Tourism and Events

Support the Tourism economy by showcasing the local landmarks and stories that make Davis County unique. Increase economic impact by using innovative branding and marketing to attract more business travel professionals, create new opportunities for sports, hobbyists and events. Deliver convenient top-rated experiences for all travelers and manage destination development in order to create a desirable place for visitors and local residents can also enjoy.

Prior Year Inputs/Outputs

FTE (2020):
- 3 Full Time Employees

Revenues 2020:
TRT: $1,319,646
TRCCA: $4,989,102
Short Term Leasing: $504,124
Tourism Office Revenue: $409,167.56
Total: $7,222,040.46

Expenses 2020: $7,195,524.54
*6M transferred to Fund Balance

Events:
- Due to Covid- No events in 2020.

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 to 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 large events, along with funding/planning recreation type projects that the community also enjoys.
- Destination Development and being a voice for the Tourism industry locally and on a state level.

Current Year Projected Outcomes

In early 2021, the hospitality industry was still being affected by the pandemic with less visitors for business/meetings and contractors which is a large portion of our hotel guests in the off-season. Furthermore, due to the Health Department being in the Legacy Events Center during our slowest visitor months, we also did not see as many sport visitors that typically contribute to our economy in Q1. Leisure travelers were still seen, however in the beginning of the year most were road and day trippers not staying in our accommodations. Davis County is fortunate to have many unique factors in our community that have helped us throughout the Pandemic: Hill Air Force Base, Outdoor Recreation, Antelope Island State Park, Lagoon, Station Park and being conveniently located off of 1-15 for road trip travelers. Luckily, this slow start in 2021 didn't last long and by mid-March, Davis finally started seeing upticks in Hotel stays and TRT was starting to return. By June, Davis County had the highest occupancy in the State and held this title through mid-August. Lagoon, other amusement centers, leisure travelers (more than Davis has ever welcomed before), business travelers, and sports visitors contributed to this overall influx of visitors once again. June 2021 was a record TRT month for Davis, with our summer occupancy surpassing 2019 numbers. Our overall Restaurant Tax is having a record year, and has been strong every month in 2021, helping offset some of our TRT lows in the beginning two months. The month of June holds the record for most Restaurant tax collected in history by more than $150,000 collected in one single month.

The Tourism office continues work on our marketing and branding efforts as we promote our new brand "Discover Davis: Utah's Amusement Capital" to audiences. Furthermore, strategic plans and projects are being worked on that will ultimately contribute to the overall success for County tourism. Several events were also able to be hosted in 2021, and were very well attended and were a success. Below are a few high level projects that happened or are happening in 2021.

- Applied for two Utah Office of Tourism Marketing Co-op Grants in June 2021 and was awarded a grand total of $204,898, which is $117,398 more than what was awarded in 2020.
- Awarded a new advertising agency at the beginning of the year to assist our office in putting together long term marketing strategies, media campaigns, creative concepts and marketing campaigns, along with website and branding assistance.
- 3-Day Video/Photo shoot with a professional crew at 8 Davis County locations.
- Launched a new campaign: "Be your own influencer: Discover Real Life". The idea is on portraying "Live authentically". Our world is one of disillusionment — we experience the world vicariously through carefully curated photographs/videos on social media that scream, "This is the perfect life!" Davis provides opportunities to live life outside of the illusion while making the real connections that we all crave that we all need.
- We are in the final stages of a new website for the Tourism office that will be more user friendly and informational for visitors and viewers. This has been a very large project that has taken more than a year to finalize. Estimated launch date, October 15, 2021.
- Designed, compiled and submitted a RFP to the Utah Tourism Industry Association to host the Utah Tourism Conference at the Davis Conference Center in 2024, which was ultimately awarded. This will bring in over 400+ people from the tourism industry to our area.
- On-boarded several new software programs including RootRez, a hotel booking engine on the new Discover Davis website. This will allow our office to create custom packages, if desired, track ROI on marketing

campaigns, and have access to more data on the visitors booking and coming to our County. In addition, we are also working with Wander, a company that is digitalizing our trail maps, visitor maps, and more. Available maps will be embedded on our Discover Davis website and also be accessible via an app. In addition, cities and other partners will be able to use the final product on their websites if desired. This will go into 2021 and be an ongoing task.

