

**Utah Office of Tourism  
Board Meeting  
Friday, December 9, 2016 – 10:00 a.m.  
The Leonardo – Event Center, 3<sup>rd</sup> Floor  
200 East 500 South  
Salt Lake City, UT 84111**

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**Present**

**Board Members**

Joel Racker  
Sara Toliver  
Lance Syrett  
Shayne Wittwer  
Gordon Topham  
Kym Buttschardt

Nathan Rafferty  
Greg Miller  
Mike Taylor  
Kathy Hanna-Smith  
John Holland  
Glen Overton

**Absent**

Brian Merrill

**Staff**

Vicki Varela  
Jay Kinghorn  
Barbara Bloedorn  
Shaylee Read  
Emily Moench

David Williams  
Kaitlin Eskelson  
Rachel Bremer  
Andrew Gillman  
Lorraine Daly

**Guests**

Monique Beeley  
Kylie Kullack  
Elizabeth Brown  
Chad Taylor  
Jonathan Smithgall  
Tom Love  
Bryan Robson  
Dash Howell  
Breck Dockstader  
Randy Cook  
Nan Anderson  
Pat Holmes  
Chris Newton  
Falyn Owens  
Susan Eisenman  
Bryan Nulder  
Cassidee Fanaur  
Steve Borland  
Rob Greener  
Jenn Andrs  
Tom Adams  
Nancy Volmer  
Michelle Schmitt  
Mayor Ben McAdams  
Don Stirling

Adventure Utah  
Struck  
Visit Salt Lake  
Utah.com  
Love Communications  
Love Communications  
Springdale & Zion Canyon Visitor Center  
Springdale & Zion Canyon Visitor Center  
Cliffrose Lodge  
Davis County Tourism  
UTIA  
Visit Salt Lake  
Go-Utah.com  
Garfield County Tourism  
Attorney General's Office  
Attorney General's Office  
Attorney General's Office  
Tour of Utah  
Tour of Utah  
Tour of Utah  
Outdoor Recreation/GOED  
Salt Lake International Airport  
Salt Lake County Mayor's Office  
Salt Lake County Mayor  
Larry H. Miller/Tour of Utah

## **WELCOME**

Joel Racker called the meeting to order and welcomed the board, staff and visitors. He thanked The Leonardo Museum for hosting us. He then recognized Salt Lake County Mayor Ben McAdams and Alexandra Hesse, Executive Director of The Leonardo Museum. He asked each one of them to say a few words.

Mayor McAdams welcomed the board and visitors to Salt Lake County. He expressed the importance of tourism to Utah's economy. He spoke briefly about the following:

- The Ski City marketing campaign is in its third year.
- He thanked Vicki Varela and the Office of Tourism for their efforts on behalf of the state.
- Hotel space in Salt Lake is needed so that we can attract larger conventions year round. Salt Lake County is committed to help attract the right hotelier with the right package for the tax payer that will help us grow the tourism industry especially as it relates to convention related tourism. Negotiations are underway. More details to come soon.
- Outdoor Retailers - currently in contract negotiations to try to extend the contract.
- American Society of Association Executives Conference
- He thanked Scott Beck and his team at Visit Salt Lake for their leadership and commitment to promoting tourism in the Salt Lake Valley.

Alexandra Hesse, Executive Director of The Leonardo welcomed the group to the museum. Alexandra reported that the Utah Office of Tourism has been a great partner in promoting the museum out of state. The museum opened in 2011. She added that they have had visitors from every state in the nation. She expressed the importance of cultural tourism. She spoke briefly about some of the exhibits the museum has had and expect to have in the future. She invited the board and visitors to the meeting to feel free to tour the museum after the meeting.

Joel thanked Mayor McAdams and Alexandra Hesse for welcoming the group. He then asked the board, staff and visitors to introduce themselves.

## **MINUTES**

**MOTION:** Gordon Topham made a motion to approve the minutes from the meeting held Friday, November 11<sup>th</sup> in Provo. Mike Taylor seconded the motion. The motion passed.

## **DIRECTOR'S REPORT**

Vicki Varela reported on the following items:

- Dave Williams reported that Vicki Varela was named one of the top 25 Most Extraordinary Minds in Sales, Marketing & Revenue Optimization by the Hospitality Sales & Marketing Association International. She will be presented the award in New York in February.
- Vicki reported that the UOT won two Adrian Awards. One was the silver award for the "Find Your Greatest Campaign" as well as a Gold award for Website Optimization and Proofing.
- Sammy Awards - Sales & Marketing awards sponsored by Utah Business. The UOT took 1<sup>st</sup> place in content marketing category for a partnership we did with National Geographic. It will be presented in January. She thanked Jonathan Smithgall with Love Communications, Jay Kinghorn and his digital team for their efforts on this project.
- Thanked Pat Holmes and Visit Salt Lake for hosting the meeting space and food at the Leonardo.
- Total visitor spending provided by TNS and US Travel for 2015 was \$8.17 billion. It translates into \$1.15 billion in state and local taxes.
- The governor's budget came out this week and he has recommended \$23 million for the TMPF.

- The governor’s budget recommended \$2.4 million for meetings and conventions.
- The Cafeteria Program – Deadline is January 20<sup>th</sup>. One-on-one meetings will be available.
- Funding and collaboration for our national parks.
- Vicki reported that Gordon Topham is retiring from this board. This is his last meeting.

