



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

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

[Video Recording](#)

MINUTES
August 4th, 2022 3:00 pm

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

Members in Attendance: Jenny Gleason (Chair), August Granath, Jason Taylor, Sharon Kienzle

Members in Attendance Remotely: Kalen Jones, Laici Shumway

Members not in Attendance: Mary McGann, Alex Borichevsky, Daniel Loveridge

Also Present: Ben Alter (Grand County Economic Development (GCED)), Melissa Stocks (Moab Area Travel Council (MATC)), Alan Reighard (Love Communications), Jonathan Smithgall (Love Communications), Sarah Wilson (Love Communications)

Welcome Call to Order Chair Gleason

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

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

Introductions

Presentations, if any

Director's Report: August Granath

00:02:21

{Attached "Travel Council Advisory Board - August 4, 2022"}

Grand County Commission Actions since June Meeting

00:11:27

MOAB! and STAR Grant Update

00:17:31

Strategic Planning

00:20:51

Visitation Statistics Update

00:25:40

Discussion and Action Items:

Evaluate Special Event Grant Applications

00:52:47

Moab Endurance Ride - \$3,000

Red Canyon Powwow - \$18,300

Consider the recommendation of a funding proposal for the remaining \$18,300 in 2022

Special Event Grant Funds

01:20:48

Sharon motioned to fund the Moab Canyons Endurance Ride Special Event Grant Application for \$3,000. Jason seconded. No discussion. Passed unanimously. Sharon motioned to fund the Red Canyon Powwow for \$15,300 with the stipulation that the GCED staff clarify the questions on the expenses budget breakdown. Sharon retracted her motion after no second. Jason motioned to postpone the consideration of the Red Canyon Powwow Special Event Grant Application until a meeting with the organizer can be conducted in order to clarify the expenses and profit for the event. Sharon seconded. Passed unanimously.

Consideration of Currently Planned Marketing Projects

Alan Reighard, Partner and Brand Planner, Love Communications

01:29:34

{Attached "Travel Council Advisory Board - August 4, 2022"}

{Attached "The Love Brand Communications Process"}

{Attached "Scope Proposal"}

Discussion of Grand County Budget Process. Understanding TCAB's Role and Identifying Board Member Needs in order to participate in that process.

01:43:49

{Attached "Travel Council Advisory Board - August 4, 2022"}

TCAB discussed setting a trigger point for adding additional funds to the marketing budget related to business revenues in Grand County. They also discussed the possibility of separating the Economic Development and Travel Council responsibilities into two departments.



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=YXRSRTB1MnBxV253NFBwcz0IndVZOdz09>

Call-in: 669-900-6833

Meeting ID: 891 4208 3605

Passcode: 550191

AGENDA

August 4th, 2022

3:00 pm

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

Director's Report: August Granath

- Grand County Commission Actions since June Meeting
- MOAB! and STAR Grant Update
- Strategic Planning
- Visitation Statistics Update

Discussion and Action Items:

- Evaluate Special Event Grant Applications
 - Red Canyon Powwow - \$18,300
 - Moab Endurance Ride - \$3,000
- Consider the recommendation of a funding proposal for the remaining \$18,300 in 2022 Special Event Grant Funds
- Consideration of Currently Planned Marketing Projects
 - Alan Reighard, Partner and Brand Planner, Love Communications
- Discussion of Grand County Budget Process. Understanding TCAB's Role and Identifying Board Member Needs in order to participate in that process.

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.



Travel Council Advisory Board



Director's Report





Outline

- County Commission Actions (June 21, July 19, and August 2)
- MOAB! and STAR Grant Update
- Strategic Planning
- Visitation Statistics Update

Where Adventure Meets Education

Utah is well-known for its natural beauty and dramatic outdoor spaces, but take a closer look and you'll discover the signs and stories left behind by its ancient people — whose descendants make up the state's major **Native Nations**. And with each sedimentary layer of the great rock canyons, you'll see millions of years of **geological history**. Exploring these regions invites kids and adults alike to adventure and to learn. (Read: [A Family Drive Through Utah's Quiet Places](#))

Guide organizations like the **Canyonlands Field Institute** (CFI) in **Moab** have gained national prominence in adventure education, offering multi-day youth programs that traverse **Southern Utah's** iconic rivers, ancient canyons and cultural landmarks.

On a recent **San Juan River** expedition from the southeastern Utah town of **Bluff** to **Mexican Hat**, CFI's marketing and communications director Brennan Patrick Gillis explains, "There's some incredibly strong history in this canyon. And this area has been experiencing human habitation for more than 2,000 years...and a lot of the cultures that lived here are still actively living here, which makes this area even more special because that history is still alive." (Read: [The Voices of Bears Ears](#))

"A big, huge part of our educational technique is to create opportunities for the kids to experience this area firsthand on their own terms..." says Gillis. And experiencing it firsthand can also mean hearing directly from the diverse and local voices that inhabit the land.

"I just love working with CFI," says Brandi Atene, a CFI program guide who is also Navajo of the Bitter Water clan and grew up on Navajo Mountain in Navajo Nation. "Because it's education-based and we follow a lot of cultural aspects, land acknowledgment...over left [of the river] is the Navajo Nation."



Navajo guide, Brandi Atene, prepares to share a demonstration of traditional Navajo string games with the participants.

