



TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Recording](#)

MINUTES

June 13th, 2023 | 3:00 PM

****Time stamps correspond to the videos****

Members in Attendance: Jenny Gleason, August Granath, Mary McGann, Lori McFarland, Brian Hunnings, Sharon Kienzle, Alex Borichevsky, Laici Shumway.

Members in Attendance Remotely:

Also Present: Chris Baird (Strategic Development Director and Budget Officer (GCED)), Melissa Stocks (Assistant Marketing Direct (GCED)), Sky White (Administrative Assistant (GCED)), Mark Stevenett (Love Communications), Adam Whalen (Love Communications) Hannah Saunders (Love Communications), Kalen Jones (Moab City Council)

Call to Order - 3:00 PM

00:06:10

Opening Items:

- **Welcome**
00:06:10
- **Introductions**
00:06:40
- **Conflicts of Interest, disclosures, ex-parte communication**
00:08:45, none at this time
- **Citizens to -be- heard**
00:09:00, none at this time
- **Presentations, if any**
00:09:20, none at this time

Discussion and Action Items:

A. Approval of May 09, 2023 Meeting Minutes

Postponed to July meeting.

B. Board Member Reports

00:09:20

Jenny Gleason - Helicopter tours are up at Redtail. Scenic tours are still down. We are still flat with 2019. Redtail received a grant from EDD and will be offering service to Salt Lake City

starting in October when SkyWest pulls out. There might also be an opportunity to help out Vernal and Cedar City with some of their flights as carriers have backed out of these airports as well. This will become official during the June 20th Commission meeting.

Chris Barish - Sales tax collections are in for March. TRT came in 6% above 2022. All other sales taxes were up between 4-6% for the month of March. Jan and March were both above 2022 but February was way below last year.

August Granath - We have been working through a process with the County Commission to move the Film Commission out of our department and into a non-profit entity that we would continue to fund, have oversight of and ensure the County continues to receive value from the Film Commission. This could open up other funding opportunities for the Film Commission and would put it into less of a government structure. We held a public forum in May. This was an opportunity for those involved to speak to what was and wasn't potentially being considered. Since then, the Commission has given affirmative direction to have staff develop a contract between the county and red cliffs foundation non-profit to support this direction. No affirmative decision has been made to this point. Horizon is in town filming and Bega continues to be super busy. There has not been a motion to create an RFP for this contract.

The Economic Diversification dollars remaining to be spent will be a topic at the next Commission Meeting. Eligibility to spend these funds expires on June 30th, 2023. The below are being considered at the next Commission Meeting for these funds:

- Additional \$100K toward the USU Senior Business Consultant Role
- Funding the balance of Student Career Success Center for \$221,500
- Redtail Service to Salt Lake City program for \$95,000
- Just under \$400K towards one of two small business capital funds

The Selection Committee for the Strategic Planning RFP have selected a proposal that I am working on developing a contract for to bring to the next Commission Meeting for review.

Sharon Kienzle - Things are going well. The lines at the park are not taking as long to get through as last year. 33% no show rate. The largest no show rate is the 3:00-4:00pm hour. The Park Service is releasing more reservations the night before then during the 6-month advance rate which has helped the staff at the MIC get tickets for visitors that are in town and seeking passes for their stay. There are currently no Rangers staffed at the MIC this year, but the staff has been amazing with supporting visitors with making next day reservations on their phones. We have seen a lot of foreign visitors. 30th Anniversary celebration will be held at the MIC Thursday from 3:00-5:00pm.

Brian Hunnings - We are off roughly 10% from 2022. ADR was higher. Bottom line it is about the same. From the reports I've seen, Moab is down for this year. We have had 2 meetings with groups that are considering coming to Moab including the John Wayne Foundation, which does 5 charity trail runs in various locations that John Wayne filmed at. They are targeting early summer. They offer a week-long schedule of activities for their events.

Washington County had the rules change on their film incentive tax and they now qualify as a rural community. Their Film Commissioner came out to visit the Horizon set and came bearing \$3 million dollars and a promise of building them a studio in Washington County. They are 100% committed to stealing the next seasons of Horizon for Washington County.

Laici Shumway - Chamber has been doing internal work. We did a DC trip and met with our representatives. We had a great golf tournament and gave away our scholarships for the year. We have a new Office Assistant and are doing some revamping of the office. I am hearing a lot of mixed reviews and a lot of concern about the beginning of the year being slow and now there is more feedback that things are picking up.

