



MEMORANDUM

Date: July 5, 2022

To: The Honorable Chair and Members
Pima County Board of Supervisors

From: Jan Leshner 
County Administrator

Re: **Southern Arizona Heritage & Visitor Center Welcome Screen**

The Pima County Department of Attractions & Tourism is in the process of updating videos to be used in rotation on the welcome screen in the Southern Arizona Heritage & Visitor Center.

They would like to invite each Supervisor to tape a :30 second video welcoming visitors to our community and encouraging them to visit or explore what makes our Sonoran Desert so special. This could include our wide-open spaces and beautiful sunsets, our food culture as American's first city of Gastronomy or any other element that you feel makes our community unique and something to celebrate.

Please work with the Communications Department to schedule a time that works best for you. Depending on the amenities or attractions you would like to focus on, the video shoot could take place at the Historic Courthouse in the Visitors Center, out at a park, in front of a local landmark, etc. The Communications Office is happy to work with you on scheduling, writing a script and deciding on a location. If you have questions or to schedule, please reach out to mark.b.evans@pima.gov.

Our goal is to have the videos in rotation by September 1, 2022.

Many thanks for your time and willingness to help us highlight what makes Pima County great!

JKL/anc

c: Carmine DeBonis, Jr., Deputy County Administrator
Francisco García, MD, MPH, Deputy County Administrator
Mark Evans, Director, Communications Office
Diane Frisch, Director, Attractions and Tourism