Tourism and Events

Our mission is to solidify Davis County's reputation as a leading destination for both leisure and business tourism, thereby fostering sustainable community benefits and enhancing the quality of life for all residents.

Prior Year Inputs/Outputs

FTE (2023):
- 7 Full-Time Employees

Revenues 2023:
TRT: $2,577,042
Restaurant: $7,193,732
Car Rental: $ 895,062
Tourism Office: $1,129,026

Expenses 2023: $2,544,680
Transferred to Fund 47: $1,150,000

Events: GSL Bird Festival; Antelope by Moonlight.

Core Functions & Services

- Promote and market Davis County's unique landmarks and stories to increase visitor traffic to the county resulting in economic impact to the area that also helps offset taxes for each household in the county.
- Create experiences for all travelers, including, the leisure traveler, event participants, and convention attendees to encourage longer stays and increase spending within the community.
- Plan and execute several significant events and support community lead projects that fit within Tourism.
- Destination Development and being a voice for the Tourism industry locally and on a state level.

Current Year Projected Outcomes - 2024

In 2024, you've implemented a robust strategy to position Davis County as Utah's "Amusement Capital," leveraging its unique attractions to draw a diverse array of visitors and foster economic growth through the following initiates:

Grant Funding & Operations:
- Secured a total of $232,750 in funding for two of our 2025 campaigns from the Utah Office of Tourism Marketing Co-op Grant Program, targeting Leisure and Sports/Conventions sectors:
  - 2025 Amusement Leisure Campaign expected to generate 2900 room nights; $1.1M in economic impact, with a $7.13 ROI;
  - 2025 Meetings and Sports Campaign is expected to generate 5,000 room nights; 2.48M in economic impact, with a $7.9 ROI;
- Hired a new agency of record: Madden Media;
- Worked with Farmington City on Short Term Rental ordinances;
- Host our annual Discover Davis Luncheon with community partners

Brand Development:
- Emphasized Davis County's identity as a premier destination for amusement and recreation, encapsulating its scenic beauty and vibrant local culture.
- Brand launch and awareness for WSP.
- In partnership with Western States Lodging, launched a new website for the Davis Conference Center.
- New website for Western Sports Park to launch by the end of 2024.

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Digital and Traditional Marketing:

- Rolled out SEO-optimized content across digital platforms to enhance search engine rankings and visibility;
- Conducted targeted pay-per-click advertising campaigns aimed at specific demographics;
- Launched comprehensive social media campaigns featuring interactive content such as videos, infographics, and engaging blog posts that highlight local attractions, provide travel tips, and promote upcoming events;
- Focused on two major campaigns/audiences: Sports/Meetings and Leisure;
- Created several branded promotional materials, including a Sports Playbook, Meeting Planner Guide, etc.;
- Worked with several strategic publishers on advertising opportunities specifically for meeting or sports planners.

Public Relations:

- Utilized press releases and guest posts to broaden reach;
- Developed partnerships who align with the county's brand to extend messaging to larger audiences.

Local Partnerships:

- Collaborated with local businesses, sporting organizations, and event planners to offer promotions and packages that encourage longer stays and greater spending.
- Continued support for the arts through partnerships that enhance the local cultural scene.

Destination Sales:

- Focused on attracting high-profile conferences, sports tournaments, and festivals to boost the local economy and gain longer-term promotional benefits;
- Attended trade shows and industry conferences to connect directly with event organizers and pitch Davis County as an ideal location for various events:
    - Booked 20+ events at WSP alone;
    - 9 sports represented;
    - 2 new sports- Spikeball and Australian Football;
    - Over $7 million in total economic impact from June-August;
    - Estimated 10,000+ room nights June-August;
- Worked with community partners on future opportunities to host large events.

Unique Tourism Events:

- Hosted signature events like the "Antelope by Moonlight" bike ride and the "Great Salt Lake Bird Festival" to showcase the natural environment and unique experiences available in Davis County.
- Antelope by Moonlight Highlights:
    - 1,798 Registered Riders
    - 74 Out-of-state Riders from 16 states
    - 27 Vendors
    - $7,500 Cash Sponsorships
    - $8,200+ in Donated Goods & Services
    - $230,311 Economic Impact
- GSLBF Highlights:
    - $324,349 Economic Impact
    - $13,500 cash sponsorships
    - $57,000 in Field Trip

  - 1,400 Total Participants, 1100+ tickets sold, with 80 events
  - Attendees came from 20 different States, Canada and Australia
- Hosted the Utah Tourism Conference for the first time since 2009
  - Four days of industry training and showcasing Davis County;
  - Private Opening Reception at Lagoon;
  - 16 Destination Discovery Activities;
  - Forever Strong Service Project to benefit the Davis Education Foundation
- Sponsored the Utah Airshow
  - Sponsor booth;
  - Handed out 10,000+ pieces of Discover Davis swag;
  - Hosted VIPs.

