



**Arizona Office of Tourism  
Tribal Consultation Policy Report  
For the period July 1, 2015 through June 30, 2016 (FY 2016)**

This report is prepared and submitted by the Arizona Office of Tourism (AOT), pursuant to Arizona Executive Order 2006-14 – **Consultation and Cooperation with Arizona Tribes**. The report provides a summary of opportunities for coordination and consultation that occurred between AOT and the American Indian Tribes, Nations and Communities in Arizona.

**Tribal Consultation Policy:** AOT issued the Tribal Consultation Policy in March 2006. Updates to the policy were made on July 17, 2008; July 9, 2010; June 25, 2012; and March 31, 2015.

**Tribal Tourism Relations Manager / Tribal Liaison:** AOT has maintained the position of Tribal Tourism Relations Manager / Tribal Liaison since March 2004. AOT’s Tribal Tourism Relations Manager works with each AOT division to coordinate tourism related programs and projects with the 22 American Indian Nations, Tribes and Communities in Arizona. The Tribal Tourism Relations Manager is AOT’s primary contact for all matters relating to AOT’s work with Indian Nations and Tribes. Tribal contacts include communication with the Tribally designated *AOT Tribal Tourism Advisory Committee* and work to enhance communication and coordination between AOT and Tribal leadership, tourism program officials and/or designated representatives.

The following details consultation topics that have been presented to Tribal representatives, including objectives and outcomes resulting from consultation with the Tribes.

Goal	Objective	Activity & Performance Measure
To offer the Tribal tourism industry the opportunity to participate in cost- efficient and effective advertising programs with AOT	Outreach, inform and assist Tribal tourism entities to apply for the Rural Marketing Cooperative program	<ul style="list-style-type: none"> <li>• Outreach to Tribal tourism offices to request feedback on past programming for inclusion and updates to FY 2017 program</li> <li>• Disseminated application announcement by email and followed up on inquires</li> <li>• Training webinar was held to solicit questions and review program and application elements</li> <li>• Tribal participation in FY 2017 Rural Marketing Cooperative program increased by 25 %</li> </ul>

Goal	Objective	Activity & Performance Measure
To market Tribal tourism attractions, amenities, events and experiences to local, domestic and international visitor markets	Utilize the new AOT Tribal tourism brochure. This collateral piece highlights Tribal attractions, opportunities, and cultural experiences and includes a map of Tribal Lands, calendar of major events and contact information for each Tribe's tourism.	<ul style="list-style-type: none"> <li>• Tribal brochure has been offered and distributed to 62 state-wide Local Visitor Information Centers (LVIC)</li> <li>• The brochure is offered to individual Tribes and non-profit Tribal organizations <ul style="list-style-type: none"> <li>-Salt River Pima-Maricopa Indian Community took it to the San Diego Travel and Adventure Show, February 2016</li> <li>- Arizona American Indian Tourism Association sponsored the 2016 Travel Alliance Partners (TAP) and used brochure to showcase Tribal attractions</li> </ul> </li> </ul>
Build relationships between Tribal communities and state government to foster and strengthen collaborative processes and partnerships between and among state agencies, local and Tribal governments, stakeholders and private sector organizations in order to achieve a more coordinated approach to travel and tourism to help grow Arizona's economy	Develop and foster relationships with Tribal entities and organizations, facilitate stronger industry and community inclusiveness, cooperation and cohesiveness	<p>Attended the following events:</p> <ul style="list-style-type: none"> <li>• Hosted a Tribal Roundtable at the Arizona Governor's Conference on Tourism – 6/22/15</li> <li>• Tribal Economic Development Working Group/ITCA – 11/24/15</li> <li>• Presented at NAU Tribal Economic Development Forum – 11/17/15</li> <li>• Litchfield Park Native American Fine Arts Festival – 1/10&amp;11/16</li> <li>• Indian Nations &amp; Tribes Legislative Day – 1/19/16</li> <li>• MATIC –Multi Agency Tribal Infrastructure Collaborative – 1/20/16</li> <li>• Presented at the Navajo Nation Economic Summit – 4/13/16</li> <li>• Participated on the Arizona Indian Gaming Association's roundtable interviews by the Business Journal – 6/9/16</li> </ul>

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