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## PRESS RELEASE

For Immediate Release  
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### DAVIS COUNTY ANNOUNCES NEW DIRECTION AND LEADER FOR TOURISM

Farmington—Davis County Commissioners announced today they are ready to launch a new marketing campaign that will focus on attracting regional business and local tourism dollars. After much marketing analysis and review, the County selected Penna Powers Brian Haynes (PPBH), a Salt-Lake based full-service advertising agency, to execute a new marketing direction proposed earlier this year.

“We have spent a considerable amount of time exploring the value and direction of tourism in Davis County. After in-depth outreach, conversations with community leaders which included interviews and stakeholder meetings, we feel that PPBH is one of the important pieces in our new direction. The other vital piece would be the right individual with the vision and expertise to direct our office of tourism. We are confident that we now have both pieces in place,” commented Commissioner Downs.

The County has hired Randy Cook as the new manager of Tourism and Events. He will assist PPBH in implementing the new marketing plan and will direct all tourism activity within the County. “I look forward to working with the hospitality, business and government sectors of the County and State to help unify and strengthen Davis County’s tourism industry and maximize its assets,” he said. Cook has an extensive background in event planning, sales management, and new business development. As Events Director at KSL-TV, Cook oversaw the

planning and sponsorship sales activity for such events as the Franklin Quest Senior PGA Golf Tournament in Park City, the Stein Erickson Celebrity Ski Challenge at Deer Valley, and the Days of '47 KSL Parade. He also served as Chairman of several community events such as the 2002 Paralympic Torch Run through Kaysville and the Taste of the Town event in Layton. His leadership and sales management experience span over 20 years. He managed a media sales team that focused on business development, was vice-president of sales and marketing for a major commercial printer in Salt Lake, and founded an online marketing company in Davis County.

Kent Sulser, Director of Davis County Community & Economic Development said this latest announcement was a result of many months of marketing research and analysis and will focus on regional marketing and coordination to develop unity of tourism efforts in Davis County.

According to Sulser, Randy Cook is the guy to help implement this new direction to include a rebranding campaign for Davis County tourism. Randy will work closely with PPBH to utilize and leverage our local assets. This is a great addition to have Randy on board to help implement the new marketing plan.

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## Randy Cook--Bio Sketch

Randy Cook is a sales and marketing professional with proven expertise in event planning, new business development, sales management, online marketing, and media sales. His experience and passion for the events industry spans over 20 years. He is currently Program Manager of Tourism and Events for the Davis County Community and Economic Development Office. His duties include working with the hospitality, business and government sectors to unify and strengthen Davis County's tourism industry and grow tax revenues for the County.

Randy's experience in event planning and marketing began while employed at KSL-TV. He served as Events Director and oversaw the planning and sponsorships sales activity for such events as The Franklin Quest Senior PGA Golf Tournament in Park City, the Stein Erickson Celebrity Ski Challenge at Deer Valley, and the Days of 47 KSL Parade. He also served as Chairman of several local and community events including the Salt Lake Parade of Homes, the 2002 Paralympic Torch Run through Kaysville, and the Taste of the Town event in Layton. Randy's involvement in volunteerism included serving on the Kaysville-Fruit Heights Civic Committee which planned and conducted on-going activities such as the annual Christmas Light Parade, New Year's Eve party, and the July 4<sup>th</sup> Celebration, which included the Kaysville parade, vendor booths and fireworks show. He was a member of the Kaysville rotary Club for 11 years and served as club president in 2007. As a Rotarian, he served as race director for the organization's main fundraiser---the Run for Reading July 4<sup>th</sup> 5k /10K Run---held at Davis High School. The race became the third largest race held on the 4<sup>th</sup> of July in the State of Utah.

Among other accomplishments, Randy was VP of Sales and Marketing for a major commercial printing company in Salt Lake, called Printech, and he also founded an online marketing agency located in Davis County. Randy is married to Lorraine Ludwig. They have been married 35 years and have four children and 7 grandchildren. He was raised in Bountiful and has lived in Fruit Heights for the past 22 years.

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### **Davis County Hires Marketing Firm to Promote Tourism**

**Farmington, Utah (August 26, 2014)** – This morning, Davis County Commissioners approved a contract for tourism marketing with communications firm Penna Powers Brian Haynes (PPBH).

