



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

Held at the Grand County Commission Chambers
125 E Center Street
Moab, Utah 84532

[Video Recording](#)

MINUTES
December 13th, 2022 3:00 pm

****Time stamps correspond to the video****

Members in Attendance: August Granath, Mary McGann

Members in Attendance Remotely: Jenny Gleason (chair), Brian Hunnings, Kalen Jones, Alex Borichevsky, Laici Shumway

Members not in Attendance: Jason Taylor, Daniel Loveridge, Sharon Kienzle

Also Present: Robert Riberia (Moab Area Travel Council (MATC)), Melissa Stocks (MATC), Bega Metzner (Moab to Monument Valley Film Commission), Ben Alter (Grand County Economic Development (GCED)), Rachel Bartlett (GCED), Mark Stevenett (Love Communications), Adelaide Simpson (Love Communications), Hannah Saunders (Love Communications), Megan Griffin (Love Communications)

Welcome

Introductions

Conflicts of Interest, disclosures, ex-parte communication (None at this time)

Citizens to -be- heard (None at this time)

Presentations, if any

Discussion and Action Items:

Approval of November 8th meeting minutes

00:06:03

Laici moved to approve the November 8th minutes. Brian seconded. No discussion. Passed unanimously.

Interviews for Travel Council Advisory Board positions expiring 12.31.22

- TRCCA/TRT Paying Business - Jason Taylor (TRCCA via car/ohv rentals)
- TRCCA/TRT Paying Business - Daniel Loveridge (TRT)
- Non-TRCCA/TRT Paying Business/Entity - Jenny Gleason

Lori McFarland, Outfitter - High Point Hummer

00:08:47

Jenny Gleason, Director of Sales and Marketing - Redtail Air

00:16:52

Fall 2022 Marketing Update - Love Communications

00:21:56

{Attached "Discover Moab 2022/23"}

2023 Budget Update - EDD Director August Granath

- **Summary of changes to 2023 TRT/TRCCA funded activities following the Grand County Commission's consideration of the TCAB's prioritized list of expenditures.**

00:58:36

{Attached "November 10, 2022..."}

{Attached "Revised Position Request..."}

After reviewing the budget requests and amendments for 2023, Laici asked for clarification regarding the marketing campaigns. Mary stated the reduction in potentially allocated funds for marketing was a result of the observed visitor trends for 2022. Laici requested information regarding what the Commission's target is for sustainable tourism. Mary answered that currently the Commission is pursuing several studies including water and housing to determine that value.



REGULAR MEETING

TRAVEL COUNCIL ADVISORY BOARD (TCAB)

Held at the Grand County Commission Chambers

125 E Center Street

Moab, Utah 84532

Remote attendance option available on Zoom:

See below for instructions to give public comment

Zoom Meeting Info

<https://us02web.zoom.us/j/89142083605?pwd=YXRSRTB1MnBxV253NFBwbc0IndVZOdz09>

Call-in: 669-900-6833

Meeting ID: 891 4208 3605

Passcode: 550191

AGENDA

December 13th, 2022 - 3:00pm

- **Welcome**
- **Introductions**
- **Conflicts of Interest, disclosures, ex-parte communication**
- **Citizens to -be- heard**
- **Presentations, if any**

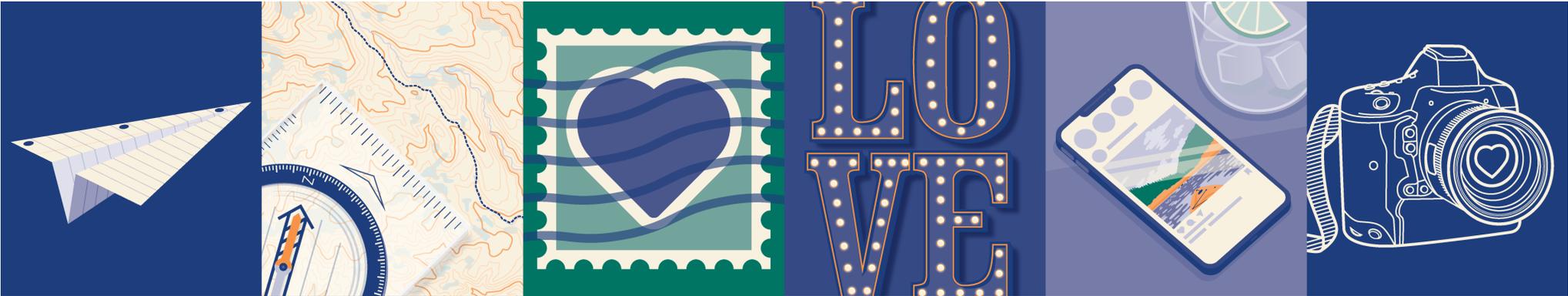
Discussion and Action Items:

- Approval of November 8th meeting minutes
- Interviews for Travel Council Advisory Board positions expiring 12.31.22
 - TRCCA/TRT Paying Business - Jason Taylor (TRCCA via car/ohv rentals)
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 - Non-TRCCA/TRT Paying Business/Entity - Jenny Gleason
- Fall 2022 Marketing Update - Love Communications
- 2023 Budget Update - EDD Director August Granath
 - Summary of changes to 2023 TRT/TRCCA funded activities following the Grand County Commission's consideration of the TCAB's prioritized list of expenditures.

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Individuals with speech and/or hearing impairments may also call the Relay Utah by dialing 711. Spanish Relay Utah: 1 (888) 346-3162 It is hereby the policy of Grand County that elected and appointed representatives, staff and members of Grand County Council may participate in meetings through electronic means. Any form of telecommunication may be used, as long as it allows for real time interaction in the way of discussions, questions and answers, and voting.

At the Grand County Council meetings/hearings any citizen, property owner, or public official may be heard on any agenda subject. The number of persons heard and the time allowed for each individual may be limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute time limit per person to allow maximum public participation. Upon being recognized by the Chair, please advance to the microphone, state your full name and address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings. Page 2 of 2 Requests for inclusion on an agenda and supporting documentation must be received by 5:00 pm on the Wednesday prior to a regular Council Meeting and forty-eight (48) hours prior to any Special Council Meeting. Information relative to these meetings/hearings may be obtained at the Grand County Council's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.

