



May 10, 2016

Utah Office of Tourism Film and Global Branding
Vicki Varela, Managing Director / Board of Directors

Dear Vicki and Members of the Board,

Please accept this letter regarding our request for \$250,000 from the Utah Office of Tourism's 2016-17 budget to support the opening event for the American Society of Association Executives (ASAE) Annual Meeting & Exposition.

The theme "Utah's Own" will be an authentic celebration of all things Utah. From Colosimo Sausage to Beehive Cheese and Amano Chocolate, to local craft beers and spirits, the 5,000+ attendees at the opening event will be immersed in a Utah food and drink experience, and will see first-hand the uncommon hospitality our state is known for!

ASAE is the membership organization and voice of the association profession. It is an association whose 21,000+ members are made up of association CEOs, staff professionals, industry partners, and consultant members, representing 9,300 associations that includes more than 287 million people in organizations worldwide.

The member CEOs are very influential in site selection for meetings and conventions, either because they themselves make the decision of which destination to select or they recommend a specific destination to their board. Hosting the ASAE annual meeting is not only very prestigious within the industry, but more importantly, it provides the host destination with an extraordinary opportunity to show these decision-makers why they should consider/select our destination for their next meeting and/or convention.

The association market is the largest user of convention facilities in the country. In fact our state's largest convention client is the Outdoor Industry Association, and the shows they endorse - The Outdoor Retailer Summer and Winter Markets.

All DMO's use site inspections and familiarization tours, and from our experience these personal visits to our destination are the single most effective tool we use to inform future clients. In 2015, we hosted 148 site inspections. The fact that ASAE's annual meeting will take place in Salt Lake in 2016, provides us the opportunity to essentially conduct the single largest site inspection/ familiarization tour for the meetings and convention industry in the history of our destination. Experience from prior host cities shows that **20% of association executives attending this annual meeting will book a meeting in the host city in the five years following the event.** When economic formulas are applied, this means hosting ASAE has the potential to bring **upwards of \$500 million in future economic impact for the host destination.** This is in addition to the **over \$5 million** that ASAE association attendees, exhibitors and sponsors will spend during the annual meeting itself in August of 2016.

Statistics from the 2015 convention in Detroit helps to explain the impact of hosting this event:

- 5,401 attendees which included 2,812 executives and 1,799 exhibitors
- Expo with 431 exhibiting companies (hotels/resorts, DMOs, meeting & technology products, etc)
- Ratio of **61% buyers** and **39% sellers** (exhibitors)
- 78% of attendees were decision-makers/have significant influence selecting meeting sites
- ASAE raised \$24,414 for Alternatives for Girls through volunteer efforts, Walk/Run 5K fees, city tours, and individual donations. This organization helps homeless, and high-risk girls and young women make positive choices to help avoid violence, teen pregnancy and exploitation.

Meetings Mean Business

The economic impact associated with the meetings and convention industry often goes unnoticed due to its non-public nature, but the economic impact is unmistakable. The industry contributes more to the national GDP than air transportation, motion picture, sound recordings, performing arts and spectator sport industries. It is an economic engine, creating hundreds of thousands of jobs, generating billions of dollars in revenue and supporting communities across the country.

Hosting an event, convention or trade show stimulates a region's economy in the same manner as tourism. Meetings and conventions bring in new visitors, who stay in area hotels, eat in local restaurants, shop in neighborhood stores and bring new revenue to the area. Experiencing a destination first hand due to a meeting is one of the best marketing tools for a community. While at a meeting, attendees have the opportunity to have wonderful and meaningful experiences which often influence their decision to come back – whether for business or leisure travel.

ASAE 2016 Host Budget		\$2,496,707
Projected Income	TRT Funds	\$1,364,000
	Utah Office of Tourism	\$ 250,000
	ASAE Hotel Rebate	\$ 372,500
	Hotel Assessment	\$ 354,619
	Fundraising Committee	\$ 160,000
Projected Total		\$2,501,119

Potential Sponsorship Partners: Corporate Staging Resources, Park City Chamber/Bureau, Zions Bank, Nicholas & Co, Questar, Squatters, Workman's Compensation, Sysco, City Creek, Culinary Crafts, Modern Display, Layton Construction, DSC, Woodbury Corporation, Cuisine Unlimited, LeBus

Last year the UOT generously provided a \$75,000 partnership for the launch of our attendance promotion effort that begin in Detroit in August of 2015 at the Future Host City Luncheon. It is our sincere hope that we can continue our partnership with UOT for the 2016-17 budget year.

