



Arizona State Library, Archives and Public Records

General Records Retention Schedule for Counties; Municipalities; and State Agencies, Boards and Commissions Civic, Convention, and Cultural Facilities and Visitors' Bureau Records

Schedule Number:

000-12-44

Authorization and Approval

Pursuant to ARS §41-151.12, the retention periods listed herein are the minimum amount of time records may be kept. Keeping records for a time period shorter than their approved retention period is illegal. Records required for ongoing or foreseeable official proceedings such as audits, lawsuits or investigations, must be retained until released from such official proceedings, notwithstanding the instructions of this schedule. If it is believed that special circumstances warrant that records should be kept for a shorter time than the time period listed in this schedule or that any of these records may be appropriate for transfer to the State Archives, please contact the Records Management Division to inquire about a change to the retention period. Only the Arizona State Library, Archives and Public Records has the authority to set records retention periods. **Public records, including electronic records, not listed in this schedule are not authorized to be destroyed.**

Lisa Maxwell, Director
Records Management Division
Arizona State Library, Archives and Public Records

Date Approved: *June 11, 2012*

**Records Retention Schedule for
Counties; Municipalities; and State Agencies, Boards, and Commissions
Civic, Convention, and Cultural Facilities and Visitors' Bureau Records**

<u>Item #</u>	<u>Records Series</u>	<u>Retention (Yrs.)</u>	<u>Start of Retention</u>
1.	Advertising Records (documents relating to advertising functions including books, budgets, and reports providing demographic information on visitors, costs for various collateral pieces produced, return on investments and other related records)	10	After created or received
2.	Collateral Records (including travel guides, calendar of events, meeting planners, tour and travel planners, media kits and other related records)	Permanent	Preserve pursuant to ARS §39-101
3.	Convention and Visitors; Bureau Studies (including studies conducted to research visitation and other visitor surveys)	Permanent	Preserve pursuant to ARS §39-101 After administrative value has been served
	a. Historical		
	b. All others	-	
4.	Customer Relation Management Records (information regarding media contacts and articles, tour operators, meeting planners and consumer contact information)	-	After administrative value has been served
5.	Event Records (including applications, permits, proof/certificates of insurance, event correspondence, set-up records, copies of contracts and other related records)	Permanent	Preserve pursuant to ARS §39-101 After event is no longer renewed or scheduled
	a. Historical		
	b. All other records	3	
6.	Revenue Per Available Room (Rev Par) Reports (documents sales tax revenues for the hotel industry)	-	After administrative value has been served
7.	Visitor Center Records (reports regarding the number of walk-in visitors and customer service survey results)	-	After administrative value has been served

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