Community Engagement:

- Involved local residents in tourism development efforts and supported city-level tourism initiatives;
- Launched a mural grant program to beautify and engage communities, enhancing local aesthetics and visitor experiences;
- Collaborated with Davis Tech to secure Custom Fit Funding, which enabled us to serve as community partners by hiring a professional consultant to offer 2.5 days of Hospitality Trainings for our tourism partners at no cost;
- Actively involved in several major capital initiatives aimed at advancing the tourism industry in Davis County and benefits the local residents.

Key Performance Indicators (KPIs):

- Monitored increases in hotel occupancy rates, sales leads, and bookings;
- Brand Awareness for Discover Davis, WSP and Davis Conference Center;
- Gauged the sentiment of social media mentions and online reviews;
- Digital Marketing increases, lifts, and overall ROI;
- Assessed the economic impact and revenue growth;
- Event participation and revenue generated.

Community Benefits:

- Economic uplift from increased tourist activity, providing more business for local venues and creating job opportunities;
- Investment in local improvements funded by tourism revenues, benefiting both residents and visitors.

Community Support and Funding:

As for community involvement and support, we have given or will give by the end of the year significant resources to various projects and organizations. Below are some *estimated* contributions Davis County Tourism has provided to community partners, and is not limited to just the list below:

- Arts Community: $60,000
- USU Extension and Botanical Center
  - Events Sponsorship: $40,000
  - Ag Heritage Arena O&M Costs: $65,000+
- Jordan River Commission Membership

- Friends of Antelope Island: $12,000 donation, in addition to promotional support for Antelope Island State Park
- Staycation Guide creation and printing in partnership with the Davis County Health Department
- Davis Chamber Guide (In-kind): Our office wrote and provided all the content for Davis County information in the annual chamber guide
- Mural Grant awarded to local businesses for Mural creation.
- $5,000 annual donation to the Hill Air Force Museum.

This detailed approach has not only heightened Davis County's profile as a leisure and business tourism hub but has also brought substantial benefits to the local community by improving infrastructure, boosting the economy, and fostering cultural enrichment.

2025- Next Year Budget Initiatives

The Tourism Office continues to promote Davis County as Utah's "Amusement Capital" to attract a diverse range of tourists and generate economic benefits for the community. To successfully carry out this, we have a comprehensive, multi-faceted strategy that uses the unique strengths of Davis County and effectively targets various demographics. Ultimately, Tourism contributes to the local economy and helps build a better community.

1. Brand Development: What makes Davis County "Utah's Amusement Capital"
2. Marketing: Launching a new Campaign: Not on the Agenda:
    a. The "Not on the Agenda" campaign for Davis Co. promotes spontaneous experiences beyond planned itineraries, showcasing attractions like Antelope Island, Lagoon, and Station Park.



    b. Digital and Traditional Marketing: SEO-optimized content, pay-per-click advertising, CTV opportunities, OTA partners, and social media campaigns to boost online visibility. Create engaging blog posts, videos, and infographics that provide helpful travel tips, highlight local attractions, and promote upcoming events.
    c. Public Relations: Use press releases, guest posts on travel blogs, and influencer partnerships to get the word out.

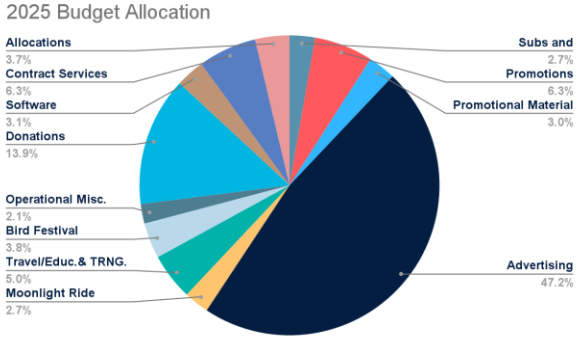
3. Local Partnerships: Collaborate with local businesses, events, and sports organizations to offer special promotions or packages, thereby encouraging longer stays and increasing spending per tourist. Additionally, continue to sponsor our arts community through strategic partnerships
4. Destination Sales and Promotion: Attract high-profile conferences, sports tournaments, or festivals to the area by marketing, content creation, and attending specific tradeshows and conferences to meet with event organizers. These events supply a boost to the local economy and generate media coverage that serves longer-term promotional aims.
    a. Strategically work with sports and meetings groups to host their events in Davis County through sponsorship programs, incentive opportunities, and trade show presentations;
    b. Create and execute a Sports FAM in partnership with Visit Ogden:
        i. 10-12 clients; Accommodations; Transportation; Activities; Gifts; Venue and Park Visits
5. Unique Events: Antelope by Moonlight and Great Salt Lake Bird Festival
6. Community Engagement: Involving residents in tourism development and supporting local cities events and tourism related efforts. Additionally, mural grants will be included in our community engagement efforts.

