

Utah Board of Tourism Development
Meeting Minutes
Friday, August 9, 2024

Board Members Present Kym Buttschardt, Lesha Coltharp, Joan Hammer, Commissioner Victor Iverson, Jason Murray, Graydon Pearson, Nathan Rafferty, Melva Sine, Jordan Smith, Kevin Smith, CJ Wade, Jennifer Wesselhoff, Shayne Wittwer

Board Members Excused Jared Berrett, Kaitlin Eskelson

Tourism & Film Staff Tera Atwood, Kevin Blomquist, Rachel Bremer, Ben Cook, Rachel Creer, Lorraine Daly, Ben Dodds, Zach Fyne, Sorell Grow, Camille Johnson, Denise Jordan, Becky Keeney, Christina Martin, Virginia Pearce, Natalie Randall, Sydney Sappenfield, Todd Tanner, Dave Williams, Heather Zang, Stacey Zoller

Public Stacey Boney, Jessica Broadhead, Julie Comstock, Raelene Davis, Anton Eckert, Aaron Evans, Annie Franc, Ben Fredregill, Sydnie Furton, Slone Jensen-Vail, Todd Jenson, Paul Jewkes, Dallin Koehler, Ethan Koehler, Brittany McMichael, Shanna Memmott, Dallas Miller, Jenni Mitten, Ben Muhlestein, Becky Mumford, Chris Newton, Falyn Owens, Jeanette Peatross, Val Rasmussen, Randy Rhodes, Jen Shakespeare, Jonathan Smithgill, Mick Soleta, Mark Stevenett, Lance Syrett, Chad Taylor, Sara Toliver, Matthew Watson, Shanny Wilson, Allison Yamamoto-Sparks

WELCOME & INTRODUCTIONS

Vice Chair Nathan Rafferty called the meeting to order and welcomed everyone.

MEETING MINUTES

MOTION: Jason Murray motioned to approve the July 12, 2024, board meeting minutes. Joan Hammer seconded the motion. The motion was carried unanimously.

DIRECTOR'S REPORT

Natalie Randall, Managing Director, Utah Office of Tourism

- Traveled to Paris for the Olympics and the 2034 SLC-Utah selection announcement with some board members and industry partners. Salt Lake City will be the main city and hub for the Winter Games but a lot of thought and interest from the organizing committee to expand and engage many Utah communities.
- One of the Utah Economic Opportunity Commission's priorities is thinking about what Utah looks like for the next 10 years building to the Olympics. Encourage industry partners to engage with the commission meetings and presentations.

- Presented to International Association Venue Managers (IAVM) along with Visit Ogden's Sara Toliver. This was a new group to present to and reminded that there are many niche industries that we can share the value of the visitor economy messaging with.
- Final phase of the Sundance RFP process is a site visit in Salt Lake City and Park City.
- Nathan Raffety asked those that traveled to Paris to share top Olympic takeaways.
 - How to involve other Utah communities in the Olympic conversations.
 - Transit and how communities are connected during Games.
 - Working with organizing committee to utilize the “elevated” branding.
 - Jennifer Wesselhoff noted arrival into Paris before the Opening Ceremonies and tourism was very slow. How to mitigate tourism impacts the months before the Games begin.
 - Legacy programs for the state as a result of hosting Games is exciting.
 - Sara Toliver mentioned supporting communities and how they can activate and be a part of the visitor experience.
 - Nathan noted the importance of having a tourism industry seat at the table on the organizing committee to understand all of the planning and the impacts.
- Research assistant Sydney Sappenfield is leaving UOT to pursue a graduate degree at the University of Washington.

STRATEGY REPORT

Becky Keeney, Director of Strategy, Utah Office of Tourism
Strategic Plan FY25

- Utah Office of Tourism vision – A state united in welcoming the world to experience awe-inspiring adventure; mission – Elevate life in Utah by advancing the visitor economy through marketing, stewardship and destination development.
- Build these activities on a solid foundation of research and to build a perpetual visitor economy must consider the needs of visitors, residents and stakeholders.
- Strategic plan created in 2019 and five guiding imperatives – continue powerful branding, prioritize quality visitation, enable community led visitor readiness, distribute visitation and improve organizational effectiveness – are always top of mind.
- The strategic plan looks to the future and is the framework that guides annual plans and defines how to do the work.
- Meet with internal strategic planning committee to track success, accountability and communication.
- Cross functional process takes multiple team members from multiple teams to achieve goals.
- Process to select 2024-25 strategic priorities, included a 10-year vision brainstorming session and what the tourism economy looks like for visitors, residents and stakeholders (specifically industry and government).
- In 10 years, the goal that the needs of visitors and industry align; visitor economy is understood and supported by Utah residents and elected officials.

