

TAB Interviews

Meeting Attendees: Kevin Henderson, Dallin Koecher, Ryan Starks, Bruce Strom, Cache Ferguson, Craig Simons, Jessica Broadhead, Ed Shaul, Adaire Willoughby, Aleisa Gravador, Brandon Fife.

1. Heber Valley Horse Sale presented by Mary and Brent Kelly, May 17 and 18, 2019. With consignment the event has turned into a three-day event. 7th year, have the event logistics worked out. Still do print campaign with Texas Horseman, California, etc. Covering all of western US and back east. Send over 5000 save the date cards to return customers, social and digital ads, printed book. More funding will help reach targeted market. Asking for 1/3 of marketing budget. Last year there was 470 numbers given to potential buyers. Grandstands are full at the events center. Close to 1500. Offered block of rooms, filled BW, Holiday Inn and the Homestead offered a staycation. Horse sale is a destination event. Last year a horse was sold to Croatia, horse had to be shipped internationally. Best horse sale in the US with good working horses, satisfied buyers. \$7000 ask. Almost \$20,000 goes to out of state marketing. Growing, may be the largest horse sale in the state of Utah. Phone bidding and live feed. Highest horses sold over the phone. Highest horse sold for \$28,000 to Pennsylvania. Partnerships with restaurants and gas stations. Try to be selective of print ads, have found it to be a success. Have digital ads with magazine ads hitting the same demographic. Horse sale has evolved into a performance horse sale. Trail horses, team roping horses, well trained horses - free event. Capped at 100 horses for quality control.
2. Kids on the Move: Heber Half Ruby Haddock and Shauna Young, June 29, 2019. Half marathon, 5k and all abilities run. Video of last year, 1160 runners, most of them were women, Utah County, Wasatch County, and out of state. Married women runners 25-54. Grew facebook following by over 300% last year. ROI for Social \$3200 per month. Signage will be focused outside of Wasatch County. Traditional media and signage, Utah Valley Magazine, City Newsletters, SEO for Heber Half, conversion rate 16.12 with 53% from SEO. Runners have busses as early as 4:00 am, sold out Holiday Inn Express last year the night before the race – Friday night. Working to make it a weekend event by working with partners to add discounts or incentives. 1160 runners last year expecting 2500 runners this year. Funds used to support families with Autism. Operating on 4%, remainder goes toward scholarships. Based out of Orem, UT. Don't have any data on overnight stays from last year on Saturday – will look into it this year.
3. Warbirds over Heber City, Beth Ann Schneider. June 3-9, 2019. B17 bomber is coming back to HV this summer, sixth appearance. Commemorating 75th anniversary of D-day. Important for community to connect with the history of the aircraft and to honor the veterans. Big fundraiser for the museum. Activities are designed to draw the community into the airport. Swing dance started with 50 participants, 300 at last years event. Marketing campaign is extensive. Heavy on print because that is the target they are looking for. Price to ride the bomber is expensive and more appealing to older demographic. Overnight stays, partnership with Holiday Inn Express. They also provide free rooms for crew members. Rare to see birds. Great reputation. Advertising goes for 3 months. Asking for \$1500 match. Great community support. Doesn't have stats on overnight stays. Many of the spectators and riders come from Salt Lake and Provo area. \$850 for a front row seat in the bird, 4 seats in the back for \$425. The ride is about 40 minutes gate to

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gate. Also offer other plane rides in the Stearman, T-6 and there will be a glider. Rides do not sell out o the planes.