Links:

[Article](#)

[Video](#)

[Social Media](#)





Commission Actions (June 21 and July 19)

June 21 ([link to full agenda](#))

- WORKSHOP - Noise Issues
- APPROVED - Media Agency Contract w/ Love Communication
- APPROVED - Commission Letter of Support for Round 2022 UOT Co-op Application

July 19 ([link to full agenda](#))

- APPROVED - FIG Grant to Expand Trail Ambassador program to Motorized Recreation
- APPROVED - Special Event Grant Guidelines and Community Event Grant Program
- APPROVED - \$100,000 for Moab Community Childcare
- APPROVED - Appointment of Three Individuals to EDAB



Commission Actions (August 2)

August 2 ([link to full agenda](#))

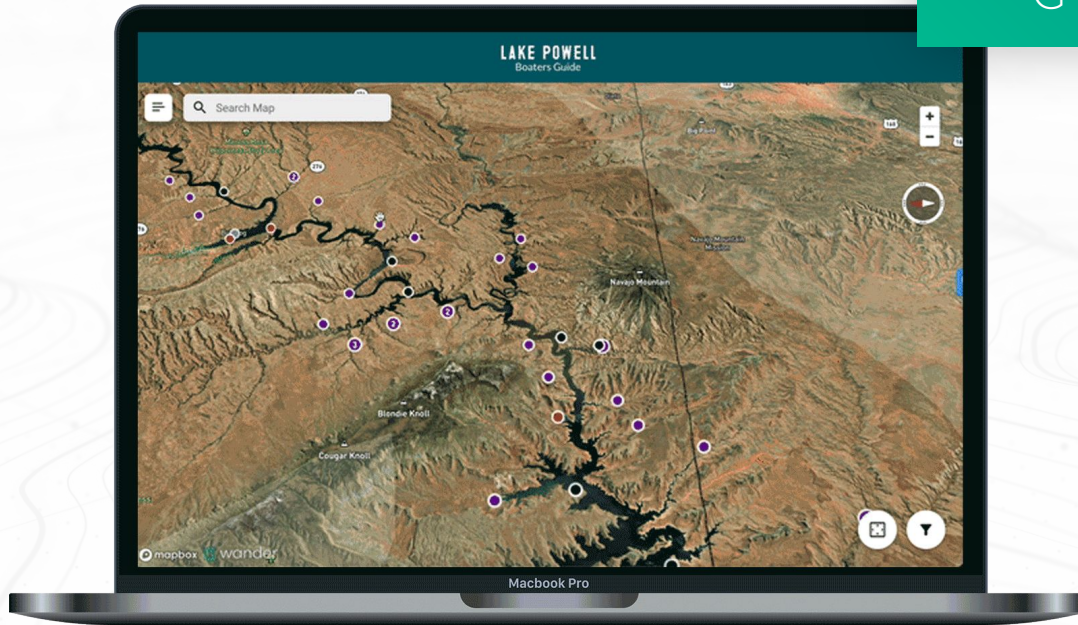
- APPROVED - Wander App Inc Contract
- APPROVED - Special Event Grant Permit for 2022 COTAH Rally



GORGEOUS MAPS

Custom-designed for your destination

- 3D terrain
- Custom branding
- Custom styles
- High-resolution imagery



WHY WANDER?

Protect and Preserve

- Whoever manages the primary resource visitors use to visit a location has the greatest influence on where people go and where they spend their time and money. Wander maps are the most consumable and user friendly travel resource available for a destination, thanks to great ux, performant technology, and authoritative content.
- This resource also allows you to facilitate and manage what visitors see. Alltrails and Trailfork along with camping resources don't have accurate, user friendly, or free information. With Wander, you are able to manage trails, mountain bikers, offroaders, campers and also promote local downtown businesses.

Visitor Data Insights (coming soon)

- Wander allows destinations to ethically and cost effectively source and visualize visitor location data.

Improved Visitor Experience

- Visitors love great map experiences, because a great map experience removes frustration, and lowers the time it takes to make confident travel decisions.

Cost Savings

- The average cost of a paper map or pamphlet for our customers is \$.30 per map, but many State and National Parks spend well over 100k per year on paper maps, and ski resorts and amusement parks spend between 40k and 80k per year on paper maps.

Sustainable tourism

- A gorgeous map is one of the best ways to showcase what your destination has to offer so potential visitors can imagine themselves in your destination and have a MOAB official resource to recreate responsibly and sustainably.





STAR Business Grant Applications ... by the numbers!

56

applications submitted

\$3.4M

in total requests

13

projects propose to
building something



MOAB! Tourism Grant Applications ... by the numbers!

8

applications submitted

\$36K

in total requests

15

... the largest # of
employees at an applicant
business (yay for small
businesses!)



Strategic Planning

- City Vision Focus Groups
- [Economic Development Strategic Plan](#)
- Tourism Strategic Plan