KPIs to Measure Success:

1. Generate room nights, drive increased ADR's
2. Sales Leads and Bookings
3. Positive sentiment in social media mentions and online reviews
4. Increase in revenue for local businesses
5. Economic impact showing the contribution of tourism to the local economy

Community Benefits:

1. Economic Boost: More tourists mean more business for local shops, restaurants, and hotels, ultimately providing job opportunities.
2. Improved Infrastructure: Revenue generated from tourism can be reinvested to enhance local facilities and services, which benefits both tourists and residents.
3. Cultural Exchange: Tourism encourages cultural interactions, fostering a sense of community and belonging.



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By executing a well-thought-out marketing strategy, we are transforming Davis County into a renowned destination that not only attracts tourists but also brings a multitude of benefits to the local community. We aim to fortify Davis County's status as a premier destination for both leisure and business tourism that ultimately benefits the community.

	Account Description	2024 Budget	Proposed Budget	Variance	%	Notes
Revenue	RESTAURANT TAX	($7,271,196.00)	($7,445,506.67)	($174,310.67)	2.40%	FROM SPREADSHEET: 2025 TOURISM FUND PROJECTIONS PRESENTED IN TTAB: 2.4% projected YOY increase. Average increase from 2009-2024, with inflation factored in to the formula.
	TOURISM RENTAL TAX	($839,528.00)	($873,901.22)	($34,373.22)	4.09%	FROM SPREADSHEET: 2025 TOURISM FUND PROJECTIONS TO BE PRESENTED IN TTAB: YOY projected increase: 4.09% Average increase from 2009-2024 (TD and excluding 2020), with a -2% factored in for inflation.
	TOURISM ROOM TAX	($2,549,442.00)	($2,579,316.00)	($29,874.00)	1.17%	FROM SPREADSHEET: 2025 TOURISM FUND PROJECTIONS TO BE PRESENTED IN TTAB: 1.17% projected YOY increase. Average increase from 2009-2024, with inflation factored in to the formula.
	PASS THROUGH REVENUES	$0.00	$0.00	$0.00	0.00%	
	BIRD FESTIVAL	($50,000.00)	($60,000.00)	($10,000.00)	20.00%	Increased Revenue through field trips and sponsorship
	STATE REIMBURSEMENT	($208,750.00)	($232,750.00)	($24,000.00)	11.50%	2025 Co-op Grant from the Utah Office of Tourism
	INTEREST EARNINGS	($251,000.00)	($251,000.00)	$0.00	0.00%	
	SALE OF FIXED ASSETS	$0.00	$0.00	$0.00	0.00%	
	TRANSFER IN	$0.00	$0.00	$0.00	0.00%	
	USE OF FUND BALANCE	$0.00	$0.00	$0.00	0.00%	
	CONTRIBUTION-PRIVATE	$0.00	$0.00	$0.00	0.00%	
	COMMISSIONERS CUP	$0.00	$0.00	$0.00	0.00%	
	MOONLIGHT REVENUES	($55,000.00)	($60,000.00)	($5,000.00)	9.09%	
	TRAIL CONTRIBUTIONS	$0.00	$0.00	$0.00	0.00%	
	SUNDRY REVENUE	($27,600.00)	($12,700.00)	$14,900.00	-53.99%	Less Puzzle Sales in 2025
	Sub Total	**($11,252,516.00)**	**($11,515,173.89)**	**($262,657.89)**	**2.33%**	
Personnel	PAYROLL	$650,328.65	$685,660.16	$35,331.51	5.43%	
	TRAVEL PAY	$8,388.15	$8,388.15	$0.00	0.00%	
	TAXABLE INCENTIVES	$0.00	$0.00	$0.00	0.00%	
	OVERTIME	$5,100.00	$0.00	($5,100.00)	-100.00%	
	BENEFITS	$0.00	$0.00	$0.00	0.00%	
	PAYROLL TAXES	$51,162.63	$53,509.60	$2,346.97	4.59%	
	WORKERS COMP	$8,629.88	$9,892.13	$1,262.25	14.63%	
	INSURANCE	$88,927.42	$64,371.70	($24,555.72)	-27.61%	
	RETIREMENT	$119,708.60	$118,051.35	($1,657.25)	-1.38%	
	COMMUNICATIONS ALLOW	$5,423.55	$5,423.55	$0.00	0.00%	
	Sub Total	**$937,668.88**	**$945,296.64**	**$7,627.76**	**0.81%**	
Capital	PROMOTIONS	$94,500.00	$94,000.00	($500.00)	-0.53%	
	COMMISSIONERS CUP	$0.00	$0.00	$0.00	0.00%	
	PROMOTIONAL MATERIAL	$51,700.00	$44,200.00	($7,500.00)	-14.51%	
	MOONLIGHT RIDE	$40,000.00	$40,000.00	$0.00	0.00%	
	BIRD FESTIVAL	$50,000.00	$57,000.00	$7,000.00	14.00%	
	CONF CTR OPERATIONS	$0.00	$0.00	$0.00	0.00%	
	Sub Total	**$236,200.00**	**$235,200.00**	**($1,000.00)**	**-0.42%**	
Operations	SUBS & MEMBERSHIPS	$35,039.00	$40,655.00	$5,616.00	16.03%	
	ADVERTISING	$672,500.00	$700,500.00	$28,000.00	4.16%	
	OPERATING SUPPLIES	$0.00	$0.00	$0.00	0.00%	
	FOOD BUSINESS	$4,500.00	$6,650.00	$2,150.00	47.78%	
	EMPLOYEE AWARDS	$500.00	$500.00	$0.00	0.00%	
	CONTRIBUTIONS-INTERLOCAL	$0.00	$0.00	$0.00	0.00%	
	DONATIONS	$682,375.00	$206,375.00	($476,000.00)	-69.76%	Less $500k Donation for trails
	MISC SUPPLIES	$0.00	$0.00	$0.00	0.00%	
	WRITE OFFS	$0.00	$0.00	$0.00	0.00%	
	COMPUTER EQUIP	$5,150.00	$4,600.00	($550.00)	-10.68%	
	SOFTWARE	$0.00	$5,160.00	$5,160.00	#DIV/0!	IS moved these expenses from Software Subscription to Software
	EXPENSE REDUCTIONS	$0.00	$0.00	$0.00	0.00%	
	OFFICE SUPPLIES	$4,000.00	$4,000.00	$0.00	0.00%	
	POSTAGE	$2,000.00	$500.00	($1,500.00)	-75.00%	
	BANK CHARGES	$7,000.00	$6,200.00	($800.00)	-11.43%	
	TRAVEL/EDUC& TRNG	$65,500.00	$74,800.00	$9,300.00	14.20%	Additional trade shows added for sports
	MILEAGE/LOCAL TRAVEL	$2,500.00	$1,500.00	($1,000.00)	-40.00%	

