



Wasatch Tourism Tax Advisory Board Meeting

October 3, 2018

1. Welcome – Bruce Strom
2. Board member introductions: Craig Simons – Homestead Crater, Cache Ferguson – Mountain Valley RV Resort, Bruce Strom State Parks, Ryan Starks - Heber Valley, Brandon Hendricks – Zermatt Resort, Adaire Willoughby – Wasatch County Events Center, Aleisa Gravador – Homestead Resort, Jessica Broadhead Heber Valley, Stuart Ashe – Soldier Hollow, Ed Shaul – Deer Valley.
3. 2019 Budget Overview – Ryan Starks TRT is submitted to the tax commission. 3.5 month lag in reporting. Hard to predict the future of TRT – currently trending upward over last year. Establish a baseline over the previous year. Having a solid number gives us a baseline. TRT from Wasatch County in 2017 \$606,000.00. State statute says every county in Utah should charge TRT tax, other counties can charge an additional tax. 2/3 of the original 3% needs to be spent on tourism marketing. The first 2/3 of 3% is 852,000. We haven't asked for the entire amount because some of the TRT money is being spent on other tourism related expenses including the Events Center. See attached budget. There is a shift from last year. More money to be spent in tourism marketing. Three categories for marketing – to go along with the State Co-op. Billboards – Stuart is suggesting trying it out, Cache says he hasn't had much luck with it. Questions? Ryan will send budget from 2017 along with the 2018 budget for the group to look over. Stuart: Biathlon race in February over President's Day weekend – trying to get more people there as spectators. Skijoring is the weekend after. Feedback and participation from this group are key to the group's success.
4. Marketing Grant Score Sheet – Jessica Broadhead: TAB Grant used to grant people money for events. Everything from the marathon to Sheep Dog have applied and received grants for money. 2018 had \$120,000 in requests with \$50,000 to give. Questions on the score sheet related to applications. Restaurant tax is not in place yet. Jessica will send last years application to the group. The group can correspond by email or at the next meeting with questions or changes for the process.
5. 2018-2019 Winter Wonderland Overview – Jessica Broadhead – Winter Wonderland proposed based on feedback from survey sent in September. Messaging: **Stay Longer, Play Harder** -

highlighting all of the winter activities in Heber Valley for off ski days. Emphasizing the value proposition of Heber Valley.

November 2018 – March 2019

Sample itineraries based on personas.

Personas

Cozy Tour - Older couple not as active outdoors, but will come for food, events, charm day trippers - D News KSL, Social Media

Explore More - Family/kid friendly, tubing, crater, train get value based (best western/ holiday inn) - Mom blogger readers, Lifestyle shows

Play All Day - Hard core winter lovers, Skiing, snowmobiling, doing something active all day long and need to stay the night (Zermatt, or Homestead) Ski Utah, Snowmobiling, Snat

Sample Itineraries for - Daycation, Staycations, and Vacation ideas -

Snow days (one day Itinerary), breakfast at Chicks Cafe, ride on the HV Railroad, lunch at Fanny's, snowshoe at Wasatch Mountain State Park, dinner at Back 40 restaurant, tour the Ice Castles.

Blue bird (one overnight), Day 1: Check-in to your hotel, Tubing at Soldier Hollow, tour Ice Castle, dinner at Spin Cafe, Day 2: breakfast at Cafe Galleria, ice skating or snowshoeing, lunch at Lola's

Blizzards (multiple day), Day 1: Check-in to your hotel, Snowmobiling at Daniels Summit Lodge, dinner at Midway Mercantile. Day 2: Breakfast to go from Dotties Kolaches, ski at Deer Valley, Crater Soak, Winter yurt dinner experience with WAO Adventures. Day 3: Breakfast at the Midway Bakery, tubing at Soldier Hollow, lunch at Tarahumara Restaurant.

Targeting in-state Wasatch Front, Ogden - Nephi? medium Billboards, digital ads, social media, KSL TV, Radio, Heber Valley Guide, Outdoor Adventure Kids Magazine, Mountain Express Magazine

Targeting out-of-state Texas, CA, Las Vegas, and Arizona? medium Utah.com, social media, digital ads, Ski Utah

Needed collateral:

Webpage re-design for Winter Wonderland

Updated winter photos of Train, Crater, Snowmobiling, SOHO - tubing, Nordic skiing, and snowshoeing, Video and footage of winter activities

Story's highlighting winter in Heber Valley.

Winter Wonderland Package's for KSL Giveaway (3 or 4 snow day packages, 1 blue bird, and 1 blizzard)

6. Next Meeting – Friday, October 12 at 9 am

Marketing Advisory Committee Members:

Bruce Strom (Chair), Utah State Parks
Cache Ferguson (Vice-Chair), Mountain Valley RV Resort
Adaire Willoughby, Wasatch County Events Complex
Stuart Ashe, Soldier Hollow
Kevin Henderson, Best Western Inn
Ed Shaul, Deer Valley Resort
Aleisa Gravador, Homestead Resort
Brandon Fife, Zermatt Resort
Craig Simons, Homestead Crater