MOAB - TOMORROW TOGETHER FOCUS GROUPS

Tourism Trajectory and Economic Diversification

Monday, August 1, 2022
12 – 1:30 p.m.
Grand Center, 182 North 500 West

Leadership and Decision Making

Tuesday, August 2, 2022
12 – 1:30 p.m.
Grand Center, 182 North 500 West

Housing and Workforce

Wednesday, August 3, 2022
Time: 12 – 1:30 p.m.
Grand Center, 182 North 500 West

Affordability and Equity

Monday, August 1, 2022
4:30 – 6 p.m.
Grand Center

Environmental Stewardship

Tuesday, August 2, 2022
4:30 – 6 p.m.
Location: Grand Center

Community Fabric and Wellbeing

Wednesday, August 3, 2022
4:30 – 6 p.m.
MARC Dance Room, 111 East 100 North



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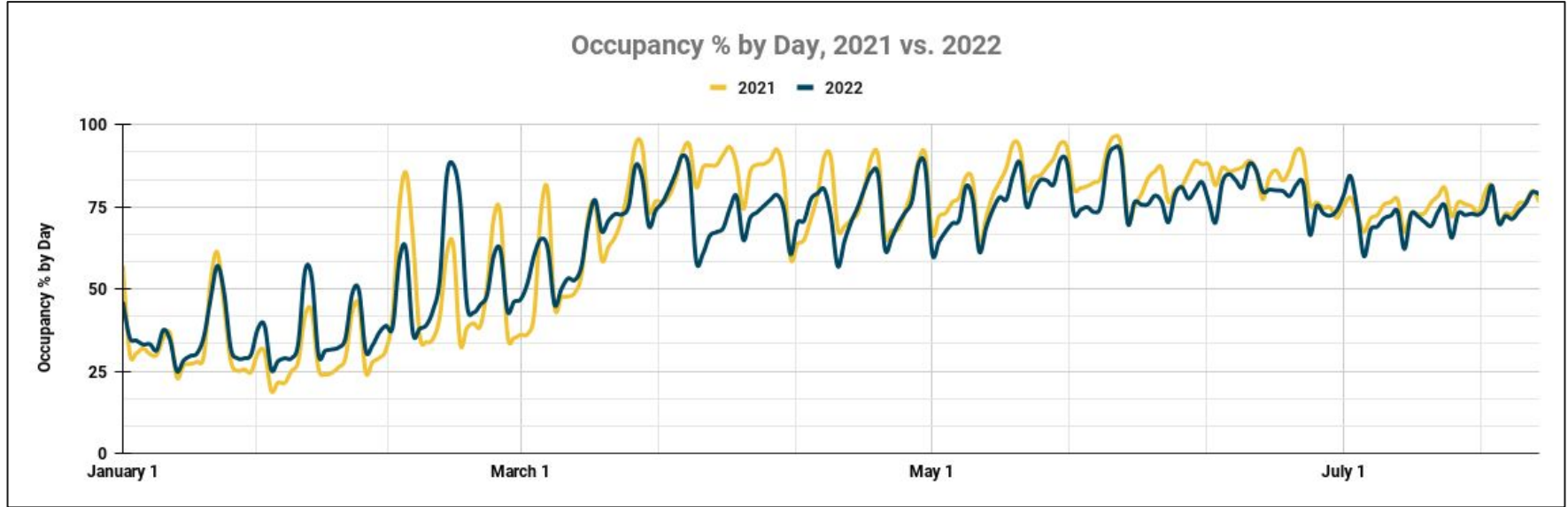
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Occupancy by Day & Month AVG

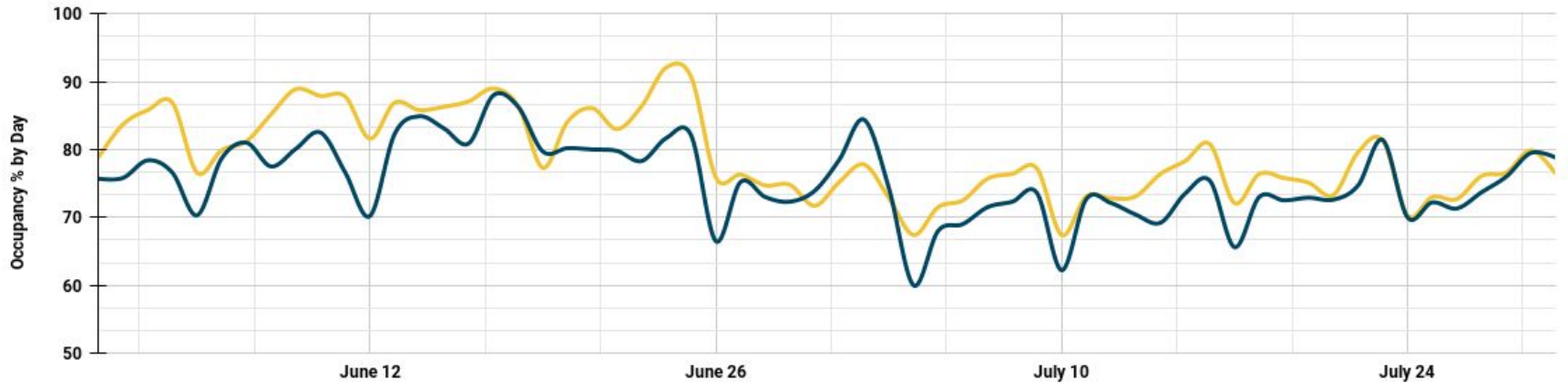


Occupancy % AVG	Jan	Feb	Mar	Apr	May	June	July
2022	35.4%	48.1%	67.9%	73.9%	77.3%	78.3%	72.7%
2021	31.8%	44.1%	70.8%	79.3%	82.4%	83.1%	74.9%
Change from '21	+3.5 pts	+4.0 pts	-2.9 pts	-5.4 pts	-5.1 pts	-4.7 pts	-2.2 pts