4. Kohler Creamery, Tamra Annett. Year-round events. Helping others experience the farmers touch. Event attendance has increased over 200% the last two years. Hoping to increase by another 100% this year. Provides a steady flow of tourism activities throughout the year. Providing a bi-monthly cheese tasting. Less than 5% are local traffic. Bringing in international. Pasture snowshoeing booked - all from the state. Baby animal day. Calf munch and lunch. Swiss Days Cheese tasting, Hay maze in October, and Mama Claus in December. Mozza class will be monthly rather than quarterly. Steady flow of tourism year-round. Small marketing budget, most of the marketing is digital. Print and digital. Would consider doing mini reports for each event. Easier to track if it is turned in at the end of the year.
5. Midway Arts, Jerry Waterworth. MA started in 2001. Asking for \$1500. Plein Air started in 2004, 14th Annual event. 140 members, tripled in size over the last three years. All levels of artists, events are free and open to the public. Challenge is filling Midway Town Hall with paintings. Capped at 110 artists. Have an extra day of painting this year with an extra competition. 12-day event. Used a counter to track the number of people coming to the event. Have partnerships with Zermatt Resort, Homestead Resort, BW Plus, and Holiday Inn Express. Only costs incurred with the event are marketing and setup. Most of their advertising is free, rely on artists to promote event on social media. Posters, digital ads, rack cards, social media. 85% of the artists are from Utah.
6. Skijoring. Kristin Bollinger. \$2500. 2000 spectators on Saturday morning. 102 teams entered. Rooms with Homestead and Zermatt. Wyoming and Montana. Kristin travels the circuit and promotes the event. She assists with room nights. Big sponsors, Cocoa Cola, Skull Candy, Monster, Ski Utah, KSL. Several stories generated from the event. Race had to be called because of snow. They will be in the stadium for sure this year. Social Media has jumped from 300 followers to 25,000 followers. Unique to Utah but huge to Wyoming and Montana. Three divisions, novice, sport, pro. Brian Gardner is the partner. Talking with Days of 47. Pay out in three divisions. More interest in the novice competitors. 800 feet pulled behind 30 foot rope, policies for safety. Horse can only run twice each day. Idea is to run super-fast without being penalized. Cash payouts and a belt buckle. Weekend after biathlon, hoping to keep vendor tents and other setup for the event. KBULL remote and Monster energy. 15 registered teams right now – they have procrastinators. They are anticipating 200 teams this year. Fundraising event for Huntsman at Soldier Hollow Grill. \$10 for spectators, One Stop will be selling tickets. Peak and Wolf will also be advertising. Hotel partnerships with Zermatt, Homestead and Best Western.
7. Sheepdog Classic. Melanie Welch. Asking for \$10,000. Soldier Hollow Nordic Center took over the event last year. Radio was successful, did a lot of ticker giveaways. Ended up using radio for other promotions since. Increase the digital spend. Facebook is great communication tool. Print in newspapers. \$2 discount coupons. Don't have a full budget because of fiscal calendar. Marketing budget was \$40,000 in 2018. 20,000 radio, \$10,000 digital, \$10,000 print. Hoping for more sponsorships from radio to invest more in digital. Sold 10,000 in pre-ticket sales. Sunday and Monday were highest attended days. Mark felt like the event was an average year. Smith tix

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was not as dialed – not able to see where participants are coming from. Families on Saturday and Monday. Couples on Sunday. Friday is the trials with lower attendance. More targeted marketing for older demographic on Friday. Looking to add shuttle service to and from Swiss Days.

8. IBU World Classic. Melanie Welch. Asking for \$10,000 Event hasn't been in HV or western US since 2001. Other approved venue is in Prescott, ME. Number 1 winter sport to watch in Europe. Showcases the valley to a huge group of Europeans. If it is done right, they can get on a regular circuit. 4 day event, Legacy Winterfest bands, stage, free hot cocoa, food trucks, and other programming. Hoping to do this regularly every year same time of year. Trial run – first year. \$40,000 for marketing the World Cup. Social, radio and TV broadcasts. PR can't be quantified – more national coverage – ESPN. Recap will be telling. Potential 2030 bid is giving a ton of attention to the venue. Europeans generally have over 30,000 people for the event. Event is free in Utah, tickets up to \$150 in Europe. Will have fan groups. Volunteers from 30 countries have applied. They are hoping for 5000 people per day. Looking to target in-state for spectators. Every other year. Biathlon during Olympics brought 30,000. Phil Jordan is helping with the Winterfest.
9. Utah Barrel Racing Association, Sheri Young. \$2250.00. April 26-28 and Sept 13-15, 2019. Two large events in the Wasatch County events Center one in April, one in September. 375-450 entries per day, 3-day event. Events grow every year. 300 stalls sold. Some do stay in hotels, buy gas, and eat at the restaurant. Barrel Horse News, NFR ad. Email advertising, social media, live webcast during event. December ad targeted NFR participants. Marketing April and September events. 450 – 500 entries is a manageable number. Can use promotional video for Heber Valley. Grant allows group to advertise in places they wouldn't otherwise be able to market. Free to spectators. A lot of exposure for \$700 with barrel racing report.
10. Wilderness Circuit Rodeo. Adaire Willoughby. Circuit in the Western US. PRCA lowest qualifier, Wilderness Circuit Finals are top 12 contestants of Utah, Idaho, and Nevada. Prestigious event. Ticket sales went from 300 -500 to 1500 – 1800. Have partnered with the Zermatt last 3 years, meetings and award ceremonies, and after parties at the Zermatt. First weekend of November. 190 room nights sold last year at Zermatt. Sold 600 3-day tickets last year. Advertising budget includes poster printing – used at other rodeos, running other specials to incentivize slower nights. Contracted for three-year terms. Wasatch County Events Complex is in charge of the marketing for the event and collects ticket sales. Wasatch County Events Complex pays the event to come to Heber Valley. Event is a wash, they don't make money on the event.
11. Summit Bike Club. Matt Brown and Kristine - phone. \$7307.00. May 2-5, 2019. Started in PC 7 years ago as a mountain bike development program. Have evolved to premier mountain biking club. Organically expanded. 503-C3 non-profit, grants are extremely important. Staged race to attract top riders in the US. Billboard starting Monday, to run through event. Looking at Springville digital billboard. 2 out of 8 slots on digital board. Using photographer and videographer to promote event. Also trying to rebrand as more of a festival than a race. Have a block rooms with the Homestead. Appeal with Crater and location in the heart of Midway. Festival will include industry booths, demos, giveaways, and food. Looking to take event to the next level. Using Festival to add overnight stays. Spectator races are not part of the event at this