Lori McFarland - Sales for Memorial Day were good for us. We were peddling fast and trying to keep up due to the first of the year being so slow.

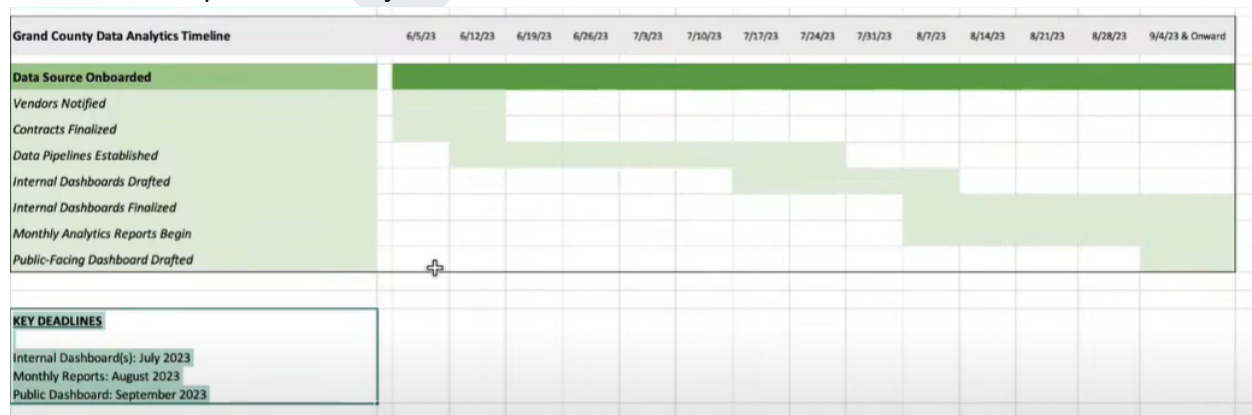
Alex Borichevsky - Memorial Day good. We had a slower start in March and April. Really picked up in May for us, especially for Memorial Day. We are down 20% so far from Memorial Day weekend into June. Working on how to balance out our schedules for our staff. We have increased prices a bit to keep up with inflation and labor costs. Cheese is somehow more expensive than meat right now. It has not been too bad overall. We will be closed for August. In years past we have been closed in July but last year's August was super slow so we have opted to try that month to close this year. With the weather being what it is and the river being up I think we will see a good June and July.

C. Love Communication Updates - *Reference Packet for supplemental information*

C1. Data Projects

00:33:50

General Data Update and Project Deadlines



To this point we have notified all vendors that have been selected. Contracts have been finalized other than lodging data.

3 key data deadlines include:

- 3 internal dashboards will be completed next month.

- We will start putting monthly reports together for the board in August.
- Public dashboard will be available in September 2023 based on your feedback and our buildout.

C2. Fall '22/Spring '23 Marketing Campaign Report

00:39:10

Fly Campaign Performance: October 2022- March 2023

- Impressions: 56,140,218
- ROAS: \$9.9: \$1
- Impact Hotel Bookings: 18,605, \$8.4 million dollars generated in revenue, \$217 ADR
- Display Post Impression rate of 0.08%
- TripAdvisor's exposed audiences booked at a \$18 higher ADR than unexposed audiences
- Sojern influenced 1219 flight bookings into CNY/GJT, 1105 hotel night stays and 3170 confirmed travelers to Moab. Sojern ROAS is \$12: \$1
- Connected TV reached 3.8 million households, 1,970,864 video completions, 116,247 exposed website visit and drove \$1.1M in hotel revenue

Based on this campaigns success, Love Communications has made the following future recommendations:

- A revised Adara contract can provide lift-based metrics, so our Adar metrics aren't being reported on in a vacuum.
- Continue CTV at a budget threshold that allows us to tie back Adara hotel bookings.

D. Letter of Support for EDD's Round 2023 Utah Department of Tourism CO-OP Marketing Grant - *Reference Packet for supplemental information*

00:47:50

This grant is funded by the state legislature, run by the Utah Office of Tourism. It provides an opportunity for the state to advance their tourism goals and allows its counties and cities to manage their own marketing efforts supporting tourism. It is a 1:1 match and the max award is \$250,000. We typically go for the match.

By getting the most money out of this program possible, we can be more flexible with the funds we have that aren't tied to one specific project. EDD feels strongly that we should pursue the largest award.