Thank you for your consideration of this request.

Best regards,



Scott A. George
Chair



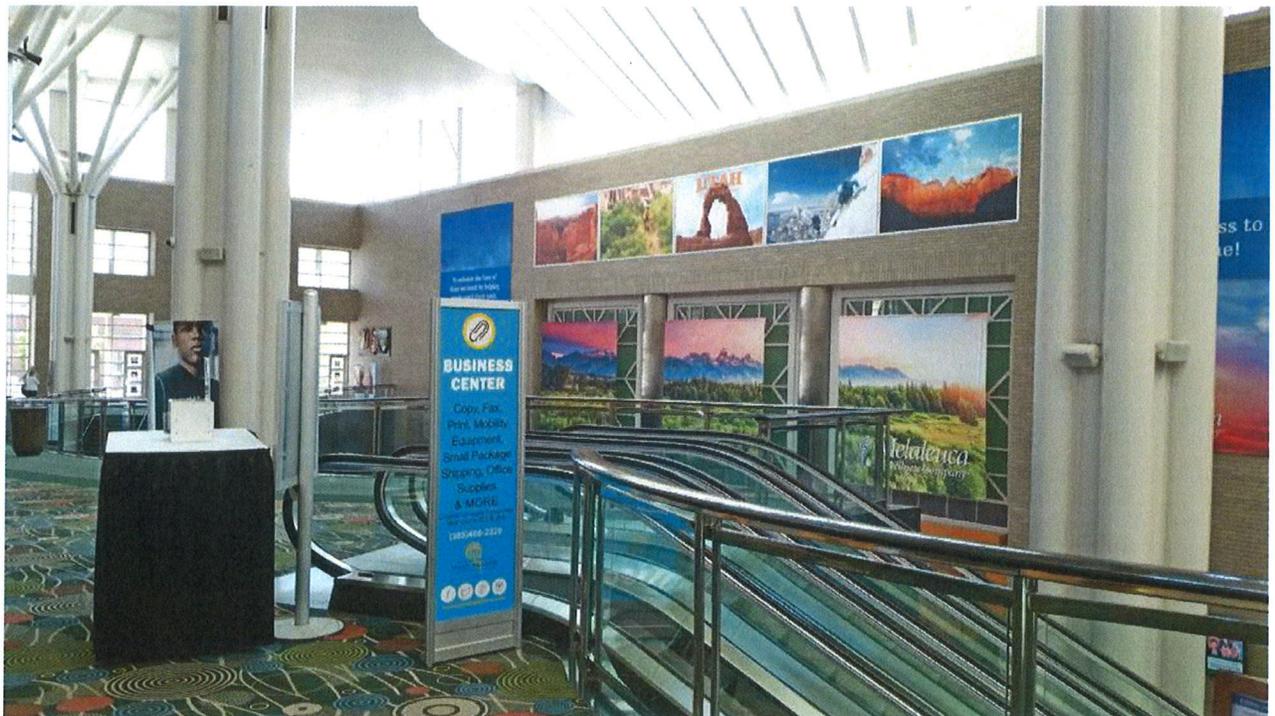
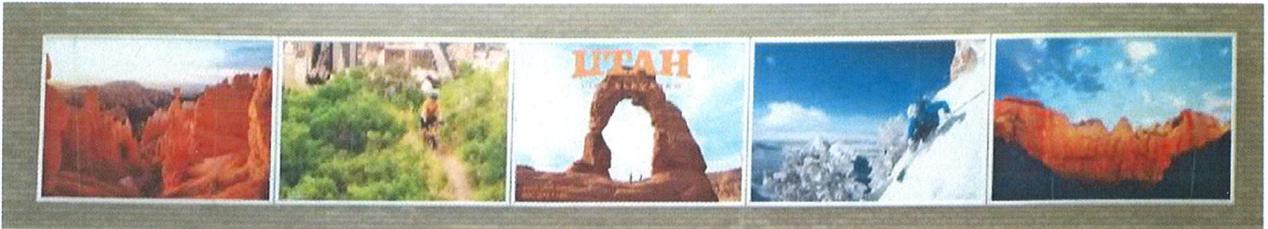
Scott Beck
President & CEO