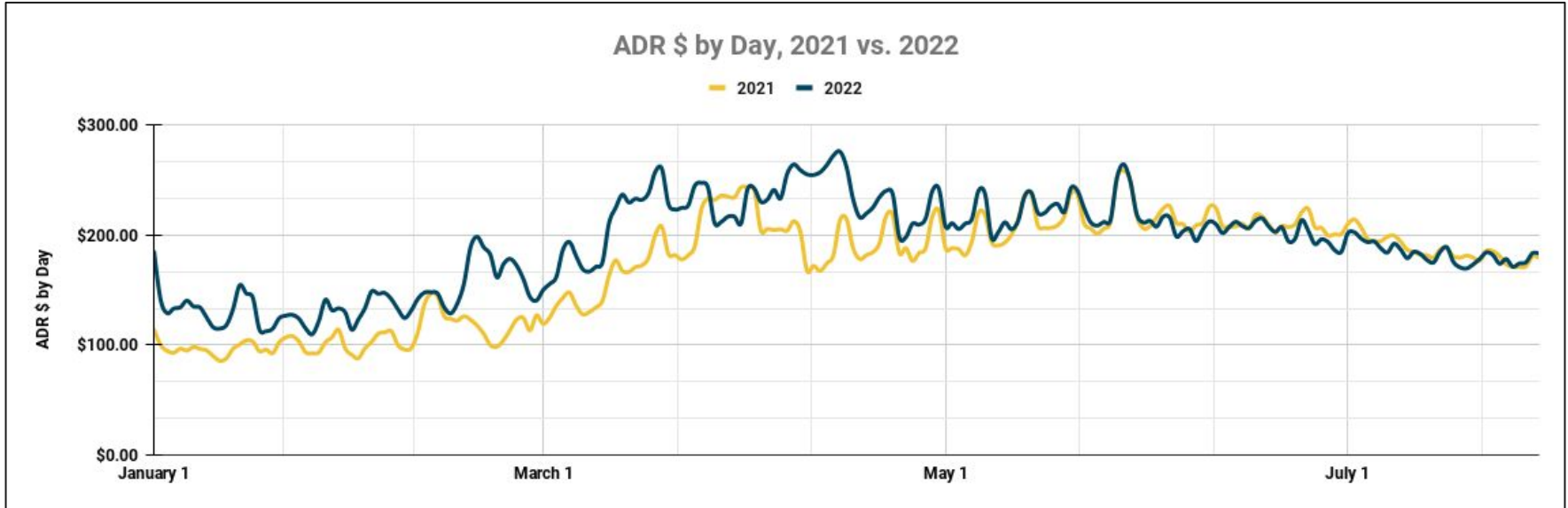
Spotlight: June & July Occupancy

JUNE & JULY: Occupancy % by Day, 2021 vs. 2022

— 2021 — 2022



ADR \$ by Day & Month AVG

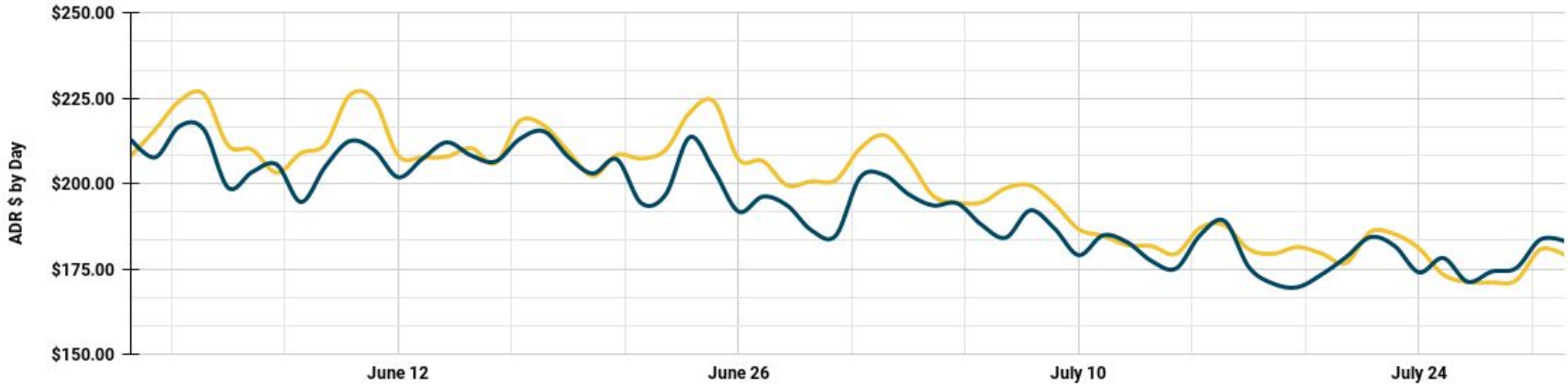


ADR \$ AVG	Jan	Feb	Mar	Apr	May	June	July
2022	\$129.81	\$152.10	\$210.97	\$238.66	\$222.45	\$204.43	\$182.85
2021	\$98.21	\$114.56	\$177.25	\$197.83	\$212.45	\$211.22	\$186.48
Change from '21	+\$31.61	+\$37.54	+\$33.73	+\$40.83	+\$10.01	-\$6.79	-\$3.62