- Recommended Strategic Priorities for FY25:

Challenge or Goal	Imperative	Initiative	Action Items
Cultivate advocates of the visitor economy in the Governor's Office and Utah State Legislature.	Enable community-led visitor readiness	Educate residents on the value of tourism	Create communications toolkit Train team members and stakeholders to use toolkit Invite state and local elected officials to join industry visits
Extend responsible visitation messaging to new audiences in partnership with stakeholders.	Quality Visitation	Be an industry leader in responsible visitation education and messaging	Stakeholder engagement activities Change readiness assessment and management plan Update key messages Create a partner toolkit and assets
Create a stakeholder communications plan including defining stakeholder groups and our commitments.	Enable Community-Led Visitor Readiness	Strengthen communication and collaboration with stakeholders	Identify stakeholders Collect stakeholder feedback Develop a plan for success based on collected feedback
Streamline internal communications.	Improve Organizational Effectiveness	Evaluate and implement opportunities to strengthen cross-functional communication and collaboration	Evaluate Develop tailored process Develop training materials for new process Training and implementation

- Establish team lead for each of these with 3-4 cross functional team members. Teams identify action steps and lead the efforts in completing action steps.
- Timeline for strategic plan
 - July-September: evaluation and feedback
 - October-December: process design and development
 - January-March: implementation planning
 - April-June: roll out new processes

MARKETING REPORT

Ben Cook, Director of Marketing and Communications, Utah Office of Tourism
Marketing Plan FY25

- The “why” UOT markets and promotes Utah to the whole world – it’s a strong brand that makes a lasting impression on visitors.
- UOT’s role in the customer journey is awareness, consideration and evaluation.
- What sets Utah apart when comparing markets to other beautiful, surrounding states? Brand awareness with *Utah Life Elevated®*, which has been used since the early 2000s.

- Marketing is an intersection of business, strategy and culture and taps into culture through media.
- Record breaking results prior two years of campaigns. Ad awareness and trip influence is very high and tracking increased in length of stay.
- Brand awareness for *The Mighty 5®* is 33%; *Utah Life Elevated®* is 25%; and, *The Greatest Snow on Earth®* is 22%.
- Held an inter-agency retreat for the first time and talked about strategy and how to best collaborate.
- Data shows excitement for travel is very high but economic uncertainty remains for many.
- Target audiences are explorers, families, skiers & boarders, national park visitors and achievers. Micro-audiences within these as well.
- Colorado and Arizona are primary competitors with Nevada, Idaho, Wyoming and Montana as secondary.
- Marketing primary goal is to enhance the economic impact of leisure travel in Utah. Secondary goal is to strengthen Utah travel brand associations.
- Strategic initiatives – inspire awareness and interest in Utah travel; increase visitor length of stay and spend; and, encourage visitor planning and preparation.
- Three core advertising campaigns for paid media – Parks & Beyond; Ski & Winter; Urban & Outdoors.
- Parks & Beyond
 - Budget: media buy of \$4,776,918; paid social media \$178,899
 - Campaign flight dates: winter - 10/1/24-1/30/25, holiday blitz - 12/31/24-1/14/25, spring - 2/15/25-6/30/25
- Ski & Winter
 - Budget: media buy \$2,574,109; paid social media \$96,330
 - Campaign flight dates: 11/1/24 to 3/30/25 and early season emails in September and October.
- Urban & Outdoors
 - Budget: media buy of \$665,000; paid social media \$100,917
 - Campaign flight dates: 4/15/25-6/30/25
- Public relations strategy – earned media coverage in print and online publications to increase high-level awareness of Utah to an out of state audience.
- Social media focus – posting on key platforms (Instagram, Facebook, Pinterest) to attract an audience and increase awareness of Utah while driving traffic to our website, increase video views and grow positive sentiment.
- VisitUtah.com strategy – provide a thoughtfully designed user experience that inspires prepared travel. Website serves as a powerful expression of our brand and a hub for campaigns.

MOTION: Jason Murray motioned to approve the FY25 Marketing Plan as presented and Jennifer Wesselhoff seconded the motion. The motion was carried unanimously.

CO-OP COMMITTEE REPORT

Lesha Coltharp, Chair

Co-op Marketing Award Allocation

- Co-op Committee this year - Lesha Coltharp, chair; Jared Berrett; Kym Buttschardt; and, Kevin Smith.
- Committee reviewed 58 applications that asked for more than \$6.2M.
- Available funds were \$4,598,560.93.
- Received 53 applications that asked for more than \$10K and the committee interviewed all applicants.
- Two different categories - DMOs + Ski Utah; non-DMOs.

- Board members Nathan Rafferty, Joan Hammer, Jennifer Wesselhoff, Lesha Coltharp and Kevin Smith disclosed that they are employed by an applicant.
- Complete list of organizations and awarded funds is attached.