In looking at how the State office of tourism and the board and what has been funded the most we are pitching funding a similar summer marketing campaign to what we did this last year. We think this is the most viable container to get the most amount of money and do the most for the community with this program.

We need a commitment from the County for the match money and letters of support from this board.

If there are any comments on our campaign and application approach, this would be the time to discuss those concerns.

Hannah from Love presents - **Discover Moab: UOT CO-OP Strategy** - *Reference Packet for supplemental information*

The focus to begin development of the campaign included defining the challenges the business community is facing and converting those challenges into opportunities.

- Negative impact on travel due to travel costs and issues
- Regional feeder markets are showing lower ADRs
- Skywest flights from SLC/DEN into Moab are being reduced
- Full international recover isn't anticipated until 2026
- Time entry data shows July - Labor day has slowed down for visitation, making summer a new shoulder season

Opportunities:

- Leverage programmatic display/video, OTA and native storytelling via digital channels
- Utilize Adara Impact to track campaign effectiveness while live and to pivot media weight between regional and east coast markets based on real time travel signals.
- Compliment digital efficiencies with strategic OOH placements, potential in the origin feeder airports
- Allocate a percentage of the CO-OP funding for competitive, digitally targeted international campaign

Objective:

We have seen slower consistency of visitation between July 4th and Labor Day, with a reduction of international travelers and higher costs associated with travel. Through compelling and visual storytelling highlighting the landscapes, culture, attractions, outdoor activities and benefits of connecting to nature, our objective is to convince travelers who are in the right state of mind that Moab is the destination for their summer escape.

Market Focus:

Market Selection: We recommend to begin the campaign with domestic and international efforts, focusing on top Adara/G.A. market information. Based on market performance, we will be flexible to shift and optimize.

- Regional: 35%
- Feeder Fly Market: 45%
- International: 20%

Audiences:

- Empty Nesters
- Activity-Driven Planner
- Real time summer travel intenders, looking at similar destinations or Utah content.

Domestic Strategy

- Tactics: Programmatic online video/display, native, OTA
- Timing: May - August 2024
- Markets: Regional and Fly mix
- Budget: \$300,00

- Tactics: Programmatic Out of Home/Airport Advertising
- Timing: April - June 2024
- Markets: Philadelphia, Atlanta, Chicago
- Budget: \$100,00

International Strategy

- Partner: Tripadvisor
- Timing: January - April 2024
- Markets: Mexico, Western Canada, UK, Germany, France
- Budget: \$100,000

Jenny Gleason - Makes a motion to approve a letter of support as drafted by the chair of the TCAB to support the EDD's application for the Utah Office of Tourism's CO-OP Marketing Grant.

Alex - seconds motion. No discussion. Passed unanimously.

Jenny Gleason - votes in favor

Lori McFarland - votes in favor

Laici Shumway - votes in favor

Sharon Kienzle - votes in favor

Brian Hunnings - votes in favor

E. 2023 TRT Budget Amendment - 01:15:00

Reasons for budget amendment:

- Relocation of Economic Diversification funds to the Tourism budget.
- Additional operational expenses that have come up through the course of the year that need to be accounted for.

Budget Amendment Recommendations:

- **16-4820-110-001. Overtime | \$0 - \$78 (+ \$78)**
 - Covers unexpected cost incurred during the year
- **16-4820-210-000. Travel | \$9,000 -> \$11,850 (+ \$2,850)**
 - Add a TCAB board member to attend the Utah Tourism Conference
 - Add a EDD staff person to attend Tourism Day on the Hill
 - Add a EDD staff person to attend the Outdoor Recreation summit
 - Add ESTO to the conference calendar