Spotlight: June & July ADR

JUNE & JULY: ADR \$ by Day, 2021 vs. 2022

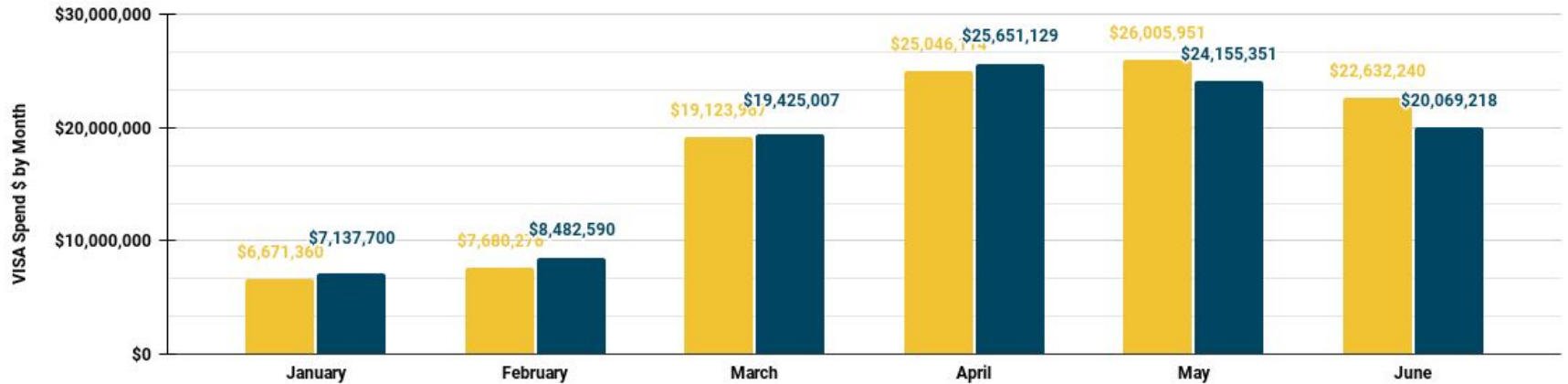
— 2021 — 2022



VISA Spend by Month

VISA Spend \$ by Month, 2021 vs. 2022

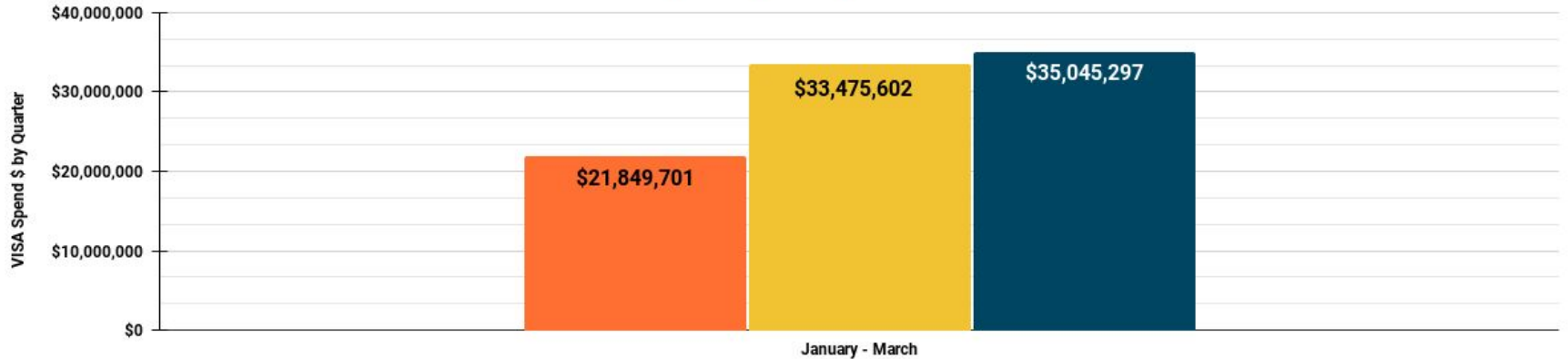
2021 2022



VISA Spend by Q1

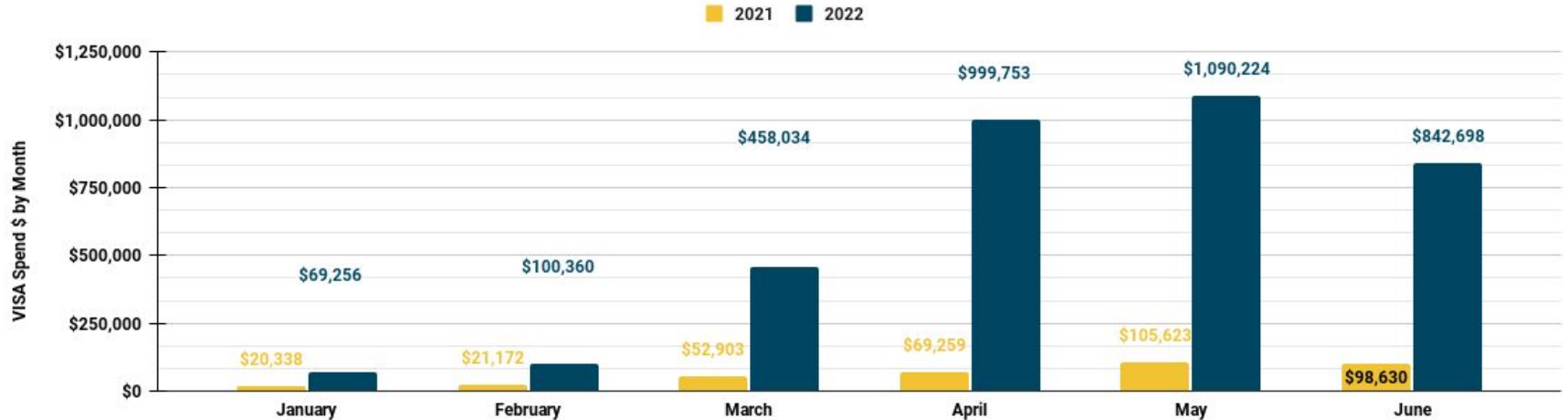
Q1 in Review: VISA Spend by \$, Jan-Mar

2019 2021 2022

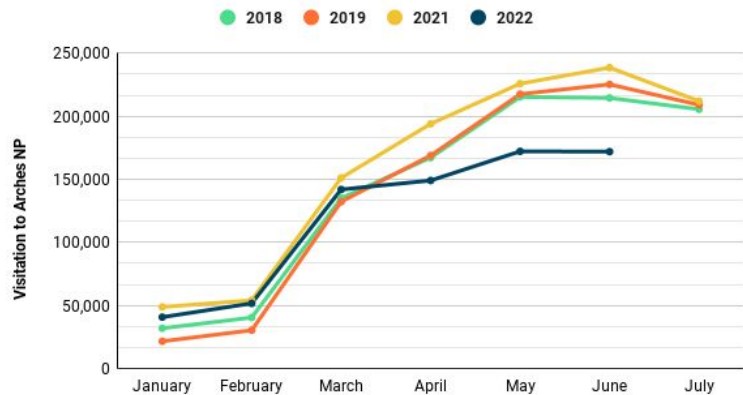


Spotlight: International VISA Spend by Month

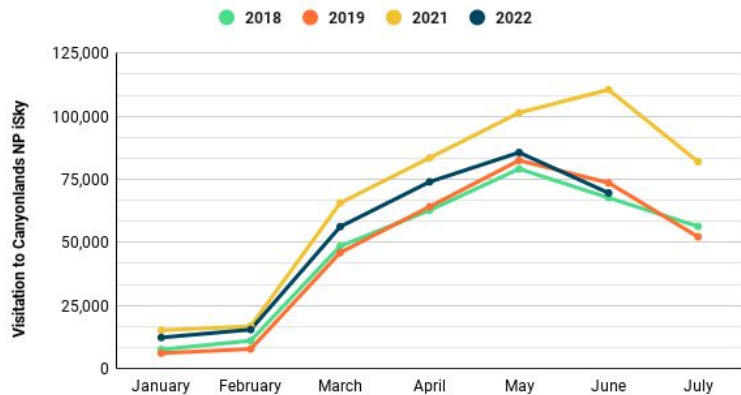
International VISA Spend \$ by Month, 2021 vs. 2022