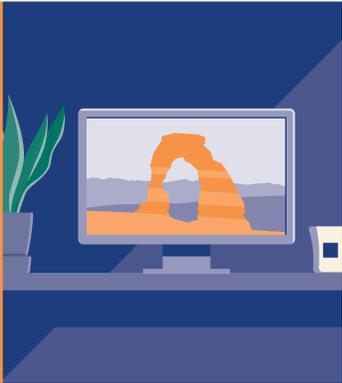


Love

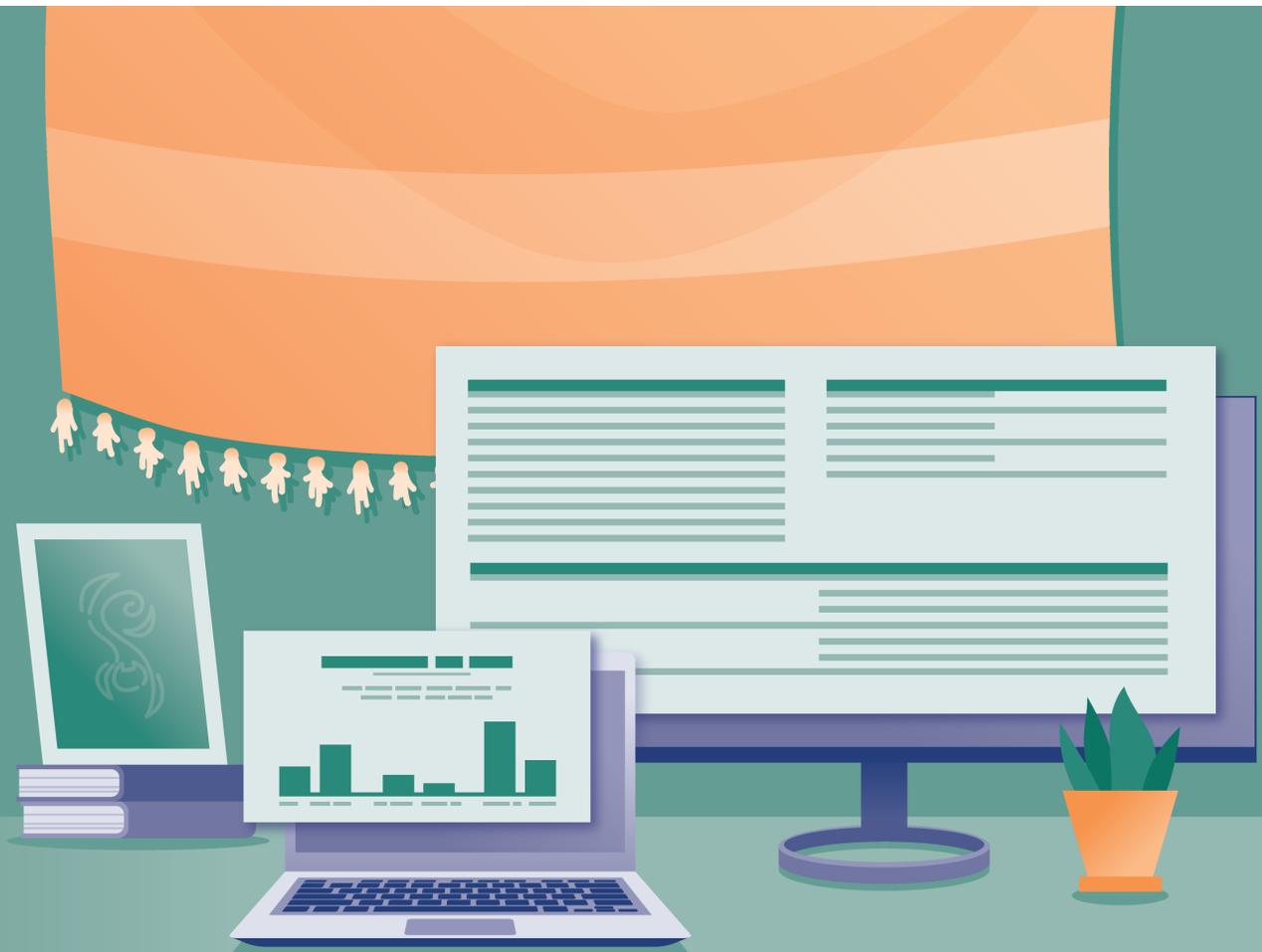
Discover Moab 2022/23
Drive and Fly
Media Update!



LOVE



Fly Media Performance Update



Campaign Performance

Executive Summary

**18,152,138***Impressions Deliv.***0.07%***Post Impression Rate***1,914***Impact Hotel Bookings*

- The campaign has delivered just over **18.1M impressions** and we are observing a PIR of 0.07% which is slightly ahead of our drive campaign (which sits at a 0.04% comparatively).
- The campaign has generated just under 2k ad exposed hotel bookings, and our efficiency of driving bookings is a bit higher than the drive campaign.
- The Paid Search component of our campaign has delivered just over 104k impressions and boasts a **19.4% click-through rate (3% BM) alongside a \$0.47 average cost per click (\$2.69 BM)**.
- Both our programmatic partner and Trip Advisor has driven quality website traffic that is spending on **average 2 minutes on site**.
- Our Connected TV program is driving awareness and website conversion, with a **VCR of 95%**

Campaign Performance

Impact Hotel Bookings Summary

1,914

Impact hotel bookings generated

\$709k

*Dollars generated in revenue
from our campaign efforts*

The campaign has generated just over \$700k in revenue while sporting a strong ADR of \$157.

\$158

*Average daily rate amongst ad-
exposed bookers*

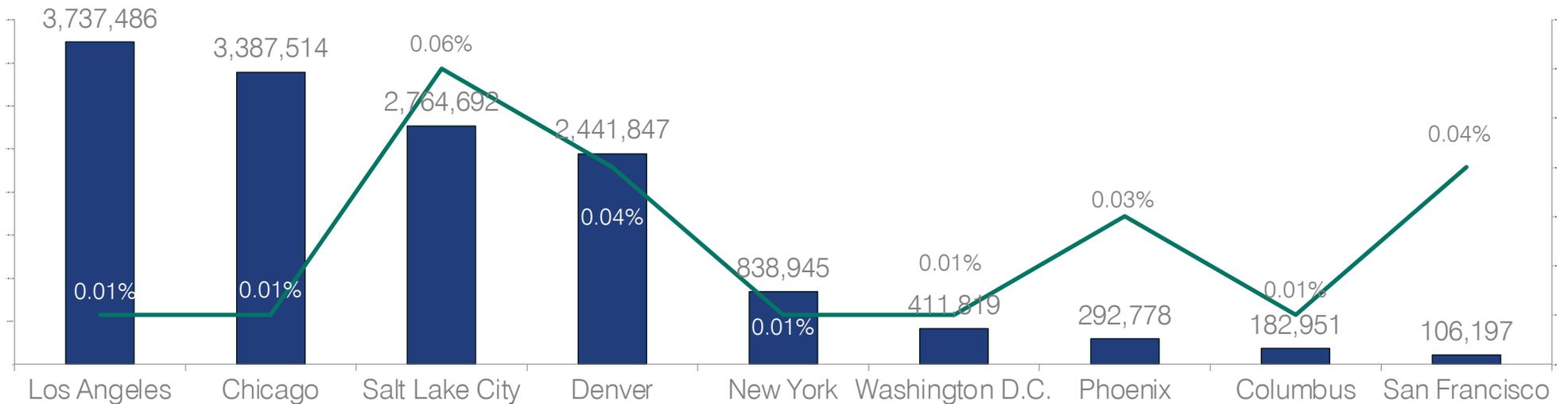
Campaign Performance

Market Performance

Our top markets of focus receives most impressions. By post impression rate, we have seen Salt Lake City, Denver, San Francisco, and Phoenix, has the highest engagement with our messaging.