- Worked with our advertising agency to refresh the Davis Conference Center logo.
- In collaboration with the Botanical Center, a new event, Davis Heritage Festival, (replacing the Davis County Fair) was established and currently being planned.
- Planned and executed a successful Great Salt Lake Bird Festival. Due to the Pandemic, the Festival was scaled back to 3 days instead of 4, and field trip capacities were drastically reduced to allow for social distancing. In addition, trips were drive yourself only, and all bus options were eliminated. 80% of tickets were sold out in the first 2 hours, with another 10% within 2 days. The remaining tickets were sold out within a week. Due to sell out and desire for more trips, more field trips were developed and planned to allow for more people to attend. 392 unique attendees and 987 tickets were sold. Total ticket sales generated $28,656.99 with another $10,500 collected for sponsorships.
- Planned and executed a very successful Antelope by Moonlight Bike Ride at the end of June, with a Rolling 20s' theme. 1,569 total tickets sold and total revenue was around $40k. This year, we offered e-bike rentals through a partnership with Magnum Bikes and allowed more new people to join our ride.
- The 2020/2021 co-op grant marketing campaign with the Utah Office of Tourism ran from October 2020 through May 11, 2021. The results of this marketing campaign generated 3,670 room nights booked, with an average 2.40 length of stay and averaged 3.10 people per stay. This campaign was very successful and brought in $1.65M in economic impact to the county, and had a $9.46 ROI.
- Currently working on several large capital projects that will further the Tourism industry in our County: LEC remodel, USU Heritage Center, Outdoor Rec Projects, and land acquisition at DCC.

Next Year Budget Initiatives

Although 2021 is showing record numbers, we are not certain that will continue through 2022 as more traveling destinations open up, conventions/meetings are still slow to recover and Legacy Events Center not being at full capacity. We will have another year of being resilient, innovative, creative and flexible as we continue to navigate our way through the current circumstances. Our office plans to continue the efforts of launching our new tourism brand, creating awareness for our area, showcasing unique experiences we offer and planning projects that sets our community up for a successful future in tourism. Overall, Davis County has a lot of opportunities over the next several years with exciting projects in the works. Our main goal is to compete in the tourism space of being a place people know about and want to visit, whether it's for a conference, sporting event, and/or vacation. Ultimately, contributing to the local economy and contributing to building a better community. Below are just a few high level initiatives and budget requests we have requested.

- Requesting an Events Manager to manage the events that Tourism hosts and supports each year. Most of our major events all happen within 60 days of each other. With the planning cycles and wanting to ensure events are successful, along with also not burning out our current event coordinator moving forward, having more staff

support is essential. In 2022, we still plan on being flexible and creative with our Events, and are preparing for full scale and modified event(s) structures to match the current climate during those times.

- The widely popular Antelope by Moonlight Bike Ride is planned for July 12, 2022. The event requires a lot of coordination with community partners, permitting, volunteers and prior planning that is all necessary to happen around the same time as 3 other major events.
- Due to the limited staff bandwidth and Covid changes/updates required, our office was unable to grow and/or add new opportunities to our Bird Festival in 2021. Realistically due to the timing, 2022 will likely be similar, however if an events manager position is approved we will have more bandwidth to improve our legacy events such as the Bird Festival that will enhance and grow engagement which directly impacts the local economic.
- Our office is exploring the opportunity to take over "Taste of the Town" originally put on by the Chamber. This event would be our version of a "Restaurant Week". Again, our current staff bandwidth is not able to take this on, but as new positions are approved this event will be further reviewed as a possibility.
- Has a major role in planning and executing the Davis Heritage Festival at the USU Botanical Center, planned for its inaugural debut in May 2022. This event is a week after the Bird Festival and our current events coordinator is unable to manage both events successfully.
- Presenting sponsor for a new event that USU is putting on called "Reindeer Express". Our event team will also take part in planning this event and looking at ways to bring people in from outside of the area to create more economic impact.
- Planning on being a major sponsor for the 2022 Utah Air Show, and will have a large booth presence with games, entertainment and more.
- Sponsor several community type events through the Arts Community and city partners. Our Office has been wanting to have more of a presence in our community to future the brand and be a good community partner with large events that bring in large groups of people. Current staffing has not allowed us to be part of these type of projects to-date.