## OFFICE OF OUTDOOR RECREATION – UTAH OUTDOOR RECREATION GRANT

Tom Adams, Director of Outdoor Recreation for the Governor’s Office of Economic Development provided an overview of the Utah Outdoor Recreation Grant program. The mission of the program is to ensure Utahans live a healthy and active lifestyle through outdoor recreation.

Items covered were:

- 2015 Pilot Grant Program - \$500,000, 24 submissions, total project value - \$3 million
- HB 52 Utah Outdoor Rec Grant - \$1million – 100+ submissions, total project value \$13.3 million
- Grants are a 50:50 match
- 31 grants were awarded.
- 14 out of 18 counties that applied received funding.
- Provided information on some of the grants that were awarded in Summit, Emery, Salt Lake, and Washington counties.
- The governor has recommended \$1million in the budget for next year.

## MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- Dave thanked Gordon Topham for his hard work and efforts during his time on the co-op committee. He will be missed.
- **Dashboard Results:** Dave reviewed the dashboard measurement results for Tourism, Domestic and International including but not limited to TRT distribution, unique visits to VisitUtah.com, and publications in top targeted, social media by engagement rate and landing page hits. This information was provided to the board in a handout.
- **Tour of Utah Update:** Jenn Andrs with Tour of Utah presented some video and statistics from the 2016 tour. Items covered were:
  - Stages: Zion Canyon Village-Cedar City, Escalante-Torrey, Richfield-Payson, IM Flash-Kearns, Antelope Island-Bountiful, Snowbasin Resort-Snowbird, and Park City. (August 1<sup>st</sup> – 7<sup>th</sup>)
  - Statistics: 2016 Tour included 7 stages, 704 total miles of racing, 52,951 vertical feet of climbing, 16 teams, 119 top pro men’s cyclists, and 28+ hours of national TV coverage.
  - Engagement: \$23+M economic impact, 400,000 fan attendance, \$16.5 M earned media, 429M media impressions, 2,028 media mentions.
  - Web Engagement: 240K website sessions, 681,863 webpage views, 145 countries visiting website, 173K hours of tour tracker video delivered.
  - Social Engagement: 4.1M Facebook impressions, 58 countries with social media mentions, 150,000+ social media engagements.
  - International: 81 international riders, 142 countries watched via tour tracker, 68% of international sessions came from Europe.
  - The locations for next year have not been finalized but the tour will be mostly in the northern part of the state.

- **Winter Campaign Digital Report:** (9/15/2016 – 12/6/2016)

Jonathan Smithgall reported on the following:

- The UOT winter campaign has generated a total of 27,182,015 impressions.
- The campaign CTR thus far has been 0.47% which is more than 5x as much as the national average.
- Between 9/15/2016 – 10/26/2016, the first 42 days of the campaign, there was a total reach of 3,019,628.
- There were a total of 42,638 post-impressions.
- In the next 41 days, 10/27/2016 to 12/6/2016, the total reach expanded up to 7,247,540 individuals.
- The amount of post impressions rose to 161,116.
- So far the campaign has tracked \$293,441 in hotel revenue. This equals about \$978,136 in revenue.
- He also reported on post impressions by partner and, time of day analysis

## **UTIA UPDATE**

Nan Anderson reported on the following:

- The next legislative session will be held January 23<sup>rd</sup> through March 10<sup>th</sup>.
- The governor has recommended \$23 millions in his budget for the TMPF.
- Encouraged partners to reach out to their legislators.
- Liquor legislation
- Brad Wilson is now the House Majority Leader
- Guides and outfitters sales exemption bill
- State park development and improvement bill
- Tourism Day on the Hill will be Monday, February 13<sup>th</sup> – Cost \$35/person
- Lobbying for Tourism 101 will be available on February 13<sup>th</sup> – 10:15 – 11:15 am
- Tourism Works PAC
- National Parks Access
- AirB&B has begun collecting transient room tax
- Legislative visit scheduled for 2017 in the spring
- Congressional Delegation meetings in DC.

## **NEW BUSINESS**

- Kaitlin Eskelson reported that Charlie DeLorme is in the hospital after suffering a heart attack. Kaitlin asked that everyone keep him in their thoughts.
- Joel Racker along with the board and UOT staff gave Gordon Topham a small token of appreciation for his hard work and efforts during his term on the board. The audience gave Gordon a round of applause. Gordon expressed his thanks and appreciation. He reported that this board has been one of the best boards he has had the opportunity to serve on.
- Vicki reported that the UOT is launching a new tradition this year with a new journal/calendar, organized by Jay Kinghorn's creative team. She provided one to each of the board members. She expressed her appreciation for the boards' leadership.
- Kaitlin Eskelson announced that there will be a "Life Elevated Pop-Up Boutique" in our book store on Thursday, December 15<sup>th</sup>. Board members, partners and state employees will receive a 20% discount.

## **PUBLIC COMMENT**

Mo Beeley announced that the new magazine, Adventure Utah Kids is out and available if anyone wants some to take back to their businesses for distribution.

Breck Dockstader expressed his appreciation to the UOT and partners for their efforts to assist the Springdale area.

Meeting adjourned. The next board meeting will be held Friday, January 13<sup>th</sup> in Salt Lake.