Impressions & PIR by Designated Market Area (DMA)

■ Impressions — Post Impression Rate



Campaign Performance

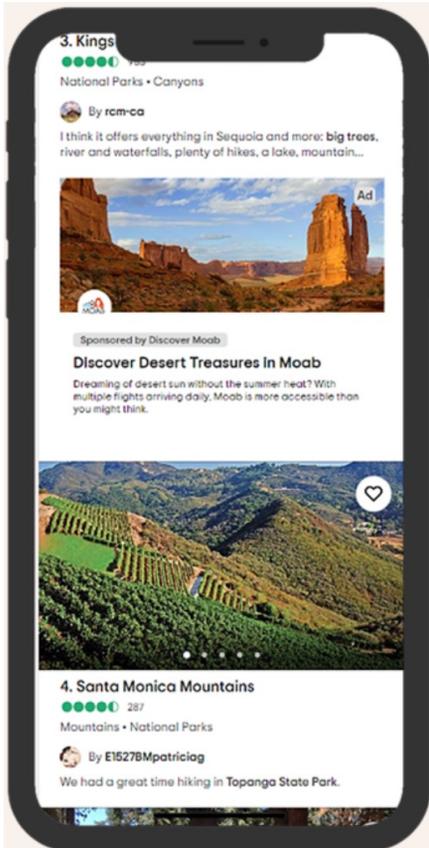
Pageviews Distribution

Ad-Exposed Pageviews

■ Pageviews



Campaign Performance



Traveler rating	Hotel class	Style	Brands
<input type="radio"/> 5 stars 1687 <input type="radio"/> 4 stars & up 2792 <input type="radio"/> 3 stars & up 2980 <input type="radio"/> 2 stars & up 2980	<input type="checkbox"/> 5 stars 6 <input type="checkbox"/> 4 stars 43 <input type="checkbox"/> 3 stars 287 <input type="checkbox"/> 2 stars 262	<input type="checkbox"/> Budget 237 <input type="checkbox"/> Mid-range 615 <input type="checkbox"/> Luxury 54 <input type="checkbox"/> Family-friendly 550	<input type="checkbox"/> Hampton by Hilton 28 <input type="checkbox"/> Holiday Inn Express 28 <input type="checkbox"/> Best Western 26 <input type="checkbox"/> Comfort Inn 20

<p>3. Snowberry Inn Bed & Breakfast</p> <p>Hotels.com</p> <p>Tripadvisor</p> <p>\$166</p> <p>View deal</p> <p>Bed and Breakfast</p> <p>4.3/5 (432) reviews</p> <p>#3 Best Value of 3,010 places to stay in Utah</p> <p>Free WiFi</p> <p>Free parking</p> <p>Visit hotel website</p>	<p>4. Red Mountain Resort</p> <p>Agoda.com</p> <p>Hotels.com</p> <p>Expedia.com</p> <p>Only 2 left at</p> <p>\$221</p> <p>View deal</p> <p>1245 reviews</p> <p>#4 Best Value of 3,010 places to stay in Utah</p> <p>Free WiFi</p> <p>Free parking</p>	<p>5. Goulding's Lodge & Campground</p> <p>Booking.com</p> <p>eDreams</p> <p>\$215</p> <p>View deal</p> <p>3,835 reviews</p> <p>#5 Best Value of 3,010 places to stay in Utah</p> <p>Free parking</p> <p>Pool</p> <p>Visit hotel website</p>	<p>6. Sundial Lodge</p> <p>Agoda.com</p> <p>eDreams</p> <p>\$159</p> <p>View deal</p> <p>432 reviews</p> <p>#6 Best Value of 3,010 places to stay in Utah</p> <p>Free WiFi</p> <p>Free parking</p> <p>Special offer</p> <p>Visit hotel website</p>	<p>7. Noor Hotel</p> <p>Booking.com</p> <p>eDreams</p> <p>\$87</p> <p>View deal</p> <p>159 reviews</p> <p>#7 Best Value of 3,010 places to stay in Utah</p> <p>Free WiFi</p> <p>Free parking</p>	<p>8. Zermatt Utah Resort & Spa, Trademark Collection by Wyndham</p> <p>Booking.com</p> <p>eDreams</p> <p>\$216</p> <p>\$172</p> <p>View deal</p> <p>1,448 reviews</p> <p>#8 Best Value of 3,010 places to stay in Utah</p> <p>Free WiFi</p> <p>Free parking</p>
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elite traveler RESPONSIBLE LUXURY LIFESTYLE

Travel Food & Drink Style Design & Culture Cars, Jets & Yachts More +

Home / Cars, Jets & Yachts / Aviation / Top Private Jet Tips for First-time Fliers

Top Private Jet Tips for First-time Fliers

With these tips in mind, it should be easy to fully enjoy your first time on a private jet.

BY SOPHIE KILLIP

DESERT TREASURES

MOAB

PROTECT & PRESERVE

Flights Arriving Daily

Campaign Performance

Performance by Creative

The pre-roll advertising has exceeded our display units in terms of generating strong PIR's, with the :30 variant leading the way. We will continue to monitor display but as of now, we are keeping all versions.

Impressions & PIR by Creative

■ Impressions — Post Impression Rate

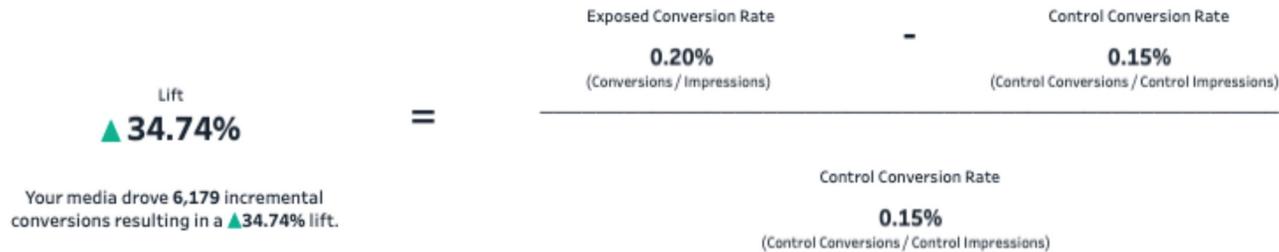


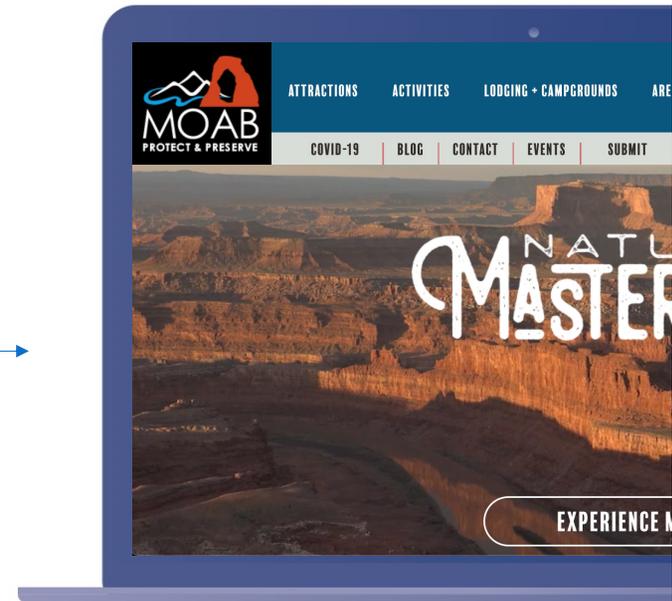
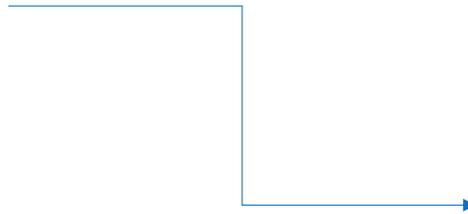
Campaign Performance