MOTION: Melva Sine motioned to approve the Round 24 Cooperative Marketing Awards. Jennifer Weselhoff seconded the motion. The motion was carried unanimously.

UTAH FILM COMMISSION

Virginia Pearce, Utah Film Commissioner

- Recent projects include *Yo Gabba Gabba!* premiering August 9 on AppleTV+. This is a reboot from the 2007-15 original series. Shot at the Utah Film Studio and a very fun project.
- *Phenomecon* festival happening in Vernal, Sept. 4-7. It is largely influenced by Skinwalker Ranch, which is a film incentive recipient.
- Moab Summer Film series runs through the end of August featuring movies that were filmed in and around Moab.
- *Horizon* is now playing on HBO and can be streamed at home. *Horizon: An American Saga Chapter 2* is now premiering at the Venice Film Festival, September 7.
- Film incentive program was allocated \$20M for FY25. The rural film program is \$12M, the motion picture program is \$6.79M in tax credit and \$1.5M in cash rebate. Currently have almost \$13M to allocate with the majority of the funds being in the rural program.

MOTION: Jason Murray motioned to approve \$51,181 for an incentive for the following production which have met the criteria defined by statute. Melva Sine seconded the motion. The motion was carried unanimously.

Too Soon	\$51,181
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UTIA UPDATE

Joan Hammer, board member representing UTIA

- Tourism conference opening reception is at Lagoon.
- Scheduled keynotes will be very good including Joe Veneto and Catherine Raney-Norman.

ANNOUNCEMENTS

- Raelene Davis is being inducted into the intermountain ski hall of fame this month.
- Oktoberfest at Snowbird has started.
- Jordan Smith announced Utah State's Basecamp Conference & Workshop is happening in Moab, October 14-18.
- Ski Utah announced a job opening for a community engagement program manager.

MEETING ADJOURNED

The next board meeting will be held at the Utah Tourism Conference at the Davis County Convention Center on Wednesday, September 25 at 9:45am.

Utah Cooperative Marketing
ROUND 2024 TRADITIONAL AWARDS
AWARDED 8/06/2024

APPLICANT	AWARDED	APPLICANT	AWARDED
Ballet West	\$30,000.00	Moab Museum	\$10,991.51
Beaver County Travel Council	\$42,500.00	Moab Music Festival, Inc.	\$22,500.00
Blanding City	\$11,050.00	Morgan County Economic Development	\$59,925.00
Box Elder County Government	\$58,395.00	National Ability Center	\$105,000.00
Brian Head Town	\$175,950.00	Navajo Tourism Department	\$7,700.00
Cache Valley Chamber	\$7,000.00	Ogden First, Inc.	\$19,250.00
Cache Valley Visitors Bureau	\$58,093.20	Ogden Friends of Acoustic Music (OFOAM)	\$12,750.00
Carbon County Office of Tourism	\$170,000.00	Ogden Valley Adaptive Sports	\$21,660.00
Discover Davis	\$155,250.00	Ogden/Weber Convention and Visitor Bureau	\$225,000.00
Discover Davis	\$77,500.00	Park City Ski & Snowboard	\$16,000.00
Emery County Tourism Office	\$67,500.00	Park City Ski & Snowboard	\$16,000.00
Envision Escalante	\$8,085.00	Park City Chamber/Convention & Visitors Bureau	\$225,000.00
Explore Utah Valley	\$150,300.00	Piute County Government	\$21,250.00
Explore Utah Valley	\$70,550.00	San Juan County Office of Economic Development & Visitor Services	\$225,000.00
Flaming Gorge Chamber of Commerce	\$14,875.00	Sevier County Economic Development	\$48,535.00
Friends of the Moab Folk Festival	\$7,500.00	Ski Utah	\$250,000.00

Garfield County Office of Tourism	\$225,000.00	Sportsmen for Fish and Wildlife	\$97,500.00
Grand County Government	\$212,500.00	Tuacahn Center for the Performing Arts	\$145,380.00
Greater Zion Convention & Tourism Office	\$225,000.00	Uintah County Travel and Tourism	\$191,250.00
Hale Center Foundation for the Arts and Education	\$24,500.00	Utah Arts Alliance	\$5,760.00
Heber Valley Office of Tourism	\$212,500.00	Utah Cultural Alliance	\$18,750.00
Joe's Valley Fest	\$13,600.00	Utah Symphony & Opera	\$37,500.00
Juab County Tourism and Travel	\$70,125.00	Visit Salt Lake	\$212,500.00
Kane County Office of Tourism & Film Commission	\$212,500.00	Wayne County Office of Tourism	\$95,325.38
Kayenta Arts Foundation	\$26,250.00	Weber Cultural Legacy Foundation dba GOAL Foundation	\$22,800.00
Kimball Art Center	\$63,000.00	Zion Natural History Association	\$10,500.00
Millard County Tourism	\$85,000.00		