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time. Slim and Knobby's is a core sponsor. Third year, first year was slow. Second year doubled the number of participants. They hoping to continue the growth year over year. Craig asked about \$11,000 loss – Matt didn't have a solid answer but did say they were trying to increase entries and sponsorships. Grant funding is crucial to success of campaign. Utah NICA Silver League, 13 races where Summit would have a booth/partnership. Wasn't very familiar with the budget.

12. The Great Christmas Adventure. Steve and Karyn Anderson. Dec 1 – 23, reservation only. Started 5 years ago in a tent at Gardner Village. Moved to Heber and feel like this valley is becoming Christmas Central. Started Elf Academy at Zermatt. Interactive play area. Snow lane with elf village, Mr. and Mrs. Claus cabin, reindeer cabin, north pole simulator, elf express kiddie train – track twice as long this year than last. Elves are local teenagers. Over 7000 attendees. Over 5000 paying customers, 63% from outside Wasatch County. Employed 50+ adults and youth. Donated to TVT, Zermatt Utah is lodging partner. From Vernal to Ogden. Social Media success, TV, Radio, postcards, media day with influencers. Steve stood at the exit this year and asked how people liked the event and how they heard about it. **NEW LOGO**. Numbers dropped from 7000 to 3500 without Groupon and KSL deal. Hoping for quality over quantity. Looking to put more money and efforts into marketing. Will bring back KSL Deals for 2019. Family rates 15% off for 5 or more. \$10 per person. 3 and under are free. Souvenir video. Cooperative marketing is blogger incentives,
13. Swiss Christmas. Tonya Hoopes. \$5000 ask. Dec 12-15, 2019. 3-day market, roughly 2000 people attend not a ticketed event. 63 vendors for 2018. Modeled after European styled market – hoping to grow to look more like a European market. Hoping to bring in some bigger names for concerts. Hoping to have a beer tent. Kids activities, women's classes, and holiday cooking classes. Last year spent \$13,000 marketing event on KSL Live Feed, Facebook, Park City TV, Now Playing SL, Blip Campaign. Zermatt Resort was sold out for the event. Planned event when there weren't many other holiday events.
14. Easter Extravaganza, Tonya Hoopes. \$3000 ask. April 20-21, 2019. 1.5 day outdoor market, kids and women's activities, Easter egg hunt, roughly 500 attendees, 23 vendors. Outside event. Bounce house face painting, petting zoo, cookie decorating, Easter egg hunt, and Easter bunny. Marketing on KSL, Facebook, Park City TV, Now Playing Salt Lake, and Blip campaign. During slow season. Start Friday afternoon all-day Saturday. Didn't have a huge stay over Easter. Kids love the petting zoo. Room packages for the Easter program.
15. Utah High School Rodeo Association. Russ Stebar. \$3000. May 29 – June 8, 2019. 44th year to hold state finals in Heber Valley, long term commitment. 1.7 million during 10 day stay. 850 active members in the association. \$244,000 event budget. 240 room nights at Best Western plus. Every year the rodeo does a service project for the community. Special needs rodeo. Facebook, Instagram, posters distributed at feed stores, radio, TV, at your leisure television show is the number one watched episode. Park City TV, calendars, cards, and rodeo news. Balanced in marketing efforts. Scholarships – non-profit. Wild success with billboard. Grant used for billboards, Rodeo News, and posters. \$13,000 - \$14,000 marketing budget.