	MISC SERVICES	$0.00	$0.00	$0.00	0.00%
	CONTRACT SERVICES	$94,994.33	$93,354.37	($1,639.96)	-1.73%
	SOFTWARE SUBSCRIPTION	$47,541.11	$45,907.00	($1,634.11)	-3.44%
	BLDG & GRND MAINT	$0.00	$0.00	$0.00	0.00%
	UTILITIES	$175.00	$175.00	$0.00	0.00%
	TELEPHONE	$0.00	$0.00	$0.00	0.00%
	VEHICLE SERVICE	$2,500.00	$1,000.00	($1,500.00)	-60.00%
	GASOLINE	$0.00	$1,000.00	$1,000.00	#DIV/0!
	OVER/SHORT	$0.00	$0.00	$0.00	0.00%
	Sub Total	**$1,626,274.44**	**$1,192,876.37**	**($433,398.07)**	**-26.65%**
Allocations	TRANSFER TO FUND BALANCE	$0.00	$0.00	$0.00	0.00%
	TRANSFER OUT	$9,891,950.00	$3,670,075.00	($6,221,875.00)	-62.90%
	EMAIL ALLOCATION	$1,083.24	$945.00	($138.24)	-12.76%
	INSURANCE ALLOCATION	$10,990.00	$8,907.00	($2,083.00)	-18.95%
	MAINTENANCE ALLOCATION	$45,061.47	$45,061.47	$0.00	0.00%
	BUDGET ADJUSTMENTS	$0.00	$0.00	$0.00	0.00%
	Sub Total	**$9,949,084.71**	**$3,724,988.47**	**($6,224,096.24)**	**-62.56%**
Capital	CONST IN PROGRESS	$0.00	$0.00	$0.00	0.00%
	BLDG IMPROVEMENTS	$0.00	$0.00	$0.00	0.00%
	LAND IMPROVEMENTS	$0.00	$0.00	$0.00	0.00%
	COMPUTER EQUIPMENT	$0.00	$0.00	$0.00	0.00%
	VEHICLES	$0.00	$0.00	$0.00	0.00%
	Sub Total	**$0.00**	**$0.00**	**$0.00**	**0.00%**