PPBH was selected from among proposing firms to help implement the County's new tourism marketing plan.

"We selected PPBH because of their experience in tourism and working with local governments," said Commissioner Louenda Downs of the Davis County Community and Economic Development Department. "We also feel that they understand our vision for using marketing dollars more effectively and efficiently."

Hiring a marketing firm is the latest step in Davis County's efforts to organize new tourism marketing approaches. Earlier this month, the County hired a new Tourism and Events Program Manager, Randy Cook. Earlier this year, Davis County completed a tourism marketing audit and a long-term marketing plan. The marketing audit and plan recommend focusing on the County's tourism strengths of fun, accessibility and affordability.

PPBH's first task will be to redesign the County's tourism website and develop a mobile app.

"One of our first priorities is to get our digital marketing tools up and running," said Cook. "More and more visitors use the Web and their mobile devices to plan trips to Davis County. We want to make sure we're communicating all the County has to offer using the tools our visitors use."

(Continued)

Additional tasks for PPBH include supporting the sales and marketing efforts of County venues (Legacy Events Center and Davis Conference Center) and developing a marketing campaign for the broader Davis County tourism industry.

PPBH has more than 20 years of experience in local tourism marketing. Its past clientele include Sun Valley Resort, Snowbasin Resort, the Salt Lake CVB and Ogden CVB. Two of PPBH's three principal partners are Davis County natives, and several employees are Davis County residents.

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**Davis County Tourism Marketing Plan  
Executive Summary  
April 15, 2014**

*The following summary describes the major elements of Davis County's Strategic Marketing Plan for conventions and tourism.*

**Marketplace Position**

According to a tourism marketing audit completed in February 2014, Davis County's primary tourism products are perceived to be **amusement parks** and fun centers (Lagoon, Cherry Hill and Boondocks) and the **outdoors** (especially Antelope Island and the Great Salt Lake, but trails, golf and other outdoor recreation were also mentioned).

**Brand Position**

*For residents and people who live within a 300-mile radius of Davis County, the County provides easy access to family-friendly, affordable fun. In contrast to other close-to-home destinations, the County provides convenient proximity to a variety of activities that make an enjoyable outing easy to obtain.*

**Marketing Goal**

Increase the effectiveness of marketing:

- 1) Primarily, the marketing of Davis Conference Center and Legacy Events Center, and
- 2) Secondly, marketing *regional* tourism within a 300-mile radius of Davis County,

Thus improving the return on investment from resources dedicated to tourism marketing.

**Target Audiences**

The County primarily draws **regional tourists** from the Western United States and from within Utah. The four primary target audiences for marketing are:

- 1) Davis Conference Center meetings and convention audience
- 2) Legacy Events Center events audience
- 3) Regional tourism (recreational visitors from Northern Utah and Intermountain West)
- 4) Davis County residents and natives (the majority of visitors know a County resident)

## **Marketing Strategies**

- 1) Integrate Davis Conference Center, Legacy Events Center and County marketing plans, working to unify Davis County's tourism industry
- 2) Support Davis Conference Center marketing efforts
- 3) Support Legacy Events Center marketing efforts
- 4) Narrow marketing efforts to a regional audience
- 5) Invest in additional market research
- 6) Build the brand of the County
- 7) Plan for seasonal factors
- 8) Create and improve unified digital marketing tools
- 9) Establish an industry-wide deals and promotions program
- 10) Invest in the Davis County experience

## **Key Message Themes/Brand Attributes**

Marketing messages should always emphasize one or more of the County's top brand attributes:

- Fun
- Affordable
- Accessible
- Family-friendly
- Hometown appeal

## **Execution Timeline**

Implementation of the marketing strategies will take approximately 18 months to two years. Immediate priorities (between Fall 2014 and Spring 2015) include:

- Website redesign
- Mobile app development
- Promotional campaign development
- Sales materials for County venues
- Social media marketing plan

## **Measurement**

The County will measure the effectiveness of the marketing plan regularly (at least annually) by reviewing County venue revenue and event attendance, tourism-related tax revenue and brand awareness.