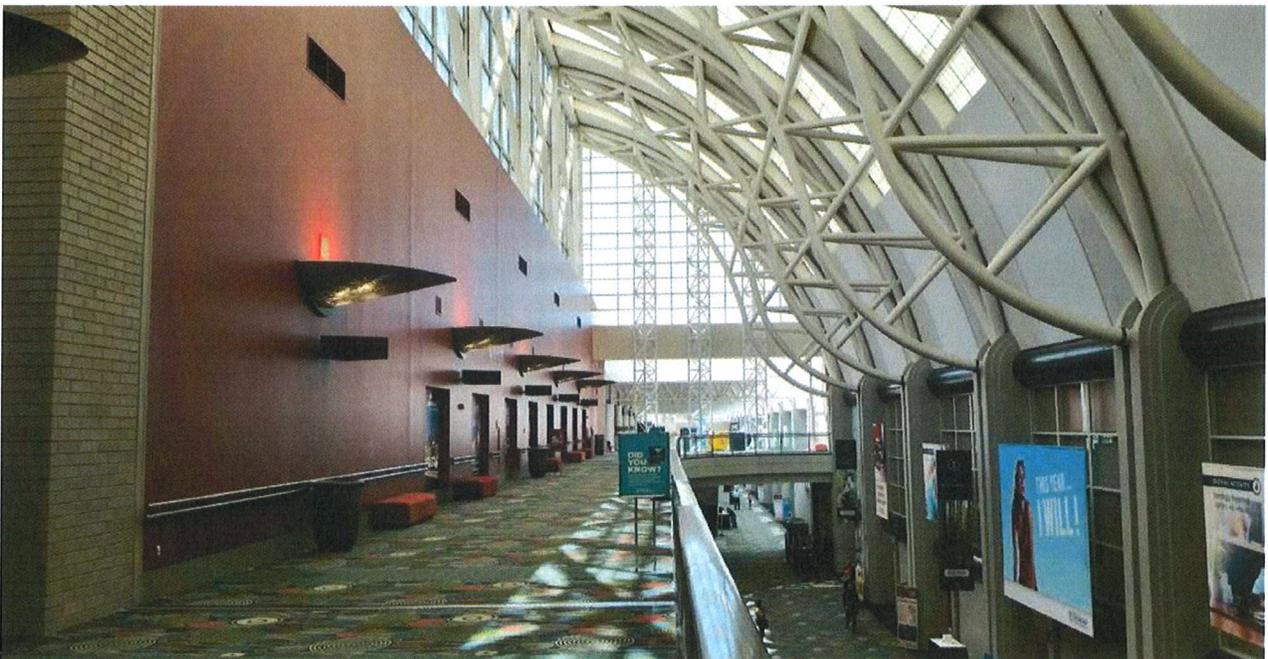


Community Marketing Partner Utah Office of Tourism

- 50 complimentary tickets to the opening and closing events for ASAE, Saturday, August 13 and Tuesday, August 16, 2016 respectively
- 10 tickets to the ASAE Foundation's event: The Classic, Monday, August 15, 2016
- 50 Ski City Super Passes valid for one day of skiing at any of the Ski City resorts of Alta, Brighton, Snowbird, Solitude
- Acknowledgement on signage at all opening and closing events hosted by Visit Salt Lake.
- Re-do of the five large Utah panels above the entrance to the main ballroom in the Calvin L. Rampton Salt Palace Convention Center. Artwork provided by the Utah Office of Tourism; production and installation by Visit Salt Lake
- Re-do of the four GOED business development panels on the main concourse level of the Calvin L. Rampton Salt Palace Convention Center. Artwork provided by the Utah Office of Tourism; production and installation by Visit Salt Lake
- Opportunity to include promotional materials meeting ASAE guidelines in 5,000 attendee bags
- Recognition in the Destination News E-newsletter sent to 2,150 local subscribers for four months post-ASAE event
- Recognition on the VisitSaltLake.com Community Sponsors web page for three months pre- and three months post-ASAE:
 - o Listing of company name, logo, detailed contact information, and description of company on the Community Sponsor page
- Opportunity to offer a special marketing promotion to the 2,150 local Salt Lake subscribers of the *Destination News* monthly newsletter
- Opportunity to include a promotional post to the 4,950 decision-maker/significant influencer subscribers in the *Meeting News* monthly newsletter for six months post-ASAE event
- Four complimentary ASAE registrations
- Partner with VSL to send a pre- and post-ASAE promotional email to all registered attendees
- Recognition as Major Sponsor at Visit Salt Lake Board of Trustees Annual Meeting.