Viant Performance Overview (CTV)

Based on placing a pixel on the Discover Moab website, we can tie ad exposure to website traffic. By comparing a control audience to our ad exposed audience, we have tracked a website lift of 35%. This means that audiences who have seen our ad on Connected TV are more likely to come to the website at a higher rate.

Sunday is the highest conversion day, which means before the work week starts, our ad exposed audience is going to the website at the highest rate after watching TV.





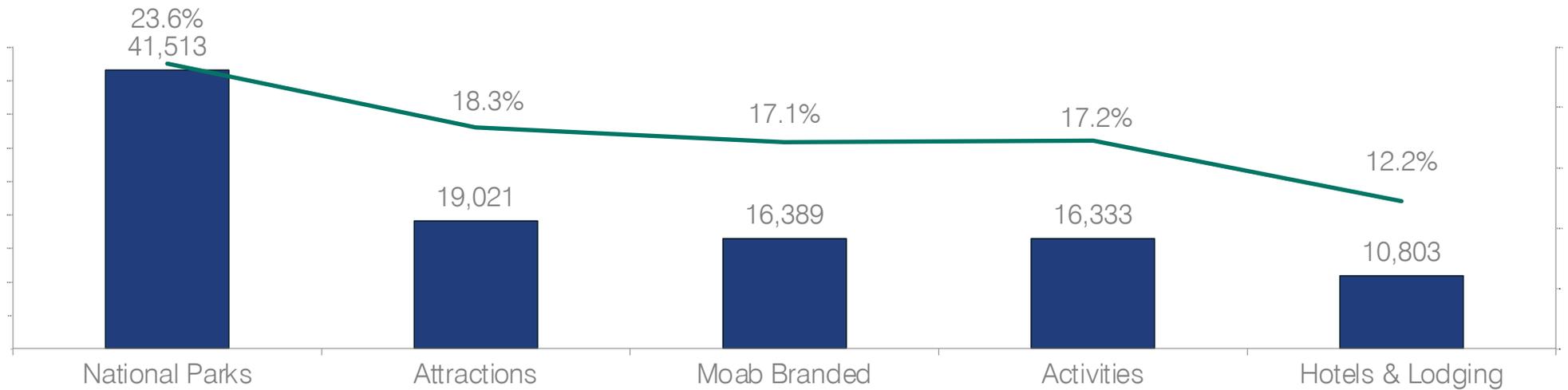
Campaign Performance

Paid Search Performance

The National Parks campaign drove the most impressions and has had the highest CTR thus far amongst our paid search efforts.

Impressions & CTR by Campaign

■ Impressions — CTR



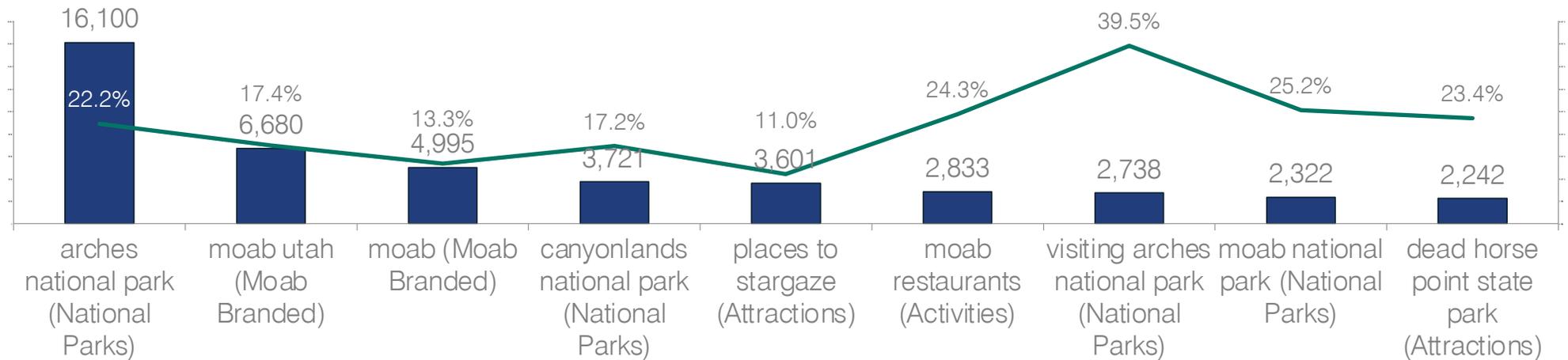
Campaign Performance

Keyword Performance

Our top performing keywords, both by impression delivery and CTR, generally reference Arches National Park.