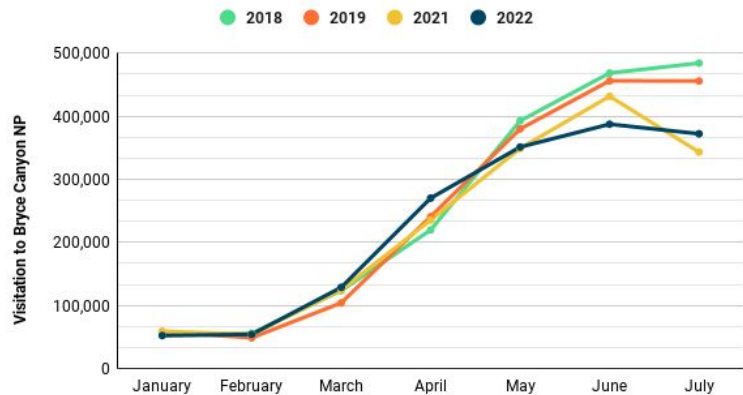
Arches NP Visitation by Month



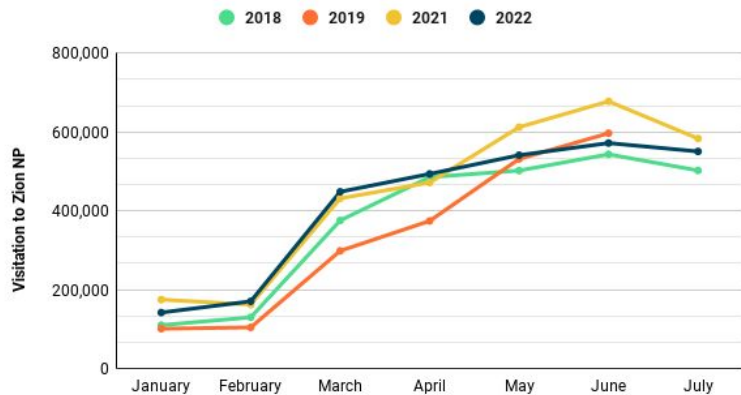
Canyonlands NP iSky Visitation by Month



Bryce Canyon NP Visitation by Month



Zion NP Visitation by Month





Love Communications Report

- Jonathan Smithgall, Love Communications

Discussion and Action Items



Event Grants

- **2022 Budget (Special Event Grant)**
 - **\$36,700 allocated of \$55k**
 - 2021 Folk Festival (\$10k)
 - 2022 Folk Festival (\$10k)
 - 2022 Free Concert Series (\$16,700)
 - **\$18,300 remaining**
- **2023 Strategy**
 - Special Event Grant and Community Event Grant Approved
 - Applications Due by August 31, 2022 (with some flexibility)



2022 Special Event Grant Applications

- [Moab Canyons Endurance Ride](#) (September 30 - October 2)
 - Amount Requested - \$3,000
- [Red Canyon Powwow](#) (October 22-23)
 - Amount Requested - \$18,300



Marketing Projects

- **Fly Market**
 - September - December
 - \$300k
 - 150k from UOT (awarded) | 150k from TRT
 - December '23 - July '23
 - \$500k
 - \$250k from UOT (anticipated) | \$250k from TRT (budget to be requested)
 - Approved by commission
- **Drive Market**
 - Fall Season | Focused on leveraging UOT Southern Utah campaign to stay competitive with Mountain West destinations ramping up marketing efforts.
 - Not approved by commission at this time
- **Creative Proposal (Love)**
 - \$17k - \$23k



Brand Planning

- **Do It Like a Local 2.0**
 - Tentative start date in 2023
 - Partnership with Responsible Recreation Program and big focus on community buy-in



Budget Process

- Department Head to Provide a Budget Request by End of October
- TCAB to Draft a List of Prioritized Expenditures for TRT/TRCAA for CY23
 - Formally approve at October 11 Travel Council Board Meeting
- Process Change
 - Statute Change
 - County Commission has to formally review this list during the budget process
 - Likely in November
 - Internal, informal process
 - EDAB to Recommend a list for Economic Diversification Budget to TCAB
- What resources, information, etc. do the TCAB board members need for this process.



Brand
Planning
Process
Discussion
August 4, 2022



**THE
LOVE
BRAND
COMMUNICATIONS
PROCESS**

Branding (Defined)

Branding is the proactive attempt to live and communicate your brand promise to all your stakeholders and invite them to be part of it.

“Say what you believe.

Do what you believe.

You will attract people who believe.”

Overview

We use two main models to help develop the brand strategy and plan:

- The Love Brand Communications Process
- Simon Sinek's *The Golden Circle*

The Love Brand Communications Process



1. Market Analysis

Competition

What and who are they and what are their strengths and weaknesses?



Client (Moab)

What is true about us that is appealing to consumers and different from our competitors?

Consumers

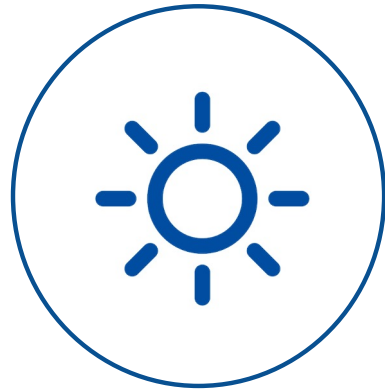
Who are they, what value do we provide them, and what does the engagement look like?

