Tourism Tax Advisory Board (TTAB) Meeting

61 South Main Street, Davis County Administration Building, Room 306 Farmington, UT 84025
September 10, 2020 at 2 pm

Members present:

Wendy Wilson
Julie Thompson
Sean Deghani
Teri Cowan
Jansen Davis
Dave Webster
Kym Buttschardt

Members excused:

Terry Capener
Kenny Gertge

Elected Officials:

Bob Stevenson
Curtis Koch

Staff present:

Jessica Merrill
Kent Andersen
Kristal Blessett
Megan Christensen
Dave Hansen

Others present:

Bret Millburn

1. **Welcome and Introduction**
   Jessica Merrill welcomed everyone at 12:15 pm. She declared a quorum was present. [NOTE this is a public meeting so it is being recorded. The recording will be posted online at the state meetings website.]
2. **Approval of TTAB Minutes from: June 17th, 2020**
   a. Motion to approve: Dave Webster, Teri Cowan second. All in favor.
3. **Open Forum—board members provided an update**
   a. Sean Deghani—Santorinis has been doing pretty well. Will open up their Bountiful Location
   b. Dave Webster—the hotels have not been that busy. April hit a low of 19% occupancy. Labor Day weekend they were at 80% occupancy. Their hotels were at 25% less than what they were at last year through the summer months. They are trying to brace themselves for what the winter months may or may not bring. Dave said he thinks it'll be about a 5 year recovery as a whole for hotels.

c. Jansen Davis—Centerpoint Legacy Theater has been trying to determine what they need to do throughout the summer. They have done some drive in concerts. They have surveyed stakeholders and have determined that they would move all of their regular programming to 2021 due to the inability to create safe social distancing for the cast.
d. Teri Cowan—the DAC has done some free events that have been pretty successful. Seating 500 people vs the normal 1700. With the grants they received they were able to bring the staff back full time for two weeks in September.
e. Julie Thompson—they are still plugging along. It's been difficult to have the lobby partially open.
f. Wendy Wilson: The park visitation has been steady. They are working on the additional lane into the park. Asphalt to be laid Monday. They are also building a new campground with 30ish sites and power. Sales in the gift shop are up per visitor. There is a marathon coming up and an endurance ride, but most of the other events have been cancelled.

4. Davis County Tourism Update—Jessica Merrill

a. Asked for $87,500 through the co-op. We were awarded the full amount. These monies will be used to mostly advertise out of state. 2021 looking to ask for 150,000. This year is nearly double the funds we received last year. New brand and logo to come out in October for Play In Davis.
b. Overall Davis County Tax update: overall taxes. Food and accommodations numbers are still down. Nonstore retailers and retail-motor has gone up.
c. Hotel Occupancy has definitely gone down from last year but is slowly improving. Average is about 22% down year over year. We still did generally better than the rest of the state due to the base compared to the rest of the state.
d. TRT: YTD we think we are about 35.86% down YTD.
e. Restaurant Tax: YOY% change YTD: -9.75%
f. Short term leasing YOY % change YTD: -27.59%
g. Tourism tax and Revenue Summary 2020: Overall for tax revenue for 2020 we think we will be down approximately 22%.
h. Bob Stevenson: concerned about what might happen next year. This is not going to all of a sudden be over on a certain date. We need to figure out how to be creative to see how we can get people back out into the community.

5. Discussion: Capital Projects

a. Legacy Events Center
    i. Kent Andersen: Looking to remodel the legacy events center to be more of a sports centered building. Looking to get a 3 part RFP: Architectural, possibility of a second building, site plan for future improvements on the entire facility. Estimated LEC remodel cost: $3.3 million. Hoping to do this construction/remodel May-Sept, 2021.
    ii. Dave Hansen: most of the business comes from repeat customers. With these renovations we will be able to increase prices, but don't see much of a negative impact of doing this.
    iii. Bob Stevenson/Curtis: we believe there is an untapped market that can be reached by doing this renovation. Curtis asks: what is the next big thing that'll bring people into our community?

b. Heritage Center- USU
    i. Looking to still have a place for equestrian users to go. Working on some agreements with Utah State to establish this building. USU would do the management of the building, county would lease the building/land. The estimated capital cost is $3M
    ii. Davis County fair is traditionally held at LEC. We are working on an agreement with USU to revamp/change the Davis County fair. It will focus more on the agriculture and livestock aspect. Aim at celebrating what the community has to offer, vs bringing in things from out of state.
c. Conference Center
    i. Still looking to purchase the Woodbury piece. This will be important for expansion potential and parking for the future. Estimated cost TBD.
d. Trails
    i. Bonneville Shoreline Trail: there will be approximately 55 miles—non motorized trail, mix of new construction and reconstruction. April, 2020: Environmental Decision Memo USFS, approving BST construction. Approximately 25 mi federal, 17 mi private, 13 mi other public property—private property easements required. Estimated cost: $3-4mil. Shovel ready: 15 mile—Mueller to Ensign Peak $800k, 10 mile—Kaysville to Farmington $1.5mil

6. **Review proposed 2020 Tourism Budgets**
    a. 2021 Initiatives: Branding and marketing—rebranding, new website, marketing plan more co-op opportunities. Rebranding the legacy events center, packages for conferences and events attendees, build and create relevant content. Software: economic impact calculator for meetings and events.
    b. 2021 Events: hoping to still have the following events in 2021-Great Salt Lake Bird Festival, Antelope by Moonlight, Davis County Fair. Supporting events: Tour of Utah (every other year), Get in the river, Hill Air Force Air Show (every other year), Utah Championship (pga), Reindeer Express. Mountain bike race (high school)—still in talks to host this type of event at the Island 2 day event that'll bring in about 1500 kids. Restaurant week—hopefully to have in 2021
    c. Donations 2021: friends of antelope island—visitor center study. Continue supporting the local arts—mural program. Community partnerships—will include TTAB grants. Farmington arena dollars still set aside.
    d. 2021 overall request: $1.4M for tourism operations.
    e. Economic impact for 2020 LEC: Number of events 17, total visitors 54,843, total room nights 14,662, total economic impact $10.1 M
    f. LEC proposed budget: $4.4M ask. $3.3M will be for the remodel
    g. DCC overall ask: $2,970,000. $1.9M hold for land acquisition and FFE
    h. Tourism tax revenue projections: hotel down -35%, car rental -29%, restaurant -10%

i. There will be approximately 5.5M fund balance remaining even after all of the remodels/expansions. Fund balance numbers are preliminary.
j. Motion to approve overall budget—Jansen, second Dave Webster: all in favor.

7. **Meeting adjourned at 1:45 pm**