Impressions & CTR by Keyword

■ Impressions — CTR



Campaign Performance

Google Analytics Campaign Performance Overview

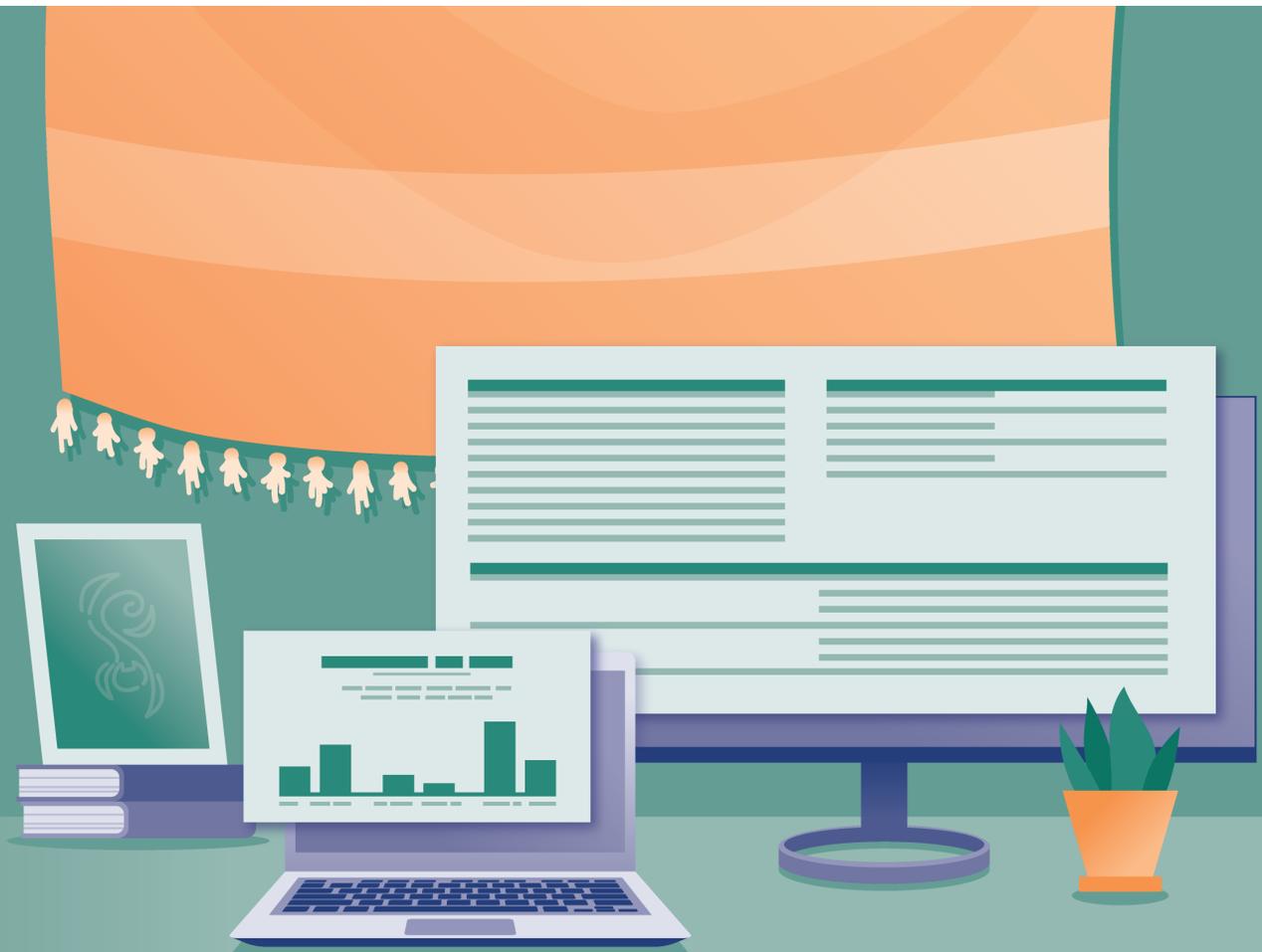
- 4,264 sessions
- 3,614 users
- 3,317 new users
- 1.40 pages per sessions (*1.34 sitewide*)
- 3:00 avg. time on page (*2:41 sitewide*)

Campaign	Sessions	Pages per Session	Avg. Time on Page
National Parks	1,837	1.32	2:59
Attractions	753	1.30	3:01
Moab	623	1.88	2:32
Activities	491	1.37	3:25
Hotels Lodging	243	1.26	5:41

Discover Moab Fly Campaign Insights

- Salt Lake City and Denver continue to be our top markets, which isn't a surprise, but we are making strides in Chicago and other markets.
- Our Connected TV is hitting all benchmarks, including driving lift associated to our ads. We have a very strong consistent CTV presence in Q1.
- Creatively, we are not seeing a consistent theme for top performers. Violin creative may be too inspiration for the OTA placement, which is the only optimization we have made thus far.
- Continue to monitor our top performing keywords to ensure that we are reaching the right audience per our campaign strategy.
- Monitor CTR and Avg. CPC at the start of December to ensure we are maintaining the strong efficiencies we have generated thus far in the campaign.

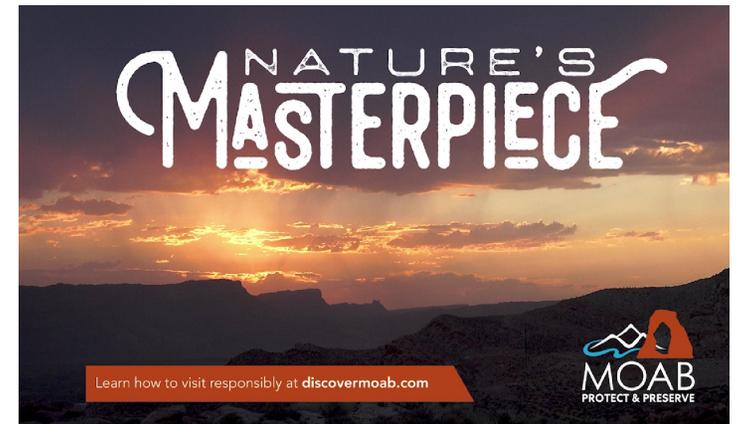
Drive Media Performance Update



Local Television

Broadcast TV and Cable schedule placed to provide broad reach to Utah market and inspire local travel to Moab.

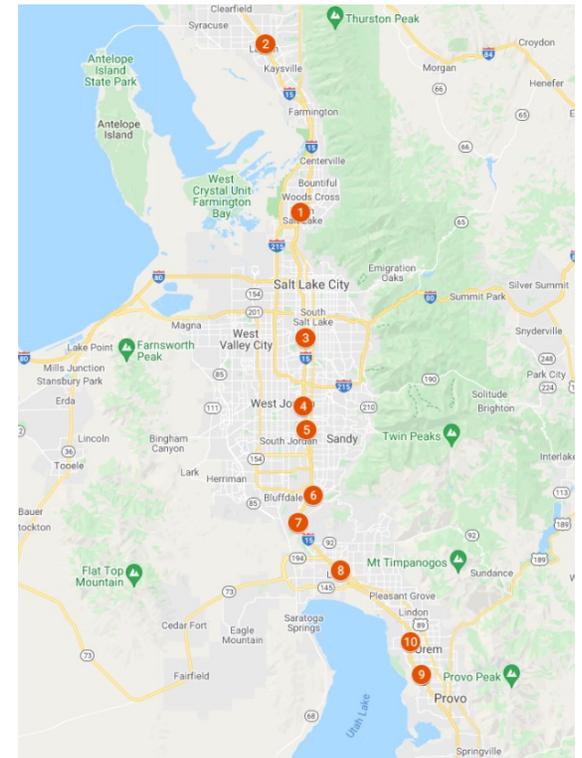
- 10/17/2023 – 12/11/23 paid flight
 - :30 & :15 spot placement on each major network channel
 - KUTV (Ch 2 CBS), KTVX (Ch 4 ABC), KSL (Ch 2 NBC), KSTU (Ch 13 Fox), KJZZ, & Comcast
 - 6,224,513 A25-54 impressions
 - 87% Reach / 13x Frequency
-
- Each partner to deliver 1:1 matching value by January 30th, 2023. Extending campaign exposure for additional reach/frequency in market.



Wasatch Front Outdoor

Digital billboards placed through Wasatch Front for additional inspiration touch point to inspire local travel.

- 4-week flight: 10/24, 11/7, 11/21, 12/5
- Rotation across 10+ locations
- 1:1 match delivered with discount pricing
- Minimum 90,250 ads per week
- 4,600,800 impressions



Wasatch Front Transit

High-impact transit placements also provided inspiring messaging throughout Wasatch Front communities.

