



# Monthly Report: July

## **AOT**

- Team introductions to Andrew
- AOT co-op, suggestions, ideas, and recommendations to the AOT team for future programs.

## **DVA**

- Discussion about what's happening in media, travel trade, etc. and making sure they are on the same page and have the information with what is being done from the Front Burner Media side of things.

## **Community Outreach, Meetings, Media, & Trade**

- Summer Wellness Retreats at Luxury Resorts lead- sent to Enchantment, Amara, L'Auberge, and The Wilde.
- Kristin Braswell, freelance, on assignment for a piece about nature boosting the mental healing faculties. Put in direct contact with Pete Sanders. Kristin's email: kris.bras@gmail.com. Piece to publish in LA Magazine with possible pick up in other publications.
- Koz Mraz, Discover Sedona Magazine pitch. Told him it's not of interest currently and to reach out to the tourism office directly.
- Discussion with Rob about Sedona Now and programming option.
- Keele Smith, director of sales and marketing with Sky Rock, reached out needing ideas for additional meeting space. Sent over the Library and SPAC contact details.
- Offered to meet with Cheryl to discuss visitor center data. Cheryl's schedule didn't allow for a meeting. I shared instructions and she proceeded with her portion of the presentation.
- PR report compiling data and numbers from July 1, 2023-July 1, 2024. Due to the limits of AgilityPR and when I added search terms to my account, I cannot obtain historical data beyond July 1, 2023. All information is included in the PR report submitted.

## **Research, Recommendations & More**

- GCOT: Arizona Governor's Conference on Tourism is August 21-23 at JW Marriott Scottsdale.
- Destinations International conference in Tampa July 11-14. Industry event with a focus on DMO leadership. It's a place to network, get ideas and input from other destinations, as well as hear from vendors directly: Datafy, Symphony, DEI programs and more. Next year will be in Chicago.
- August will be my last month working with the City of Sedona as the DMMO. I'll also be attending ESTO in Columbus, OH, August 11-13 and will report back on the items presented.