

**Utah Office of Tourism
Board Meeting
Wednesday, August 11, 2021
Ogden Eccles Conference Center, Executive Room 100**

Members Present: Lance Syrett, Kym Buttschardt, Mike Taylor, Shayne Wittwer, Glen Overton, Elaine Gizler, Sara Toliver, Brian Merrill, Nathan Rafferty

Members Excused: Greg Miller

Staff: Vicki Varela, Julia Barnhouse, Dave Williams, Lorraine Daly, Celina Sinclair, Jody Blaney, Zach Fyne, Denise Jordan, Liz Wilson, Becky Keeney, Bianca Lyon, Andrew Dash Gillman, Rachel Bremer, Kelly Day

Visitors: Raelene Davis, Molly O’Neill, Adam Whalen, Hannah Suanders, Marissa Mallory, Terra Girvin, Audrey Neidenbach, Kevin Morris, Michelle Evans, Shanna Memmott, Adriana Chimaras, Chris Newton, Cherlene Christensen, Julie Hollist Terrill, Dallin Koecher, Cody Draper, Pratt Redd, Robert Stephenson, Ethan Koehler, Stacie Boney, Zack McQuiston, Lynne Shumway, Jared Berrett, Allison Yamamoto-Sparks, Justin Anthony, Laici Shumway, Kori Ann Edwards, Tye Hoffmann, Leah Xiao, Olivier Barthez, Camille Taylor, Joan Hammer, Todd Shaw, Cicily Kind, Allie Basile, Kylie Aldridge-Brower, Connor Maloney, Cody Adent, Wayne Stewart, Scott Sorenson, Kylie Kullack, Kevin Lewis, Breck Dockstader, Jennifer Wesselhoff, Jessica Merrill, Falyn Owens, Chris Eggleton, Brad Smith, Dennis Copyak, Nancy Volmer, Josh Sutton, Omar Urbina, Colt Jarvis, Jonathan Smithgall, Sydnie Furton, Cindy Espinoza, Shanell Marinuzzi, Shane Osguthorpe, Caren Werner, Hannah Baird, Ammon Collins, Kaitlin Eskelson, Maria Twitchell, Becki Lewis, Dres Empey, Leah Roberts

WELCOME

Lance Syrett called the meeting to order and welcomed everyone to the Ogden Eccles Conference Center.

MINUTES

MOTION: SHAYNE WITTEWER MOTIONED TO APPROVE THE MINUTES FROM THE JUNE 11, 2021 MEETING THAT WAS HELD IN BEAR LAKE. GLEN OVERTON SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

DIRECTOR’S REPORT

Vicki Varela, Managing Director, Utah Office of Tourism (UOT), reported on the following items:

- Jennifer Wesselhoff, Jared Berrett, and Kane County Commissioner Brent Chamberlain have been recommended to the Governor to fill the three vacant seats on the Tourism Board. If approved, the Governor will then forward to the Senate for review and approval. Elaine Gizler has accepted a new position with San Juan County and will vacate her seat on the board.

- Kori Ann Edwards – thanked for her leadership and engagement with the tourism industry. She is currently leading the process with Flint Timmins to distribute EDA funding.
- Haley Rodgers is moving to Virginia. She did wonderful work for UOT and will be greatly missed.
- Welcomed Liz Wilson to the UOT team who will report to Dave Williams.
- Governor’s Roundtable – Governor Cox’s engagement was helpful and impressive. Lance Syrett and Kaitlin Eskelson have volunteered themselves to brainstorm meaningful changes from the discussion.
- UOT is partnering with the Jack and Jill Foundation, an organization that partners with families experiencing late-stage cancer to honor the late Commissioner Dean Cox. UOT is working with tourism partners to donate a trip to Utah to a family from the foundation.

CO-OP MARKETING COMMITTEE RECOMMENDATIONS AND BOARD VOTE

Kym Buttschart, Chair of the Cooperative Marketing Committee, shared the following update:

The Co-op Program received a \$4.5 million appropriation for FY 21/22 (20% of the total TMPF appropriation).

\$200,000.00	Carry In
\$4,564,560.00	FY 20/21 Appropriation
-\$65,000.00	VisaVue
-\$50,000.00	Destination Development
\$4,649,560.00	Co-op Fund Total
-\$4,446,803.00	Recommended for Traditional Funding
-\$200,000.00	Recommended for Forever Mighty® Funding
\$2,757.00	Balance in fund

Traditional Co-op Marketing Summary:

A total of 72 applications were received from 22 counties requesting \$5,819,072. Fifteen of those applications came in asking for \$10,000 or less and were reviewed and scored by staff. The committee held oral interviews over two- and one-half days with the remaining 57 applicants via in-person and ZOOM. The Co-op Committee met following the interviews to review the scores and budget and recommends funding 66 of the applications. None of the applications received full funding due to being oversubscribed right from the beginning. Funding was determined by using the cumulative score as a percentage, minus 1%.

