



City of Prescott Arizona
Information Technology
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The Prescott Information Technology (IT) Department, Geographic Information Systems (GIS) Division is requesting City Council approval of data request fees for commercial entities. The GIS Division currently charges commercial entities data request fees based on the Yavapai County GIS Department's fees from 2007. These fees do not reflect current processing costs. Updated fees will not apply to non-commercial data requests; for example, students and researchers, private citizens, and other agencies. Additionally, these fees will not apply to organizations operating under contract for the city. The IT Department is proposing a streamlined fee assessment model designed to recover the direct costs associated with fulfilling specialized commercial data requests. Fees will be based on the total mid-point compensation cost for a GIS Specialist (Job Class 3078, Grade 112) as calculated by the Finance Department, currently \$55.00 per hour. This standardized rate ensures an objective and consistent billing process, accurately reflecting the City's actual expenses for professional data preparation and delivery. This rate represents a fully "burdened" hourly cost, which includes the base salary and benefits (healthcare, retirement contributions, etc.)

The City's GIS Division maintains a comprehensive enterprise geodatabase containing critical spatial layers such as addresses, street centerlines, zoning boundaries, utility infrastructure (water, sewer, and storm), aerial images, and topographic contours. These layers are regularly updated by the GIS Division through the digitization of new subdivision plats, as-built engineering plans, and GPS survey data to ensure the city's digital twin remains accurate.

To promote transparency and public accessibility, the City provides foundational layers, specifically street centerlines, city limits, subdivision boundaries, and address points, via the AZ Geo public Data Hub where they can be downloaded by any resident or organization free of charge. However, for specialized datasets or large-scale commercial applications, the City is seeking to establish a formal data distribution process to address the technical requirements of providing geographic information data. While the public hub serves general community needs, the GIS Division occasionally receives requests for comprehensive copies of sensitive or high-value data from private companies—such as engineering firms, real estate developers, and telecommunications providers—who utilize these records for sophisticated commercial map production and spatial analysis. These requests often involve specialized processing requirements, such as converting GIS features into CAD-compatible formats like AutoCAD (.dwg or .dxf) to ensure seamless integration into private engineering and design workflows. To manage these professional requests sustainably, the City is seeking to implement a cost-recovery fee structure designed to offset the administrative and technical labor required to compile, format, and deliver these specialized data packages to commercial entities that derive direct profit from their use.

Private entities must submit a formal request detailing the scope of their project and the specific layers required. The requester will be provided with a preliminary time estimate for the technical extraction and preparation of the data packages prior to the commencement of work. Fees are assessed based on the complexity of the data requested and the staff time required for technical extraction and preparation. For example, standard datasets like aerial imagery or topographic contour tiles will carry a flat administrative fee for the time spent compiling the files, while more intricate datasets, such as utility networks, are

subject to per-hour pricing to reflect the additional technical labor and quality control necessary to package these specialized layers for commercial delivery. To ensure billing accuracy, all labor hours dedicated to the request will be documented within the Department's project management system (Asana application). Upon completion of the technical work, the requester will be billed for the final total of recorded time required to prepare and transmit the data package.

In addition to the standard hourly estimate process, the IT Department is seeking to establish one primary exception to simplify the fulfillment of its most frequent data inquiry: Aerial Imagery and 1-foot Contour data packages. Because these high-resolution datasets represent a significant and expensive municipal investment to acquire and process every four years, and because the delivery workflow is highly consistent, these requests will be billed at a flat-rate of one hour of labor per 1-square-kilometer tile. This flat-rate covers the end-to-end processing cycle—including requirement scoping, location identification, billing, and secure digital transmission—providing commercial entities with these high-value assets while streamlining City administrative operations.

All commercial data transfers will be delivered with a "Data Confidentiality, usage, & Liability Notice." This document grants a non-exclusive right to use the data for the specified commercial purpose while protecting the City via a disclaimer that the data is provided "as-is" and is not a substitute for an on-site professional survey. This structured approach ensures that while the City supports local economic development, the administrative costs associated with compiling, formatting, and exporting these records are not subsidized by the taxpayers, but are instead covered by the commercial entities that derive direct profit from their use.

Aerial imagery and 1-ft contours: \$55 per square kilometer tile

Custom layers or maps of any dimensions: \$55 per hour of staff time

Free download through AZ Geo Data Hub:

- Parcels polygons
- Building footprints
- Subdivisions polygons
- Street centerlines
- Address points
- City limits polygon