

**Utah Office of Tourism
Board Meeting
Friday, January 13, 2017 – 10:00 a.m.
The Eccles Theater – Tanner Lounge, Level T-3
131 South Main Street
Salt Lake City, UT 84101**

Present

Board Members

Joel Racker
Greg Miller
John Holland
Brian Merrill

Sara Toliver
Kathy Hanna-Smith
Kym Buttschardt

Absent

Nathan Rafferty
Shayne Wittwer

Lance Syrett
Mike Taylor

Via Phone

Glen Overton

Staff

Vicki Varela
Jay Kinghorn
Barbara Bloedorn
Shaylee Read
Jessica Wilson
Celina Sinclair

David Williams
Kaitlin Eskelson
Rachel Bremer
Lorraine Daly
Cicily Kind
Becky Johnson

Guests

Monique Beeley
Kylie Kullack
Chad Taylor
Jonathan Smithgall
Breck Dockstader
Randy Cook
Nan Anderson
Pat Holmes
Chris Newton
Nancy Volmer
Val Hale
Neka Roundy
Paul Jewkes
Kaylee Comstock
Brian Knell
Jeremy Horn
Jasen Asay
Maria Twitchell
Hannah Pelletier
Peggy Conway

Adventure Utah
Struck
Utah.com
Love Communications
Cliffrose Lodge
Davis County Tourism
UTIA
Visit Salt Lake
Go-Utah.com
Salt Lake Department of Airports
GOED
Davis County
Utah.com
Utah.com
ZNP.com
American Solutions for Business
Salt Lake Department of Airports
Cedar City Tourism
Love Communications
Love Communications

WELCOME

Joel Racker called the meeting to order and welcomed the board, staff and visitors. He thanked The Eccles Theater for hosting us. He then asked Philip Jordan, Division Director for Salt Lake County Center for the Arts to do a brief welcome.

Mr. Jordan welcomed the visitors to the theater. He reported that the new theater opened October 26th. Since that time there have been 26 performances with a total of 59,000 attendees to date. The facility is 200,000 sq. ft. The performance hall has 2,500 seats. He spoke briefly about the meeting space that is available for rent. He then invited visitors to the meeting to take a tour of the facility before they leave today.

Val Hal, Executive Director of the Governor's Office of Economic Development congratulated the board on its great work and doing such a fantastic job for the state. The board and staff along with UTIA are really setting the pace for the rest of the state.

Joel then asked the board, staff and visitors to introduce themselves.

MINUTES

MOTION: Kathy Hanna-Smith made a motion to approve the minutes from the December 9th meeting held at the Leonardo in Salt Lake. Kym Buttschardt seconded the motion. The motion passed.

DIRECTOR'S REPORT

Vicki Varela reported on the following items:

- The governor recommended \$23 million in his budget for the TMPF
- Tourism spending last year was \$8.17 billion which generated \$1.15 billion dollars in state and local tax revenue. \$100 million of that revenue went into schools.
- How would we spend additional marketing dollars? We are looking at new markets in China, Japan, Brazil, Mexico and Italy as well as Miami and Houston for skiing. Also we would do more integration of our television and digital. We would do more with Tourism and off-the-beaten-path marketing as well as meeting and convention marketing.
- Tourism and recreation infrastructure – the governor proposed \$1 million in his budget.
- Utah Business Round Table – thanks to partners and board members who participated.
- Board members may be called on to testify during the legislative session. Vicki encouraged board members to talk to their legislators.
- Vicki introduced Celina Sinclair, the newest member of Kaitlin's team.
- Joel Racker announced that Vicki was named one of the 2016 Top 25 Most Extraordinary Minds in Sales, Marketing and Revenue Optimization by HSMIAI.
- Vicki announced that the UOT received two awards from HSMIAI. 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.

THE NEW SALT LAKE CITY AIRPORT REBUILD PROGRAM UPDATE

Nancy Volmer, Director of Public Relations & Marketing of the Salt Lake City Department of Airports provided some details regarding the new airport. Some information provided was:

- The new airport will address seismic risk, provide right-sized facilities, solve operational problems, improve customer service, accommodate growth, and maintain competitive cost.
- The major part of the new airport will be complete in 2020 including terminal/south concourse west, gateway center/parking garage, central utility plant, elevated roadway, TRAX realignment and first phase of the new north concourse.
- South concourse east and north concourse should be complete in 2023/2024.

