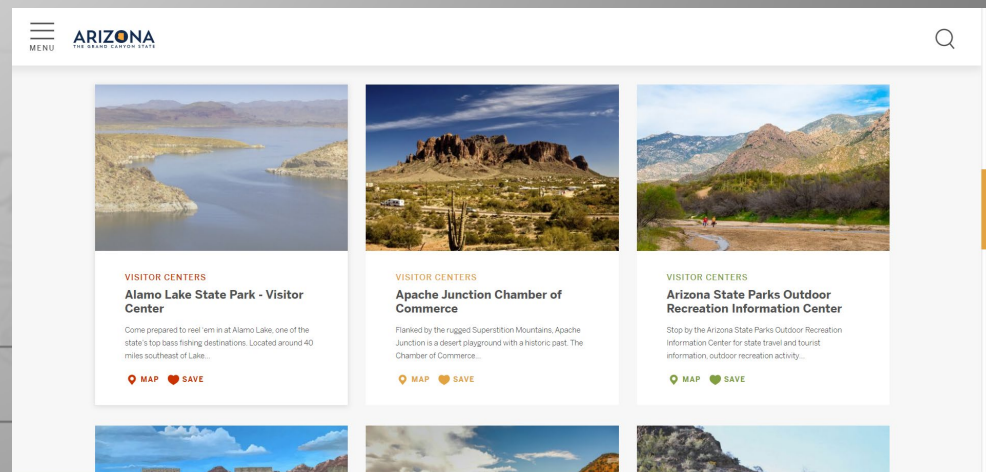
- Assess their level of interest
- Propose and negotiate contract terms for services provided
 - Depending on contract amount, approved administratively at City Manager level or City Council



Process

Finding vendors

- Arizona Office of Tourism as resource
 - Formal accreditation program
 - Program guidelines for service delivery within centers
 - Exposure through Visit Arizona materials and Official State Travel Guide
- Other existing known visitor service centers



Staff Recommendation

Identified the **Apache Junction Chamber of Commerce and Visitor Center** to contract for Visitor Information Center services

- Desire to continue providing visitor center services
- Hold official Arizona Visitor Information Center designation
- Historic ability to perform record
- Located in the heart of our downtown
- Consistent positive reviews and feedback on visitor experience online
- Well-equipped, clean and attractive center
- Incredible value for level of service provided

Surrounded by Legends



Reviews from the web

5/5 [Facebook](#) · 33 votes

Reviews ?

[Write a review](#)

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"This is the **place** to go!"



"The **people** are always friendly and they carry so much information."



"Friendly and **knowledgeable staff** and volunteers, too."



[View all Google reviews](#)



Staff Recommendation

Contract negotiations with the **Apache Junction Chamber of Commerce and Visitor Center** recommendation:

- Three year agreement
 - FY 21/22 \$49,920
 - FY 22/23 \$51,971
 - FY 23/24 \$53,994
 - Option for two one-year automatic extensions
 - FY 24/25 with 4% increase
 - FY 25/26 with 4% increase
- Contract approval on Consent Agenda May 4, 2021



Questions?