

– ROURISM CAFETERIA PLAN –

WHAT IS THE ROURISM CAFETERIA PLAN?

The goal of the Utah Office of Tourism's Rourism program is to improve rural economies and quality of life by building their tourism and outdoor recreation industries. We have now incorporated our Rourism efforts into our annual Cafeteria Program that operates via the following guidelines:

- Cap: \$70,000 per eligible non-profit entity and requires a 1:1 match
- No application required (opt-in format)
- Pick from a "menu" of pre-defined Rourism opportunities
- First come, first served if monetary limitations have been exceeded

The following link will take you to a short video with Roger explaining the assessment process and program: www.RogerBrooksInternational.com/utah-rourism

* **NOTE:** Prices reflect partner contribution amount, not total program cost.

OPT-IN PERIOD: NOVEMBER 2016 – JANUARY 20, 2017

WHO'S ELIGIBLE?

Cities, counties, non-profit destination marketing organizations (DMO's), and similar public entities that have existed for a minimum of one year, in which the primary goal is to attract and retain additional visitors for Utah through tourism promotion.

**FOR MORE INFORMATION OR TO OPT-IN,
PLEASE CONTACT:**

Kaitlin Eskelson | keskelson@utah.gov

– BRANDING, PRODUCT DEVELOPMENT – & MARKETING ACTION PLAN

Roger Brooks, a Certified Speaking Professional (CSP),

An expert in the fields of tourism, community branding, downtown development, and destination marketing.

Roger has worked with nearly a thousand communities, as well as many states, provinces, national parks, and countries in their branding, product development and marketing efforts. And beyond the public sector, Roger has worked with trade associations and businesses in the lodging, retail, and restaurant industries as well as attractions, tour operators and providers, marketing agencies, and the travel media. He is the go-to expert for anyone with ties to the travel industry or in downtown development where most travel spending takes place. A past board member of the U.S. Travel Association, a Certified Speaking Professional (CSP), and author of the popular book “Your Town: A Destination – The 25 Immutable Rules of Successful Tourism,” Roger has become one of the world’s most popular keynote speakers and authorities in the travel industry.

This is the ultimate program for those who have already had an assessment performed. This is where the Roger Brooks Team spends four to six months with you developing the Action Plan that covers your brand (what sets you apart from everyone else), product development (all successful brands are built on product, not just marketing), and marketing (how to tell the world). This program includes the complete plan AND your marketing messaging, brand identities, graphic design (the look and feel of your brand)—everything from A to Z that will make you the premier destination for investment, quality of life and tourism

\$42,500

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The Digital Version

For those with a more limited budget, this provides the same outcome as the program described above, but without the “brand graphics” – logos, marketing concepts, and messaging. If you are working with a creative services agency, simply have them join you throughout the process.

Rather than Roger guiding you through each step of the process in person, he provides the same guidance using a member of his staff and a series of next-step videos and assignments. The program kicks off with Roger visiting your community for a familiarization tour and to kick off the program with a public presentation of “The Art of Branding a Community” and “The Branding Process,” followed by a meeting with your Brand Development Team, where Roger and Jordan will lead you through the online process and outcomes of the program.

Additionally, as you move through the program, the Roger Brooks Team will be there to answer questions, host two or three virtual meetings with your team, and will work with you to make sure your Action Plan will accomplish your ultimate goals.

\$17,500

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– COMMUNITY ASSESSMENT PROGRAM –

\$12,500 partner contribution, including travel and all related expenses.

This is Roger's most popular program as he has secret-shopped more than 1,500 communities throughout the U.S., across Canada and in Western Europe. Roger will spend the entire week in the community (or can group smaller towns as one) and the process culminates with an "Assessment Findings & Suggestions Workshop" where community members are provided dozens of low-cost "suggestions" they can implement over the next year or so. The primary focus is product development although some may want the focus to include branding and marketing. The community videotapes the workshop, and then is given an Assessment Findings & Suggestions Report.

\$12,500

– OPTIONAL ADD-ON –

ASSESSMENT FOLLOW-UP

\$4,250 partner contribution, including travel and all related expenses.

Under this option, the community would get six hours of Roger's time. This is the "deep dive" meeting where you'll have four to six hours of Roger's time, one on one, to conquer your biggest challenges. The time is yours. Often Roger can meet the evening prior and then a good portion of the following day. This is the "let's make something happen" opportunity to make sure you get the very most from the assessment process.

\$4,250

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– ADDITIONAL PROGRAMS –

VIDEO LIBRARY OPT-IN

The Roger Brooks video library is the most extensive and most valuable how-to video library in the entire industry of downtowns, community and tourism development, branding marketing and product development.

The library includes nearly 40 hour-long visually-oriented videos, each full of new trends, ideas, low-cost solutions and dozens of case histories and stories in three primary categories: branding, downtowns and product development, and marketing.

\$270

ONE-ON-ONE WITH ROGER

With this option, Roger Brooks would visit the community for a day and a half to meet the local team, be shown the community's assets, challenges and opportunities. This visit can include an initial kick-off workshop to get local stakeholders fired up and working together, a tour of your area, assistance in developing your action plan, review and next steps regarding your organizational, marketing and/or product development initiatives. The time is 100% dedicated to your specific needs.

Typically, Roger comes in the evening before, then will spend the following day and then the next morning (until noon) with your team. This is a fantastic way to have your most perplexing challenges addressed, get bottom line solutions, and educate your locals.

\$5,250

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