- 10 King Kong Bus Sides
- 1 TRAX Fullside wrap
- 1:1 match delivered with bonus faces and
- 10/24 – 12/18 flight *likely to get overage
- 7,734,316 impressions
- 84% Reach / 9.8x Frequency



Print Targeting

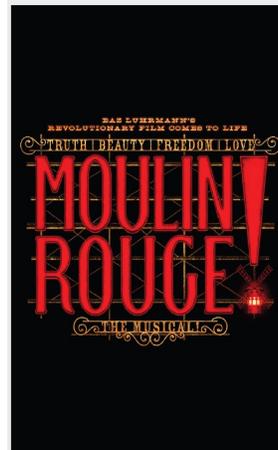
Supporting print placement targeted to niche affluent/travel audiences.



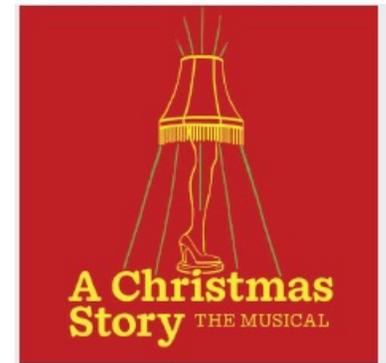
*Salt Lake Magazine
Nov/Dec Issue
22,000 circ*



*Nov/Dec Program
11/4 – 12/10
19,000 circ*

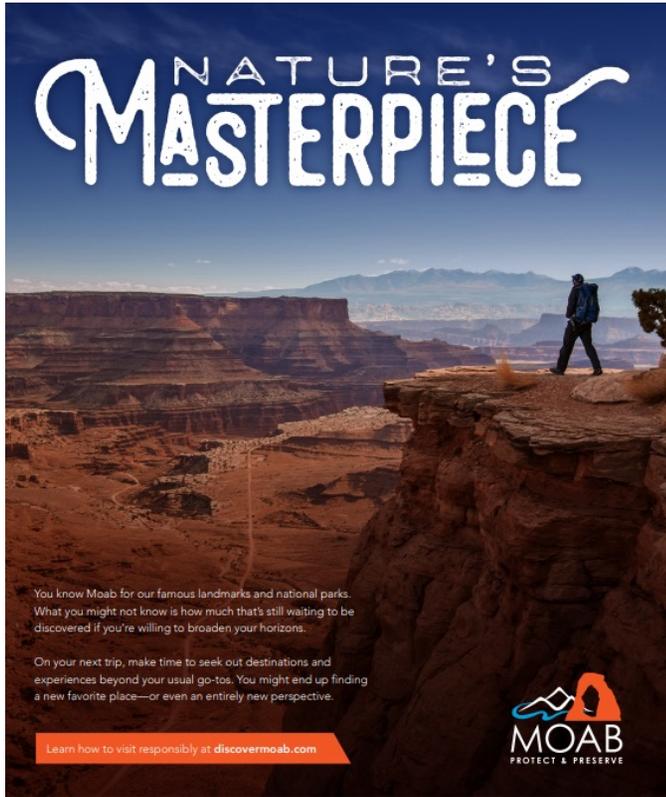


*Eccles Theater
11/30 – 12/11
40,000 circ*



*Pioneer Theatre
12/9 -12/24
20,000 circ*

Print Ads



NATURE'S MASTERPIECE

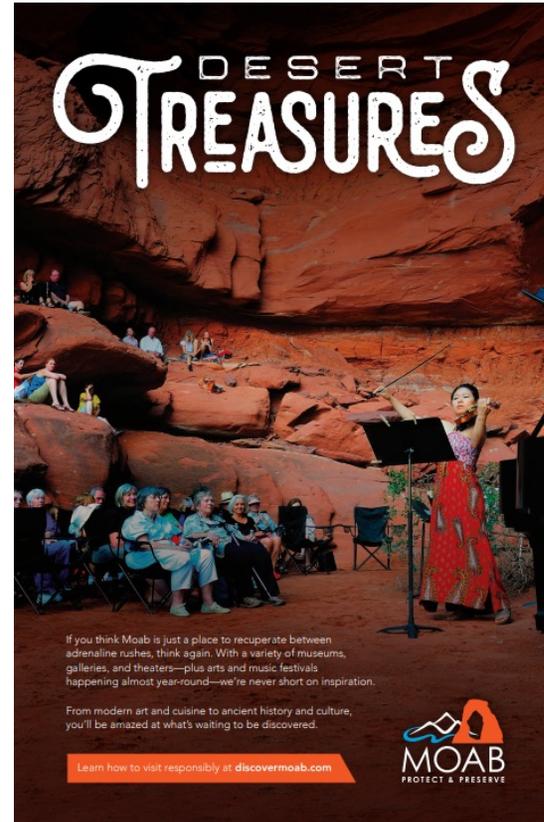
You know Moab for our famous landmarks and national parks. What you might not know is how much that's still waiting to be discovered if you're willing to broaden your horizons.

On your next trip, make time to seek out destinations and experiences beyond your usual go-tos. You might end up finding a new favorite place—or even an entirely new perspective.

Learn how to visit responsibly at discovermoab.com



MOAB
PROTECT & PRESERVE



DESERT TREASURES

If you think Moab is just a place to recuperate between adrenaline rushes, think again. With a variety of museums, galleries, and theaters—plus arts and music festivals happening almost year-round—we're never short on inspiration.

From modern art and cuisine to ancient history and culture, you'll be amazed at what's waiting to be discovered.

Learn how to visit responsibly at discovermoab.com



MOAB
PROTECT & PRESERVE

Campaign Performance

Digital Executive Summary



11,624,805
Impressions Deliv.



0.04%
Post Impression Rate



972
Impact Hotel Bookings

- The primary components of our campaign have delivered just over 11.6M impressions and have generated 972 ad exposed bookings via Adara Impact platform.
- Our display and pre-roll PIR of 0.04% is comparably due to optimizing towards clicks for Expedia; however, the **engagement rate on paid social** is just shy of **3% which is well above our benchmark.**
- Our top performing non-Utah markets have been Las Vegas and Denver when looking at post impression rates with Sojern and Expedia.
- **The Science vertical** of our paid social messaging drove the strongest engagement for static image and copy units. While the branding drive video across all audiences drove the highest engagement, showcasing that video is a powerful vehicle for social.

Campaign Performance

Impact Hotel Bookings Summary

972

Impact hotel bookings generated

\$347k

*Dollars generated in revenue
from our campaign efforts*

\$155

*Average daily rate amongst ad-
exposed bookers*

We are observing strong booking numbers from our campaign early-on as reported by the Adara Impact platform. Expedia is reported on differently, so these numbers are inclusive of our efforts with solely Sojern.