Example: Visitors

Sub-Optimal Travelers



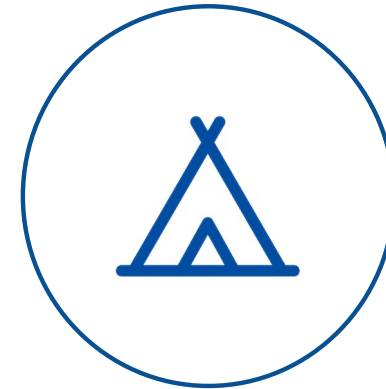
Young Urban
Enthusiasts



Sequestered
Summer Traveler



Shoulder-Season
Empty Nester



Middle-Aged
Camping Buff



Adventure-Driven
Planner

Optimal Travelers

Potentially Optimal

2. Brand Strategy - The Golden Circle

Why = The Purpose / The Vision

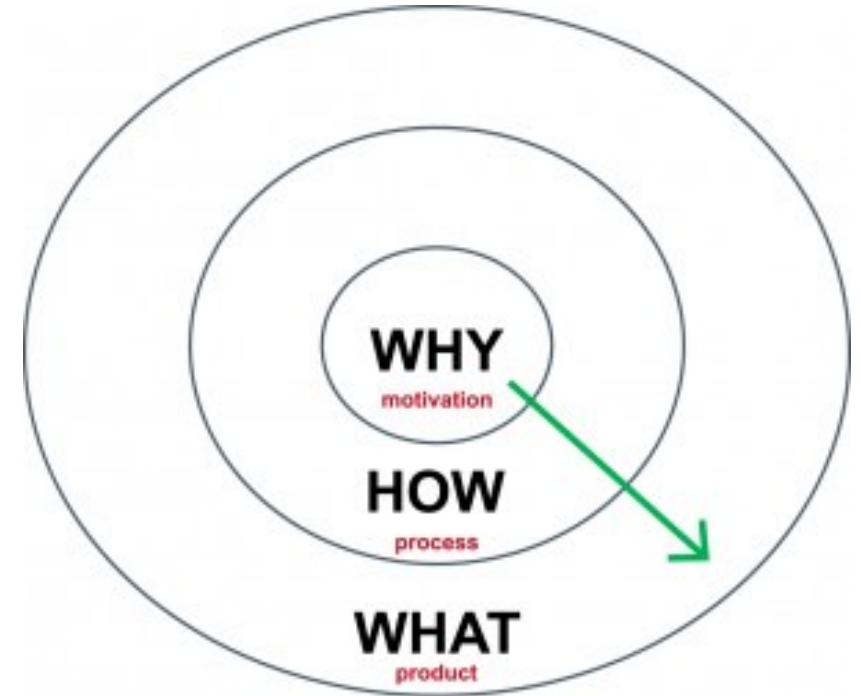
- What is your cause?
- What do you believe?

How = The Process / The Promise

- Specific actions taken to realize your Why
- Your unique offering and philosophy

What = The Result / The Goals

- What do you do?
- The result of Why



The Golden Circle. Simon Sinek

2. Brand Strategy - Platform

Purpose.

Why do you exist? What do you believe? What is your contribution to the world?

Position.

What is the desired perception we want people to have of our brand?

Promise.

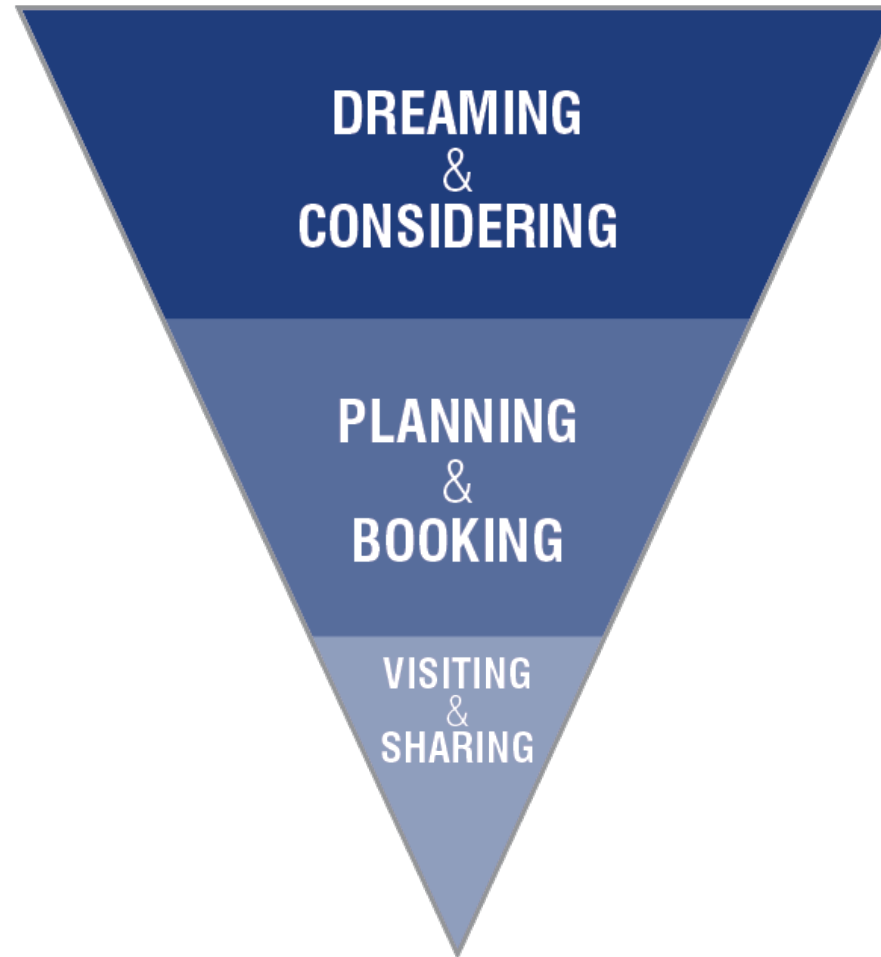
What is our *Promise of Value* that will establish that desired position?