- The budget for the new airport is \$2.9 billion. She provided a breakdown of where the funds are coming from. No local tax dollars are being used to fund this project.
- The economic impact of the new SLC airport is: 23,919 full-time jobs, \$1 billion in wages/income, \$1.5 billion to GDP, \$3 billion total economic output.
- Nancy provided photos so the audience could see what the new airport will look like after its completion. Nancy encouraged the audience to go to the website for the airport for updates on the rebuild.

MARKETING COMMITTEE REPORT

Dave Williams reported on the following items:

- **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.
- The UOT & marketing committee has been working with Struck on the “More Mountain Time” campaign which is the winter campaign that we will be running next winter including reviewing scripts for the spots and looking at different production companies that might produce the ad. Plan to film this spot in late February or in March.
- **3 Season Media Buy 2017:** Love Communications presented the media buy that they negotiated for the board approval. Items covered in the presentation were:
 - Media Plan Recommendations: maintain national presence for the “Mighty Five” and also “The Road to Mighty” using network cable and digital in spring, heavy up key markets (Los Angeles & Las Vegas) using spot TV and digital, heavy up in Denver using out-of-home, establish a baseline for digital partners through the use of Arrivalist and Magellan.
 - Network Cable Buy runs March 6th – April 2nd on 15 networks.
 - Spot buy in Los Angeles on NBC and CBS.
 - Spot buy in Las Vegas on NBC and ABC.
 - Program highlights.
 - Added value summary in Los Angeles and Las Vegas.
 - Out-of-Home summary for Denver.
 - Digital Strategy and Flight Dates
 - Total Budget: \$5,047,332 to include network cable, digital, Los Angeles TV, Denver out-of-home, and Las Vegas TV.

MOTION: Sara Toliver made a motion to approve the proposed 3-Season 2017 Media Buy as it was presented. Kathy Hanna-Smith seconded the motion. The motion passed. The total budget is \$5,047,332.

- **2016-2017 Winter Campaign Digital Report:** Jonathan Smithgall from Love Communications provided a digital summary of the winter campaign. Information included was:
 - The UOT winter campaign has generated a total of 61,200,959 impressions.
 - The campaign CTR thus far has been 0.47%, 5x as much as the national average.
 - Trip Advisor’s post impressions make up 30.3% of the campaign total.
 - The general weather creative has the highest post impression rate (PIR) of the campaign at 2.09% as of 1/9/17.
 - There have been over 101K flight searches, 5,003 flights purchased, 3,002 hotel bookings and over 7,159 travelers.
 - Dstillery and Adara are now the top performers in the campaign with more than \$619K of

revenue between the two of them.

- On average, display ads are in view for 21.5 seconds as tracked by Double Verify.
- There have been 380,240 post impressions for a PIR .62%.
- Visit Utah has received 78,458 post impression activities for a PIR of .13%.

UTIA UPDATE

Nan Anderson reported on the following:

- The legislative session starts on Monday, January 23rd.
- The governor's budget proposed \$23 million, UTIA will be lobbying for \$24 million.
- Legislative issues that UTIA will be watching during the session include: short term rentals, sales tax exemption for guides and outfitters, liquor laws, fiscal requirements for non-profits,
- Bill tracker.
- Tourism Works White Paper.
- Tourism Day on the Hill – Monday, February 13th. The Governor and Lt. Governor will be there.
- Legislative directory will be available next week.
- Lobbying for Tourism training available to our partners on Monday, February 13th.
- Tourism Works PAC.
- 2017 Legislative Visit in April in Southwestern Utah.

NEW BUSINESS

Vicki reported that the Tour of Utah announced its schedule for the 2017 tour. It will be held in the northern part of the state in August.

Vicki informed the board that there is a conflict in the board meeting schedule in April. The Governor's Economic Summit is also scheduled on April 14th. She added that we will cancel our meeting and will schedule a conference call that month if needed.

Meeting adjourned. The next meeting will be held Friday, February 10th at the Vivint Smart Home Arena in Salt Lake.