Campaign Performance

Expedia Bookings on platform



1.8K
Room Nights



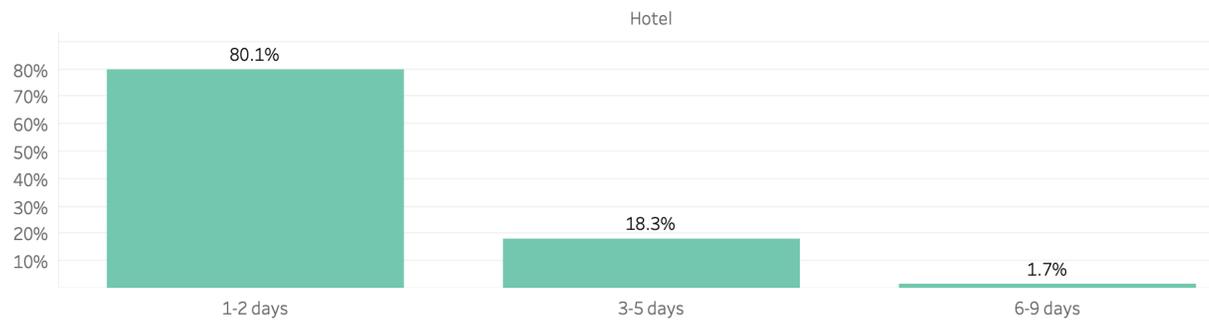
\$293.6K
Gross Bkg \$



11.4
ROAS



Trip Duration (Days)



Campaign Performance

Ad Exposed Pageviews Distribution

Ad-Exposed Pageviews

■ Pageviews



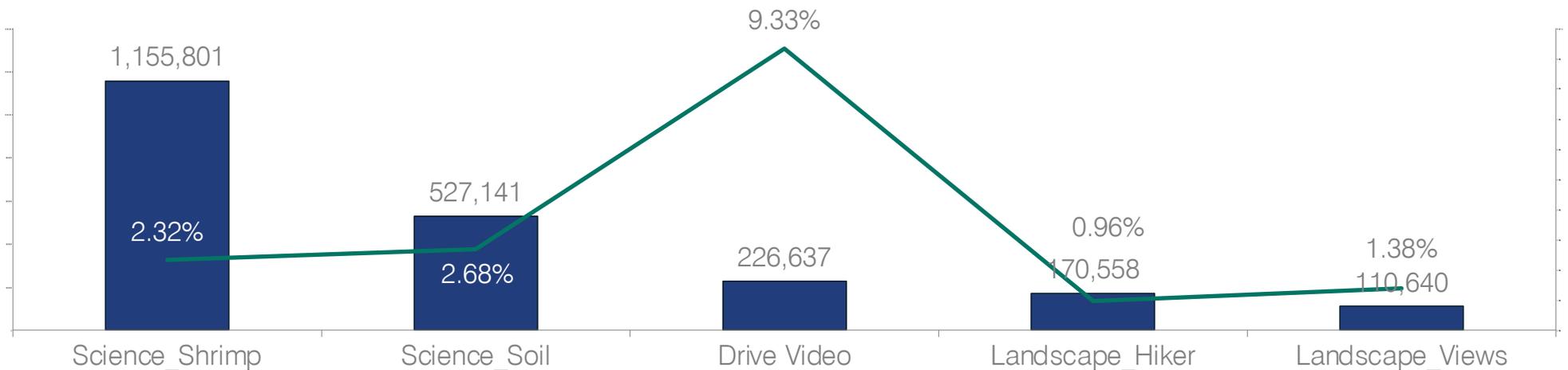
Campaign Performance

Paid Social Performance by Creative

The Science vertical of our messaging drove the strongest engagement for static image and copy units. While the branding drive video across all audiences drove the highest engagement, showcasing that video is a powerful vehicle for social.

Impressions & Eng. Rate by Creative

■ Impressions — Engagement Rate



Campaign Performance

Paid Social Top Creative

 **Discover Moab**
Sponsored ·  ... ✕

There are a lot of beautiful places on this planet, but there's only one Moab.



discovermoab.com
The Ultimate Fall Road Trip
Moab, Utah [Book now](#)

 Like  Comment  Share

 **Discover Moab**
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Even the most unassuming desert potholes are home to creatures as unique as our landscape.

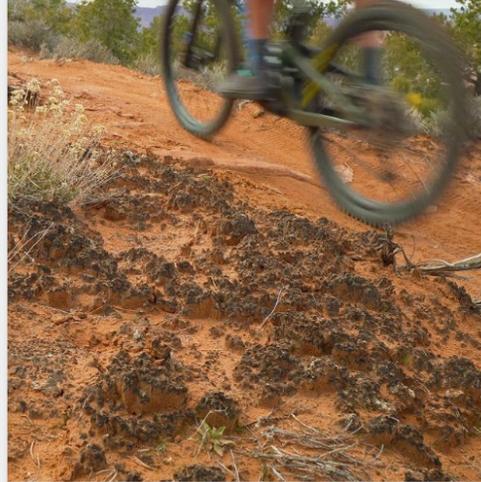


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The Desert's in the Details
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 **Discover Moab**
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To most people, it just looks like dirt. To the desert, it's a critical part of a healthy ecosystem.



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Don't Bust the Crust
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 Like  Comment  Share



Glen Lyon

Cryptogamic soil is what I learned the term was, many years ago. And yes, it can keep very delicate soils in place and advance succession.

Like Reply Hide 4w



↳ 1 Reply



Sumdoud Ohntuwiel

It feels good to walk through that stuff barefoot. Grounding on an epic level.

Like Reply Hide 2w



Scott Niles

Educate yourself about how our ecosystem works around the entire planet and then either respect it in all its varied ways, or stay home.

Like Reply Hide 3w



Like Reply Hide 3w



Kate Barnard Held

It's not just dirt. It's cryptogamic soil or biological soil crusts. Communities of living organisms live in those soil clumps that are critical to arid and semi-arid ecosystems. Once compacted by being stepped on, they can take decades to recover. Ari... [See more](#)

Like Reply Hide 2w Edited



Joe Taylor

To all the people questioning "protected dirt"...

I am not local to the Moab area, but i am from Southern Illinois and we have several protected environments in our local national forest.. it can be delicate moss, rock, petroglyphs, vegetation... etc.... [See more](#)

Like Reply Hide 4w



Taera Ea McKenna

Omg, what a cute little critter!

Like Reply Hide 7w



↳ 1 Reply



Jane Farrell Swaggerty

Been there had a great time

Like Reply Hide 7w



Mark Gall

At 70, I've wandered around the desert here for many years, but only saw these once 2 years ago. I had never heard of them before I looked them up. Amazing.

Like Reply Hide 7w



Robyn Connell

Camped there twice and had a blast. Magnificent scenery ❤️

Like Reply Hide 1w



Linda Prusinski

We love Moab & go stay there when we drive thru Monument Valley & try different towns to stay in Colorado - Jim's bro lives in Golden outside Denver. We love Glenwood Springs, Vail, Idaho Springs, Durango- Breckenrige, Mt Evans- Manitou Springs' Garde... [See more](#)

Like Reply Hide 5w



Janet Goss

I love Moab.



Discover Moab Drive Campaign Insights

- Across social and display, the science pillar drove positive interest and engagement so this way of educating our audience is resonating in a positive way.
- Utilizing more video assets vs static images on Instagram and Facebook is a recommendation for any future social campaigns. We have optimized towards the video across our audiences in this campaign.
- Expedia as a partner is not performing as well as we would have liked. We are hoping we see some pick up in December and to understand further how the donation side of this program is developing.
- Delivery has swung towards in state naturally due to our KPI's and this audience being the number one market for Moab. The fly campaign is targeting more heavily out of state and compliments this fall push.

