

Join the Downtown Prescott BIA Board of Management



The Downtown Prescott BIA is an association of over 100 businesses and commercial property owners committed to growing the Downtown Prescott RiverWalk District as a destination, attracting more visitors to Prescott and creating a vibrant and thriving cultural and commercial hub that helps support Prescott's continued growth.

What's the BIA Board of Management?

The Board of Management of the Downtown Prescott BIA is the governing body responsible for overseeing the organization's programs, budget, and strategic direction. Elected by BIA Members and confirmed by Town Council, the Board represents the collective interests of downtown businesses and property owners, ensuring that all initiatives align with the BIA's mandate to promote, beautify, and enhance the Downtown Prescott RiverWalk District.

Working in partnership with the Town of Prescott, the Board leads efforts that strengthen the local economy, attract visitors, and foster a vibrant and welcoming downtown community.

What's a Board of Management member?

A Board Member of the Downtown Prescott Business Improvement Area (BIA) is a local business or property owner within the BIA Levy Area who volunteers their time, ideas, and expertise to guide the organization's vision and priorities. Board Members play an active role in shaping the growth, vitality, and promotion of Downtown Prescott's RiverWalk District—helping to strengthen our downtown as a thriving commercial and cultural destination.

They serve as ambassadors for the downtown business community, representing fellow businesses, contributing to strategic decision-making, and supporting initiatives that enhance the local economy, beautify public spaces, and attract residents and visitors alike.

Greetings from Board Vice-Chair Tracey Young:

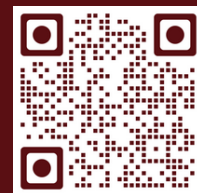
Thank you for your commitment to Downtown Prescott. Our BIA thrives on collaboration—bringing together business owners, property owners, and



community partners to shape a shared vision for the RiverWalk District. The Board works year-round to support local businesses, enhance our downtown spaces, and promote Prescott as a vibrant destination.

If you're passionate about contributing your voice and ideas, I'd love to meet you at Downtown Connections to discuss how you can help drive our continued success!

You are invited to:
Downtown Connections
October 22 | 6 to 8 pm
Prescott Fire Hall
Network with Downtown Businesses, learn about programs to help your business, and meet your BIA Board of Management.



Scan to RSVP

About the Downtown Prescott BIA



The Downtown Prescott BIA works on behalf of its member businesses and property owners to strengthen the heart of our community. Through coordinated marketing and promotions, engaging events, strategic advocacy, and impactful placemaking, the BIA enhances the visibility, vitality, and economic success of the Downtown Prescott RiverWalk District—helping to attract visitors, support local business growth, and ensure a thriving downtown for all.

What does the BIA Do?



RiverWalk District Marketing

The BIA promotes Downtown Prescott as a premier destination for shopping, dining, and experiences through coordinated marketing campaigns, seasonal promotions, and cross-platform advertising that highlight local businesses and the RiverWalk District.

Downtown Events & Promotions

From summer festivals to holiday celebrations, the BIA helps plan, support, and promote events that draw visitors downtown, boost sales, and build community spirit among residents and businesses alike.



Downtown Advocacy

The BIA represents the shared voice of downtown businesses, advocating for policies, partnerships, and improvements that enhance the vitality, accessibility, and long-term success of Prescott's core commercial area.

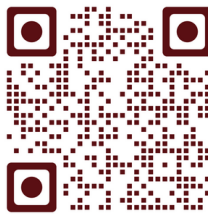
Placemaking

The BIA invests in beautification and public space enhancements that make Downtown Prescott more vibrant, accessible, and inviting—supporting projects such as streetscape improvements, seasonal décor, public art, and the ongoing revitalization of the RiverWalk District.

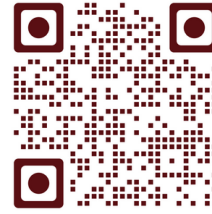


Interested?

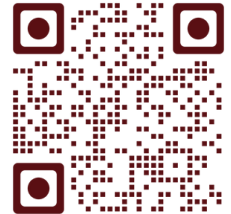
The Downtown Prescott BIA is currently seeking new Board Members to help shape the future of our downtown. Join us at the Downtown Connections event to meet current Board Members, learn more about the BIA's work, and discover how you can get involved.



**Downtown
Connections
RSVP**



**Learn
More**



**Board
Application**