Personality.

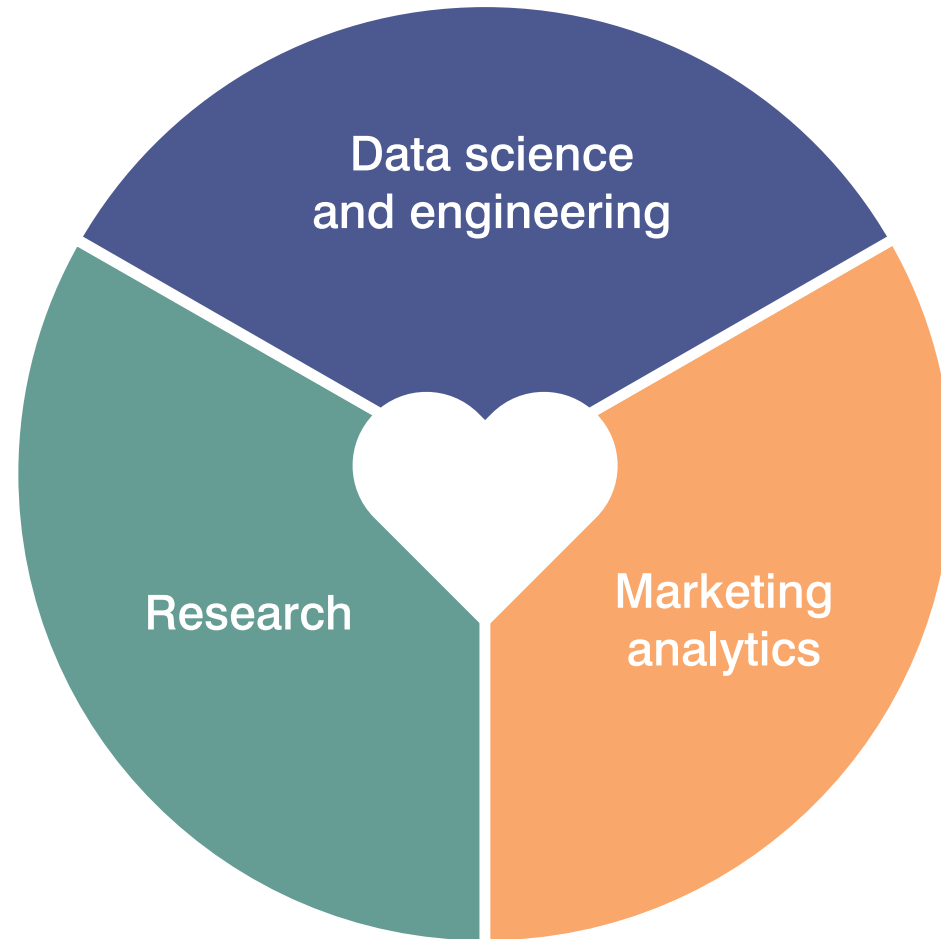
What are the appropriate personality attributes that will help us connect to our stakeholders?

3. Integrated Campaign

Develop and execute an integrated media campaign targeting locals, stakeholder, and visitors.



4. Measurement. True Data-Driven Decision Making



4. Measurement

Key Performance Indicators (KPIs):

- Visitation
- Demographics
- Revenue
- Web analytics
- Etc





THANK YOU!



Scope Proposal

Client: Moab Area Travel Council
Date: Tuesday, August 2nd, 2022
RE: Fall 2022 Creative: Fly-in and Drive market campaigns

Brief Overview:

Moab Area Travel Council will be launching two campaigns in fall 2022 to generate awareness and drive visitation to Moab as a vacation destination. One of those campaigns is geared to local/drive markets, seeking to attract short haul travelers in the fall months. The other campaign, using co-op grant funds from the Utah Office of Tourism, is planned to target key markets for fly-in service to Moab, launching this fall and continuing through early 2023.

Love will concept and execute creative units for both campaigns, utilizing existing brand guidelines and all visual assets (photos, videos, illustrations, etc.) that are owned by Moab Area Travel Council.

Anticipated services include

- Creative Direction
- Copywriting
- Art Direction
- Interactive Design
- Production design
- Studio Love Direction/Production
- Motion Graphics/Editing

Any production-related hard costs (e.g. new stock photography or stock video, new video shoot, illustrations) would be considered additional to this scope and estimated separately.

ESTIMATE

All agency services outlined above are time-based estimates and may vary as much as +/- 15%. Additional services requested after completion and delivery of this project will be billed at an hourly rate of \$165.

total \$20,000

AUTHORIZATION

Project: Fall 2022 Creative: Fly-in and Drive market campaigns

Start Date: August 3, 2022

Signatures below approve this Letter of Agreement.

This price does not include sales tax.

On the above project, and on all future work authorized either verbally or in writing, client agrees to render payment within 21 days after invoice date, whether invoices represent part or full billing of the authorized work. Client agrees to pay interest on all overdue accounts at the rate of 1.5% per month, after 30 days from invoice date, until paid in full and agrees to pay all costs and expenses, including a reasonable attorney's fee incurred in collecting past-due accounts. Client appoints Love Communications as it's agent to purchase any material that may be necessary to complete the work outlined above, and Love Communications accepts such appointment and acknowledges that its purchase of any such materials are on behalf of the client. When fully executed this Work Authorization will constitute a binding agreement for performance of the services described at the rate set forth herein.

Client Approval or Representative

Date