Forever Mighty® Pilot Program Summary:

The Forever Mighty® pilot program was designed to encourage Utah destinations and organizations to support responsible travel campaigns and initiatives. The purpose of this program is to leverage state and partner funding to elevate Forever Mighty messages to travelers and encourage thoughtful behaviors that preserve our natural wonders and enrich our communities. We received a total of 25 applications requesting \$776,749. We interviewed 17 applicants that requested over \$10,000. With the limited budget for the new program, we were only able to fund 8 of the applications - again, with none of them receiving full funding. Funding was determined by using the cumulative score as a percentage.

MOTION: ELAINE GIZLER MOTIONED TO APPROVE THE PROPOSED \$4,449,560 TO COOPERATIVE MARKETING APPLICANTS AND \$200,000 FOR FOREVER MIGHTY COOPERATIVE PROGRAM APPLICANTS. GLEN OVERTON SECONDED THE MOTION. THE MOTION CARRIED UNANIMOUSLY.

NOTE – PLEASE SEE PAGES 4-5 FOR A LIST OF BOARD RECUSALS.

MEETING ADJOURNED

ROUND 21 FOREVER MIGHTY® CO-OP FUNDING RECOMMENDATIONS

UOT Board Conflicts of Interest	Round 2021 Applicant	6/30/2021 Amount Requested	8/11/2021 Amount Recommended
	Arts Council of Park City & Summit County	\$50,000.00	\$0.00
	Beaver County Travel Council	\$10,000.00	\$0.00
	Business Owners of Bluff	\$17,767.00	\$0.00
	Carbon County Office of Tourism	\$23,666.00	\$0.00
	Carbon County Office of Tourism	\$8,333.00	\$7,816.35
	Emery County Tourism Office	\$50,000.00	\$0.00
	Discovery Center	\$14,000.00	\$0.00
Lance Syrett, Shane Wittwer	Garfield County Office of Tourism	\$50,000.00	\$40,875.00
	Grand Staircase Escalante Partners	\$9,900.00	\$9,147.60
	Greater Zion Convention & Tourism Office	\$50,000.00	\$0.00
	Heber Valley Tourism and Economic Development	42,333.00	\$0.00
	Kane County Office of Tourism & Film Commission	49,333.00	\$0.00
	Loveland Living Planet Aquarium	\$4,000.00	\$0.00
	National Ability Center	\$10,000.00	\$0.00
	Park City Chamber/Convention & Visitors Bureau	\$50,000.00	\$0.00
	Piute County	\$10,000.00	\$8,560.00
	Salt Lake Climbers Alliance	\$7,500.00	\$0.00
	San Juan County Office of Economic Development & Visitor Services	46,916.67	\$38,284.00
Nathan Rafferty	Ski Utah	\$50,000.00	\$41,300.00
	The Leonardo	\$50,000.00	\$0.00
	Visit Cedar City - Brian Head - Dest. Dev.	\$50,000.00	\$43,900.00
Sara Toliver	Visit Ogden	\$50,000.00	\$10,117.05
	Visit Salt Lake	\$50,000.00	\$0.00
	Wayne County Office of Tourism	\$13,000.00	\$0.00
	Wheels of Justice	\$10,000.00	\$0.00

\$776,748.67

\$200,000.00

Forever Mighty® Pilot Co-op Fund	\$200,000.00
Recommended for funding:	-\$200,000.00
Fund Balance:	\$0.00