- **16-4820-250-000.** Admin Services | \$0 -> \$20,600 (+ \$20,600)
 - Cost covered by the EDD department to pay for it's share of county wide accounting costs
 - Originally covered in Economic Diversification on behalf of the department's general needs
- **16-4820-290-000.** Fuel | \$0 -> \$2,000 (+ \$2,000)
 - Originally covered in Economic Diversification on behalf of the department's general needs
- **16-4820-300-000.** Equipment Lease | \$5,000 -> \$17,000 (+ \$12,000)
 - Annual lease payments on vehicle originally covered in Economic Diversification on behalf of the department's general needs
- **16-4820-310-000.** Professional Services | \$168,927.52 -> \$171,488.20 (+ \$2,560.68)
 - Changing to a new email server
 - Addressing total costs of Wander Maps
 - Adding website hosting, domain, and development costs
 - Revising CrowdRiff Costs for New Contract
- **16-4820-330-000.** Memberships | \$4,100 -> \$7,650 (+ \$1,050)
 - Add National Tour Association
 - Add Leave No Trace
- **16-4820-340-000.** Staff Engagement | \$0 -> \$3,445 (+ \$3,445)
 - Originally covered in Economic Diversification on behalf of the department's general needs
- **16-4820-350-000.** Responsible Rec Advertising | \$251,445 -> \$301,445 (+\$50,000)
 - As proposed by the County Commission during their discussion to approve a \$250k rather than a \$300k Summer Marketing Campaign
- **16-4820-360-000.** Cell Phone Allowance | \$0 -> \$3,000 (+ \$3000)
 - Originally covered in Economic Diversification on behalf of the department's general needs
- **16-4820-600-000.** Community Engagement | \$45,000 -> \$77,500 (+ \$32,500)
 - All event grants were given as community event grants. An additional \$27,500 was added to this account to capture that change
 - \$5000 in Community Event Costs (workshops, public meetings etc.) were originally covered in Economic Diversification on behalf of the department's general needs.
- **16-4820-800-000.** Inventory | \$0 -> \$2,200 (+ \$2,200)
 - Originally covered in Economic Diversification on behalf of the department's general needs
- **16-4820-810-000.** MIC Contribution | \$50,000 -> \$55,375 (+ \$5,375)
 - Update to reflect actual costs associated with the MIC contract that was signed

at the end of 2022.

- **16-4820-820-000.** Special Event Grant | \$40,000 -> \$0 (- \$40,000)
 - All event grants were given under the Community Event Grant account this year.
- **16-4820-820-001.** County Fair | \$0 -> \$50,000 (+ \$50,000)
 - Mid budget year approval by the County Commission
- **16-4820-830-000.** MOAB! Grant | \$40,000 -> \$0 (- \$40,000)
 - Given the low engagement in this program in 2022 and being currently understaffed, it is unlikely that we will develop this program this year.
- **16-4820-840-000.** Data | \$31,000 -> \$111,700 (+ \$80,700)
 - Max cost associated with the “better” package proposed by Adam Whalen, recommended by TCAB and approved by CC.
- **16-4820-860-000.** Paid Media | \$504,400 -> \$769,191 (+ \$264,791)
 - Additional \$76,791 out of TRT for the Fly Market Campaign to cover grant award changes.
 - Additional \$150k for the Summer Campaign as approved by CC.
 - Subtract \$2k
 - \$40k additional International Marketing Dollars per Melissa’s request
- **16-4820-870-000.** Earned Media | \$4,096 -> \$15,000 (+ \$10,904)
 - Increase budget per Melissa’s request
- **16-4820-880-000.** Owned Media | \$40,000 -> \$50,000 (+ \$10,000)
 - Editing expenses for Mark Finley videos previously unbudgeted
- **16-4820-900-000.** Travel Trade Shows | \$13,500 -> \$18,250 (+ \$4,750)
 - Melissa’s request to cover increased costs
- **16-4820-910-000.** International Sales Missions | \$7,000 -> \$10,000 (+ \$3000)
 - Melissa’s request to cover increased costs
- **16-4820-980-000.** Visitor Education | \$0 -> \$200 (+ \$200)
 - Cost of Arches Timed Entry info boards at Airport and MIC
 -
- **16-4820-990-003.** Website Costs | \$10,000 -> \$4,966.12 (- \$5,033.88)
 - Cut part of this account to balance budget

Discussion included: Film Commission funding and statute surrounding allowable TRT spending categories. 2024 budget planning and ideas. Community educational awareness of TRT spend and economic benefit.

Sharon Kienzle- Makes a motion to approve the 2023 Budget Amendment as presented at the 6.13 TCAB Meeting

Alex Borichevsky - seconds motion. No discussion. **Passed unanimously.**

Jenny Gleason - votes in favor

Lori McFarland - votes in favor

Laici Shumway - votes in favor

Brian Hunnings - votes in favor

Sharon Kienzle - votes in favor

F. Discussion of Future Agenda Items

Not discussed.

Adjourn

At 02:04:00, Jenny adjourned the meeting.

DRAFT