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 (2021):
- 4 Full Time Employees

Revenues 2021:
TRT: $2,004,527
TRCCA: $6,187,040.23
Short Term Leasing: $694,483.17
Tourism Office Revenue: $422,471.28
Total: $9,308,521.47

Expenses 2021: $2,515,377.20
*1M transferred to Fund 47

Events:
- GSL Bird Festival
- Antelope by Moonlight

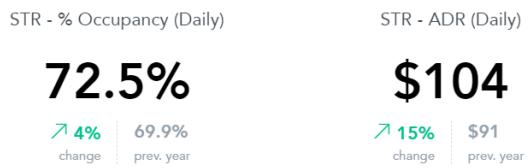
Core Functions & Services

- 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 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.

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Current Year Projected Outcomes

In 2022, original projections for TRT and TRCCA were very conservative, but to date we have surpassed where we were this same time last year for each of the funding revenues. Although Hotel occupancy started to decline YOY in July, ADR has stayed strong, with a promise of a strong Q4.



*2022 as of 9/15/2022

The Tourism office continues work on marketing and branding efforts as we promote our brand “Discover Davis: Utah’s Amusement Capital” to audiences- especially to the convention and Sports industries. Furthermore, strategic plans and projects are being worked on that will ultimately contribute to the overall success for County tourism. Below are a few high level projects that happened or are happening in 2022.

- Applied for two Utah Office of Tourism Marketing Co-op Grants in June 2022 and awarded a grand total of $235,750, which is more than 5x more than what was awarded in 2018.
- Continued our work in promoting our marketing campaign: “Be your own influencer: Discover Real Life”. The message 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.
- Rebranded and created a comprehensive marketing brand strategy for Legacy Events Center- soon to be Western Sports Park.
- Launched a new website for DiscoverDavis.com
- Currently in the process of assisting Western States Lodging with redesigning and redeveloping a new website for the Davis Conference Center.
- On-boarded a new software program Zartico, a destination operating system that provides data and insights on visitors coming to our area to provider better data on who are visitors are.
- In collaboration with the Botanical Center, a new event, Davis Heritage Festival, (replacing the Davis County Fair) was established and executed May 2022, with over 4,000 attendees over 3 days.
- Planned and executed a successful Great Salt Lake Bird Festival. Total revenue generated, including ticket sales and sponsorships, $49,188.

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- Planned and executed a very successful Antelope by Moonlight Bike Ride in July, with a Ride into the Moonlit Sky theme. 1,707 total tickets sold and total revenue was around $55k. Total Economic impact: $207,820
- Testing new marketing campaigns to new audiences, such as in-market Hill Air Force Base visitors.
- Created and nurtured several key partnerships with industry partners in Davis. Including, Lagoon. For the first time, Davis County Tourism entered into a sponsorships agreement with Lagoon, the biggest summer leisure traveler driver in the county.
- Released a unique, brand new marketing tool, the "Discover Davis" Dowdle Puzzle. On-sale now. Already sold more than 3000 puzzles.
- Currently working on several large capital projects that will further the Tourism industry in our County: LEC remodel/Expansion, USU Heritage Center, and land acquisition at DCC.

Next Year Budget Initiatives

The Tourism office has been making efforts during 2022 to shift our marketing strategies from focusing on trying to attract leisure travelers to our area, to a more hyper focus on the B2B audience in the sports and meetings industry. 2023 is when we will be really make the large shift from directing a majority of marketing spend and efforts into a B2B focus. As a destination, we know that the most opportunity for tourism growth and value is directing our efforts to engaging with conventions and sports tournament organizers, with the intent of selling them to host their event in our County. Although we will not completely stop promoting to leisure travelers, it will only account for about 30% of our advertising spend moving forward. We will continue the efforts in 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, Tourism contributes to the local economy and helps building a better community. Below are just a few high level initiatives and budget requests that are being requested.

- Requesting a Destination Sales Representative once again this year to strategically market and sell our destination to event organizers. 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 is dedicated in 2023 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.
    - This is a completely different role than sales positions that are at LEC and DCC, as we are selling any opportunity in the county, regardless if it's county owned or not. We lose out on millions of economic impact each year by not being engaged with groups that LEC or DCC are not the right fit for. I.e. Baseball tournaments, etc.
    - This is a role that has a direct ROI tied to it, with measurable goals.
    - This is a crucial role in our tourism office as we move into our new strategy of focusing more on B2B and selling our area to potential event organizers.
- We are requesting to convert one of our intern positions into a permanent part time Tourism Assistant position. As our goals, tactics, projects and responsibilities grow and evolve, it's become apparent that we are in need of an assistant position to support us in our efforts. We are often asked to work on many things, that aren't always Tourism office related or necessarily within our project scope. It has become very overwhelming for our department at times, and this extra PT person can assist with a lot of the day to day work to ensure everything continues without delays.
    - Provides administrative support for all projects and duties performed as part of Discover Davis.
    - Assists the marketing team with gathering and promoting information collected from cities and industry partners regarding events, festivals, theater, concerts, performances, and other events in the county
    - Assists with developing marketing strategies, including social media, to promote events, activities, and programs; prepares and disseminates promotional materials. Assists with maintaining the Discover Davis, Antelope by Moonlight, Great Salt Lake Bird Festival and Legacy Events Center websites.
    - Offers support in destination sales efforts which include scheduling meetings, helping write RFPs for potential businesses to host their event in Davis County, and researching potential clients for the team to reach out to.
- Sponsor and be active in several sales tradeshows targeted for meeting planners and sports organizers. Including, Small Marketing Meetings, MIC, and TEAMS.
- 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.
- Launch two Co-op Campaigns: One focused on B2B and the other on Leisure Travelers.
- Continue efforts focusing 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.
    - A large portion of our efforts in 2023 will be creating content and assets that are in the County that are potential selling sites for attracting groups.
- Additional travel and training expenses are proposed and accounted for due to the many tradeshows and expos we will attend to meet one on one with event organizers to try and get them to host their event in Davis.
    - Travel is essential to our new strategies of focusing on large group sales opportunities.
- Meet in Davis 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. This has proven to be extremely beneficial and for the money allocated in 2022 to-date has an estimated $72.50 ROI.
- 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 local economic activity.
- 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.
- For the 2nd year in a row, release a “Mural Grant Program” to generate and showcase the urban lifestyle that is growing in our area.
- Continue to work with DCC and LEC to build custom packages for attendees to encourage longer stays and participation with our local attractions.
- 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.
- Continue to build on our County Tourism events, and explore future opportunities as time permits.