Total Investment \$250,000







Opening Celebration

Saturday, August 13, 7-10 pm

LIBRARY SQUARE

The Salt Lake hospitality community welcomes ASAE to Utah's capital city

with an opening reception party in downtown's Library Square, a five-minute walk from the Salt Palace Convention Center and Salt Lake's urban hub; dining, nightlife, shopping, galleries, historic sights, and hotels are all within leisurely strolling distance (go ahead—have another sip of Utah's award-winning High West whiskey).



There's nothing quite like a Utah summer night. The alpenglow and crisp mountain air create a dreamy setting that elevates moods and inspires sociability, and the atmosphere will be prime for reconnecting with friends and forming new relationships. To facilitate this, we'll project the world's largest social media wall on the side of The Leonardo, Salt Lake's art, science, and technology museum. Guests will be able to share insight, make plans, and connect with friends in 140 characters.

The flavors of Utah will abound at this event—a delectable menu of food and drink from Utah's Own and its many acclaimed purveyors will introduce the flavors and textures of Utah in a truly unique setting. Guests will also enjoy a series of perspective-altering dance performances on the five-story glass exterior wall of the Salt Lake City Public Library, winner of the American Library Association's 2005 Outstanding Design Award.



ASAE Foundation's The Classic

Monday, August 15

VIP Reception: 6-7:30 pm, The Classic: 7:30-10 pm

THE GRAND AMERICA HOTEL A Night with the Sundance Film Festival

ASAE's Classic will kick off with a VIP pre-party

in the courtyard of downtown Salt Lake's posh Grand America Hotel. The theme? A Night with the Sundance Film Festival. The largest independent film festival in the United States, Sundance was the genesis for the indie film movement, and Salt Lake is home to the festival's longest running venue.

VIPs will arrive on red carpet through a private entrance,

with paparazzi bulbs flashing and social media buzzing. Iconic Sundance films will inspire the ambience and dining experiences at three distinct micro-events: *Big Night*: traditional Italian, *Once*: rustic bohemian Irish, and *Whiplash*: gritty New York City. As the VIP party concludes, a spotlighted professional jazz percussionist will perform the *Whiplash* drum scene to wide eyes and dropped jaws.

The main event will follow in the Grand America's Ballroom.

In true Sundance fashion, guests should wear black—and this doesn't mean black tie, it means "PIB" (People in Black, a local acronym used to denote super-serious Sundancers). Black leather jackets, black denim, black tees, black-rimmed glasses, lapdogs in little black vests...you get the idea.

Dining stations made from actual film props

will serve up food and drinks inspired by such Sundance classics as *Run Lola Run*, *Napoleon Dynamite*, *Pulp Fiction*, *Chocolat*, and *4 Weddings and a Funeral*.

A video DJ will ensure the true Sundance Festival vibe, as will dance themes inspired by iconic Sundance dance moments

(think *Napoleon Dynamite*'s epic talent-show solo). After plenty of mood-setting dance scenes from some of independent films' best, we'll wrap up the dance party with an independent-themed performance from the Bacon Brothers, and maybe even something from "Footloose."

All proceeds benefit the ASAE Foundation, advancing Association and non-profit leadership.





annual
meeting
& exposition

salt lake city august 13-16, 2016

Closing Celebration

Tuesday, August 16, 7-10 pm

ASAE will close with an intimate evening at Red Butte Garden

Amphitheatre, Salt Lake's most scenic venue, which, paradoxically, hits its zenith at sunset. The views of the city at golden hour and the sun dipping behind the Great Salt Lake simply can't be topped.



You will want to bring a sweater or light jacket to this event—trust us, you'll be chilly otherwise—where you'll have time to explore Red Butte Garden's "museum of living plants" before relaxing on blankets spread out in the cool mountain air and sharing bottles of wine, picnic baskets, and conversation with new and old friends.

Craft cocktails and beers, bites, and dishes from local purveyors will also be plentiful and available along the periphery of the amphitheatre so as not to disrupt any magic ASAE moments. As the stars come out and dessert dishes are sampled, a world-renowned band will take the stage and proceed to blow off any socks that still remain.