- We are also requesting a Tourism Marketing Manager to manage all of our Marketing Campaigns and day to day advertising/marketing efforts. Below are just some of the high level major marketing opportunities that are planned for 2022, but is not a full comprehensive list.
  - Execute two Co-op grant out-of-state marketing campaigns:
    - Three Season Campaign: October 2021 – December 2022, excluding May – October. Promote the new tourism brand, "Discover Davis: Utah's Amusement Capital" in the off season through digital and traditional media strategies to target audiences identified through research and data. Our campaign will look to promote all aspects of what amusement can be found outside of the summer months, including: outdoor recreation, skiing, amusement centers, arts, and shopping. We estimate this campaign will bring in 6933 room nights, resulting in 2.3M of economic impact with a $5.77 ROI.
    - Summer Season Campaign: May – October 2022. Promote and advertise Discover Davis as Utah's Amusement Capital with a focus on Lagoon to strategically selected out-of-state and in-state areas using creative tactics that tell a story of authentic experiences through OTT, digital

and traditional media. We estimate 2859 rooms booked, with a 1.3M economic impact and a $10.13 ROI.

  - Continue rebrand efforts throughout the year to ensure Utah's Amusement Capital is known in the mountain west as an affordable, fun, entertaining, beautiful, safe place to visit for families and event attendees. Amusement means many things: fun, entertaining, happy, and joy, it's more than an amusement park. We plan on showcasing all that we have to offer and whatever it is that people like to do, we can offer them those activities. E.g: Ski, Amusement Centers, Golf, Outdoor Recreation, Arts, and culture.
  - Marketing efforts and strategies in place for advertising efforts outside of the Co-op campaigns that include in-state marketing efforts, creative and PR services, email automation, website updates, new website for LEC, influencers, incentive marketing tactics executed through Bandwango/RootRez, one-off projects, and more.
  - Go after a grant from the Utah Office of Tourism to build a new website for Legacy Events Center and assist in marketing campaigns for promoting the new master plan build.
  - Launch our digital visitor guide and trail map through Wander to be accessed via website and through an app.
  - Continued efforts focus on content creation throughout the next several years. Increase blog and social media awareness and work with community partners to highlight the great opportunities we have in the County. This also includes creating top rated video spots and gathering photography images that tell our story to viewers.
  - Additional travel and training expenses and software subscriptions were proposed and accounted for due to the potential of adding the requested 3 additional employees. Travel is essential to our marketing and training initiatives along with pursuing more sales opportunities with large groups.
- Commissioning Eric Dowdle, the artist, to create an original Davis County painting. The final product will be made into puzzles and the Tourism office has a plan to resell the puzzles that will not only cover the cost of the puzzles, but the commissioned artwork as well. Plans include working with Lagoon, Antelope Island, Cherry Hill and other large attractions to resell the puzzles.
- Meet in Utah funds are allocated for group bookings to be used by Davis Conference Center and Legacy Events Center to incentivize large groups that are bringing in substantial hotel rooms. Funds are on a case by case basis and not mandatory to spend.
- Requesting a Destination Sales Representative to strategically market and sale our destination to groups looking to host their events. Having a consistent, dedicated representative that is actively selling all opportunities available in our destination will bring in a much higher economic impact that will greatly impact our hotels, especially in the off season.
  - Money was dedicated in 2022 for Expos, Tradeshows and other conferences where our office (destination sales representative position) will attend, network, have a booth and make connections with meeting/sports planners, with the intent on selling the area to those industries on the opportunities available in Davis to host their events.
- Continue our efforts in using data tools to help drive our marketing decisions and optimize accordingly to increase more awareness, and ultimately influencing people to visit which increases the local economy.

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- Start the rebrand process on the Legacy Events Center in 2022 due to the remodel to match the future vision of the events center.
- Create marketing material and provide public relations on the expansion of the Legacy Events Center. As soon as plans are finalized, our sales team can start to market and sell the facility.
- Revise and enhance the current TTAB grant program.
- Work with several art groups and cities in the County to implement a “Mural Grant Program” to generate and showcase the urban lifestyle that is growing in our area. The health department has also expressed interest in being part of this as mural programs/arts have shown to be very effective in improving the overall health in communities.
- In partnership with the Americans for the Arts Foundation, we are spear heading an economic impact study on behalf of the Arts Community that will in the end provide a report on the direct impact the Arts have in Davis County.
- Continue to work with DCC and LEC to build custom packages for attendees to encourage longer stays and participation with our local attractions. Having RootRez in place will allow our office to earlier manage and implement these goals.
- Continue our support and assist the DCC and LEC in bringing in groups and bookings.
- Work on building stronger community partnerships that will further our goals and initiatives for growing tourism in the area.