ROUND 21 TRADITIONAL CO-OP FUNDING RECOMMENDATIONS

UOT Board Conflicts of Interest	Round 2021 Applicant	6/30/2021 Amount Requested	8/11/2021 Amount Recommended
	Alta Chamber & Visitors Bureau	\$ 7,500.00	\$ 6,263.00
	Ballet West	\$ 125,000.00	\$ 91,000.00
	Beaver City	\$ 66,500.00	-
	Beaver County Travel Council- Stay & Play	\$ 60,000.00	\$ 47,280.00
	Beaver County Travel Council-Ramblers Launch	\$ 215,000.00	\$ 153,510.00
	Box Elder County Tourism	\$ 42,000.00	\$ 30,744.00
	Brian Head Town	\$ 48,000.00	\$ 34,848.00
	Business Owners of Bluff	\$ 5,450.00	\$ 3,924.00
	Cache Valley Visitors Bureau	\$ 78,210.00	\$ 59,440.00
	Carbon County Office of Tourism	\$ 15,000.00	\$ 11,130.00
	City of Green River	\$ 10,000.00	\$ 6,900.00
Kym Buttschardt	Davis County Tourism & Events - 3 Season	\$ 199,174.00	\$ 154,360.00
Kym Buttschardt	Davis County Tourism & Events - Summer	\$ 65,000.00	\$ 50,538.00
	Emery County Tourism Office	\$ 19,095.00	\$ 15,161.00
	Escalante Canyon Art Festival	\$ 10,000.00	\$ 7,900.00
	Explore Utah Valley - Leisure	\$ 187,170.00	\$ 146,367.00
	Explore Utah Valley - Meetings	\$ 77,207.50	\$ 61,612.00
	Explore Utah Valley - Sundance	\$ 8,000.00	\$ 6,640.00
	Flaming Gorge Tourism	\$ 29,400.00	\$ 23,402.00
	Foothill Cultural District	\$ 6,700.00	\$ 4,623.00
	For the Win Racing, Inc	\$ 6,000.00	-
Lance Syrett	Garfield County Office of Tourism	\$ 267,306.25	\$ 209,835.00
Shayne Wittwer, Lance Syrett	Greater Zion Convention & Tourism - German	\$ 45,000.00	\$ 38,102.00
Shayne Wittwer	Greater Zion Convention & Tourism - Meet	\$ 9,698.00	\$ 7,855.00
Shayne Wittwer	Greater Zion Convention & Tourism Office	\$ 250,000.00	\$ 203,000.00
	Hale Center Theater Orem	\$ 17,500.00	\$ 12,845.00
	Hale Centre Theatre	\$ 17,500.00	\$ 13,755.00
Glen Overton	Heber Valley Tourism and Economic Development	\$ 228,702.00	\$ 176,101.00
	Heber Valley Western Music & Cowboy Poetry	\$ 29,690.00	\$ 21,792.00
	Joe's Valley Fest	\$ 15,000.00	\$ 11,670.00
	Kane County Office of Tourism & Film Commission	\$ 275,000.00	\$ 221,100.00
	Kimball Art Center	\$ 55,825.00	\$ 43,544.00
	Loveland Living Planet Aquarium	\$ 75,000.00	\$ 57,450.00
Elaine Gizler	Moab Area Travel Council	\$ 150,000.00	\$ 122,625.00
Elaine Gizler	Moab Area Travel Council	\$ 25,000.00	\$ 19,125.00
	Moab Folk Festival	\$ 10,000.00	\$ 7,550.00
	Moab Music Festival	\$ 33,674.00	\$ 24,919.00
	National Ability Center	\$ 92,724.00	\$ 72,139.00
	Natural History Museum of Utah	\$ 30,198.00	\$ 22,407.00

	Navajo Nation Tourism Department/DED	\$ 7,200.00	\$ 5,256.00
	Ogden Contemporary Arts	\$ 60,000.00	\$ 45,240.00
	Ogden Friends of Acoustic Music	\$ 15,000.00	\$ 10,890.00
	Park City Chamber/Convention & Visitors Bureau	\$ 275,000.00	\$ 215,600.00
	Piute County	\$ 26,137.00	\$ 19,446.00
	Salt Lake Acting Company	\$ 15,000.00	\$ 10,890.00
	Services	\$ 275,000.00	\$ 209,550.00
Nathan Rafferty	Ski Utah	\$ 275,000.00	\$ 227,150.00
	The Leonardo	\$ 20,000.00	\$ 14,880.00
	Tooele County	\$ 50,000.00	\$ 37,400.00
	Tuacahn Center for the Performing Arts	\$ 174,881.00	\$ 137,806.00
	Uintah County Travel & Tourism	\$ 165,545.00	\$ 131,443.00
	USA Nordic Sport (USANS) Jindro Mayer Springer Tournee #2	\$ 50,000.00	\$ 38,400.00
	USA Nordic Sport (USANS) Nordic Combined COC #1	\$ 50,000.00	\$ 37,800.00
	Utah Arts Alliance	\$ 5,000.00	\$ 3,475.00
	Utah Chinese Association - Travel Guide	\$ 10,000.00	\$ -
	Utah Chinese Association - Website	\$ 30,000.00	\$ -
	Utah Cultural Alliance Foundation	\$ 100,000.00	\$ 76,600.00
	Utah Festival Opera & Musical Theatre	\$ 61,500.00	\$ 46,617.00
	Utah Film Center	\$ 5,000.00	\$ 3,450.00
	Utah Olympic Legacy Foundation	\$ 35,000.00	\$ 26,670.00
	Utah Shakespeare Festival	\$ 115,000.00	\$ 89,930.00
	Utah Symphony & Opera	\$ 50,000.00	\$ 38,000.00
	Visit Blanding/City of Blanding	\$ 11,000.00	\$ 8,250.00
	Visit Cedar City - Brian Head - Dest. Dev.	\$ 130,000.00	\$ 101,140.00
	Visit Cedar City - Brian Head - Ski	\$ 192,000.00	\$ 145,536.00
Sara Toliver	Visit Ogden - Leisure	\$ 275,000.00	\$ 221,100.00
	Visit Salt Lake	\$ 275,000.00	\$ 232,100.00
	Wayfarer, Inc	\$ 9,135.00	\$ -
	Wayne County Office of Tourism	\$ 47,450.00	\$ 36,442.00
	Wayne County Office of Tourism - Fort Desolation	\$ 75,000.00	\$ 58,200.00
Sara Toliver	Weber Cultural Legacy Foundation, DBA GOAL	\$ 21,000.00	\$ 16,086.00
	Wheels of Justice	\$ 5,000.00	\$ -

\$5,819,071.75 \$4,446,803.00

Traditional Co-op Fund	\$4,449,560.00
Recommended for funding:	-\$4,446,803.00
Co-op Fund Balance:	\$2,757.00