All you
is need
Love



November 10, 2022

Grand County Commission,

On Tuesday, September 13, 2022, the Moab Area Travel Council Advisory Board (TCAB) met at a regular meeting to work on a list of budget priorities for expenditure in accordance with transient room tax (TRT) and tourism, recreation, cultural, convention, and airport facilities tax (TRCC).

On Wednesday, September 28, 2022, the Grand County Economic Development Advisory Board (EDAB) met at a regular meeting to work on a list of budget priorities for TRT expenditures with a focus on the allowable use to establish and promote economic diversification activities in Grand County. The TCAB reviewed the EDAB's recommendations and incorporated them into this letter.

On Wednesday, October 12, 2022, the Moab Area Travel Council Advisory Board revised and approved the amended list of budget priorities.

On Tuesday, November 8, 2022, the Moab Travel Council Advisory Board amended the approved list of budget priorities from the October 12th meeting.

Below is the body's finalized list of expenditure priorities. Items are ranked from greatest to least importance. An item determined to be most important in a category will be listed first, whereas a lower priority funding item would be listed second.

Board members in attendance and voting affirmatively to approve at the October 12 meeting: Jenny Gleason, Brian Hunnings, Sharon Kienzle, Alex Borichevsky, and Jason Taylor.

Board members in attendance and voting affirmatively to amend at the November 8th meeting: Jenny Gleason, Brian Hunnings, Daniel Loveridge, Laici Shumway, and Alex Borichevsky.

On the 2023 draft budget as presented by EDD Director August Granath to the TCAB board at the November 8th meeting:

- Increase support to the Moab to Monument Valley Film Commission either via contribution from Economic Diversification TRT funds or via outside partnerships.
- Pull funds from the TRT reserves in order to increase the quantity of expenditures dedicated to “Additional Steady Drip Marketing” in the 16-4820-860-000 Paid Media account.
- Otherwise, the board did not object to August’s revisions to the draft budget as presented.

Total Projected TRT Collections for 2023: \$8,001,541

I. On “Mitigation” expenditures, projected at \$5,040,970 (63% of Total TRT Collections):

- A. The body resolved to make no recommendation for change and instead leave these funding priorities as they are already allocated.

II. On “Establish and Promote” expenditures, projected at \$2,960,570 (37% of Total TRT Collections):

- A. **Economic Diversification Activity** Expenditures, projected at \$986,856 (1/3 of \$2,960,570):

1. 2023 Priorities

- a) Salaries and overhead for Economic Diversification activities within the Economic Development Department
- b) Strategic Planning
- c) Workforce Development
 - (1) Apprenticeship program and on-the-job training
 - (2) Workforce opportunity and needs analysis
 - (3) Education support
- d) STAR Grant
- e) Rural County Grant Match
- f) Business Development
 - (1) USU Moab SBDC Director
 - (2) Entrepreneurial Program
 - (3) Business Mentorship
 - (4) Basic Business Education

- g) Additional department capacity to execute Data/Research, Content/Storytelling, and program development
- h) Commercial Space Development (mindful of water conservation)
 - (1) Incubator space
 - (2) Commercial Kitchen
 - (3) Additional affordable commercial space in general

B. Recreation, Film Production, and Conventions Expenditures, projected at \$592,114 (1/5 of \$2,960,570):

1. 2023 Priorities

- a) Salaries and Overhead for the Grand County Active Trails and Transportation Department and Moab to Monument Valley Film Commission
- b) Moab to Monument Valley Film Commission Budget
 - (1) Increased administrative support
 - (2) Updated production resource directory
 - (3) Familiarization Tours
- c) GCATT's Responsible Recreation Program
- d) Community Event Grant
- e) Moab Art Trails

C. Tourism Expenditures, projected at \$1,381,599. This number represents the amount of funds available after the maximum allowable expenditure for Economic Diversification (\$986,856) and Recreation, Film Production, and Conventions (\$592,114) has been allocated from the "Establish and Promote" funds (\$2,960,570):

1. 2023 Priorities

- a) Salaries and overhead for the Tourism division of the Economic Development Department
- b) Consistent and strategic marketing
- c) Strategic Planning
- d) Brand Planning
- e) Visitor Education
 - (1) Printed Travel Guides
 - (2) Moab Steward Program
 - (3) OHV Education
 - (4) Arches Timed Entry or similar
- f) Familiarization Tours
- g) Special Event Grant Program

- h) Additional department capacity to execute Data/Research and Content/Storytelling projects
- i) DiscoverMoab.com overhaul
- j) Short term rental identification and monitoring software
- k) MOAB! Grant

III. On TRCCA funds, projected at \$1,412,105:

A. 2023 Priorities

1. Support Meeting Tech and Acoustics at the Grand Center
2. Support improved technology at Star Hall

Signed,



Jenny Gleason

Chair, Moab Area Travel Council Advisory Board

Revised Position Request

- Reclassification of Assistant ED Director + Admin Role
 - \$9,854.86

TCAB Recommended Budget Revisions

I. Revenue

- A. Additional \$310,450 from reserves

II. Expenditure

A. Data/Research - Adjustments following conversation with Adam Whalen at Love Communications

1. 16-4820-310-000. Professional Services - Net Neutral
 - a) Increase Data Insight Management from \$20k to \$30k
 - b) Decrease Visitor/Resident Survey from \$50k to \$25k
 - (1) Resident Survey - \$15k
 - (2) Visitor Survey - \$10k
 - c) New "Special Event Analysis" section in the worksheet - \$15k
 - (1) 6 events @ \$2.5k per event
 - (2) Tie this to every special event grant we give out

B. International Marketing - Additional \$42.5k

1. 16-4820-310-000. Professional Services
 - a) Additional \$10k for Consulting
2. 16-4820-860-000. Paid Media
 - a) Additional \$20k for Marketing
3. 16-4820-900-00. Travel Trade Shows
 - a) Additional \$5.5k for GO West and IITA
4. 16-4820-910-000. International Sales Missions

- a) Additional \$7k for two international sales missions. One to Canada + the other to Switzerland and Austria

C. Arts and Events - Additional \$62,950

1. 16-4820-820-000. Special Event Grant
 - a) Add \$30k to special event grant
2. 16-4820-600-000. Community Engagement
 - a) Add \$20k to community event grant
 - b) Add \$2950 to bring Art Trails contribution to \$5k
3. 16-4820-310-000. Professional Services
 - a) Add \$10k for Bandwango to increase engagement with Art Trails

D. Domestic Marketing and Visitor Education - Additional \$205k

1. 16-4820-810-000. MIC Contribution
 - a) Add \$5k for technology additions to MIC to support HB180 rollout
2. 16-4820-860-000. Paid Media
 - a) \$100k campaign for Timed Entry Visitor Education
 - b) TCAB requested additional \$100k for “Additional Steady Drip Marketing”