

ALTA CHAMBER AND VISITORS BUREAU

ALTA TOWN COUNCIL MEETING

APRIL 14, 2021



OUTLINE

- Strategic Transition Recap
- Report on ACVB Activities Year-to-Date
- Report on ACVB Financial Activity in FY 21
- Clarify FY 21 Funding Request to Town of Alta
- Discuss FY 22 Program Outline and Funding Request

Strategic Transition Recap

ACVB Board created an updated strategic plan in 2020:

- Not employing a coordinator
- Updated mission statement to *enhance* destination
- Partnership with A.C.E.
- Updated program of activities:
 - Destination marketing
 - Community-guided visitor information
 - Public art and arts events
 - Member services



Year-To-Date Marketing Initiatives

Website

- Worked with ACE to build pages on www.altacommunity.org for ACVB members
- Planning to decommission www.discoveralta.com post ski season

Social Media Campaigns

- #discoveralta, #humansofalta, etc.
 - #discoveralta reached 18,809 people, generated 1789 likes as of 4/7/2021

Advertising

- Open Snow and Ski Utah buys, March 2021
 - Over 170,000 impressions, strong click-through rates





EXPERIENCE ALTA

Alta has more to offer than you know! From arts and culture, hill-skiing, and back country adventures, birding and planting trees, to coffee shops and spas. Join our community to learn about the arts, history, and environment of Alta at a local event or grab a coffee & lunch to support our local businesses.

LOCAL EVENTS

- ALTA HISTORICAL SOCIETY EVENTS
- ARTS, CULTURE, & EDUCATIONAL EVENTS (ACE)
- FRIENDS OF ALTA EVENTS
- BIRDING ON SKIS
- SNOWSHOE WITH A NATURALIST
- ALTA SKI AREA EVENTS
- OUR LADY OF THE SNOWS

ADVENTURE



POWDERBIRDS



UTAH MOUNTAIN ADVENTURES



UTAH AVALANCHE CENTER

COFFEE SHOPS / DAY FOOD OPTIONS (WINTER 2020)

Alta has many day food options! All are our favorite, we suggest trying a new location each day. Please note this is a list of daytime dining options for winter 2020.

Alta Java:
Coffee (we love the Surin's coffee drink), specialty lemonade, fresh pastries, paninis, Daily, overnight and seasonal ski chock. Alibon Day Lodge, 8am-5pm, 7 days a week in the winter.

Base Camp Kitchen:
Grab-and-go homemade food with vegan and gluten free options. Amazing breakfast burritos & how about some Chili Cheese Fries? Yes, please! Wildcat Parking Lot, 8am-2pm, closed Tuesdays.

Cocoret Mercantile:
Homemade pastries, brioche, oatmeal, bannons. We suggest buying on of their homemade pepper sauces. Alibon Parking Lot, 7:30am-3:30pm, closed Tuesdays.

Goldminer's Daughter Slopeside Cafe:
Stop by for a quick Alta Bomb (PB&J & espresso), early morning coffee, or a mid-day burger or wrap. Goldminer's Daughter Patio, 7am - 5pm (or as needed), 7 days a week in the winter. You may also receive access to their indoor Cafe & Saloon with their day use room rentals. A great way to see Tractor and his famous pizza saloon.

Alta Ski Area Day Lodges:
Alibon Day Lodge: Family-friendly on-hill dining with spectacular mountain views, the perfect place to take the kids for cocoa before or after a ski lesson, with the sunniest deck in town.
Alti's: Family-friendly with indoor/outdoor seating options with beautiful views and has a great collection of antique skis on display courtesy of the Alf Engen Ski Museum. Newly renovated for 2020.

TRANSPORTATION



ALPINE TRANSPORTATION



ALTA SHUTTLE



CANYON TRANSPORTATION



STAY IN ALTA

Are you planning a visit to Alta? Our website aims to assist you in finding the right home. ACE members receive one request for alternative area support for each requesting. ACE users a white priority or enjoying a vacation rental system: connecting our guests, contacts, businesses, contacts, and providing the best. Many of our accommodations include ski lift, but not access to ski rentals to the slopes, ensuring your stay is stress-free.

- ALTA LODGE
- ALTA CONDOS
- ALTA CONDOS W/ SPA
- CONDOS & A COUNTRY HOUSE
- HOME CONDOS

BROWSE OPTIONS FOR YOUR STAY IN ALTA. EACH IMAGE CLICKS DIRECTLY TO THE LODGING SITE.

LODGES

Alta has four classes: ALTI, ALI and mountain lodges. Most offer beautiful views from your nightly stay, access to ski lift, and great food, but also, great, and fun options.



CABINS

Mountain lodges offer a cozy stay for your group. All lodges have beautiful views and a fireplace to warm you up after your day out. All are just a short walk or shuttle ride from the Ski Area.



PRIVATE HOMES & CHALETs

Stunning homes from to chalets, a private home offers a perfect stay for your group. All homes are just a short walk or shuttle ride from the Ski Area. Homes offer hot tubs, fireplaces, and game rooms.



CONDOMINIUMS

Condominiums offer a wonderful stay in Alta. All homes are just a short walk or shuttle ride from the Ski Area. All homes have beautiful views and some offer hot tubs, fireplaces, and game rooms.



Altacommunity.org page examples



ABOUT ALTA



ACE is happy to share and enhance the Alta experience with you. ACE aims to create a strong engaged community by bringing people who live work and play Little Cottonwood together to share and experience the arts, culture and education. In doing so we provide opportunities for community involvement, welcoming visitors, and stimulate, and support the local economy. Arts enhance the economy.

ABOUT THE TOWN OF ALTA

The [Town of Alta](#) is a small mountain community located at the head of Little Cottonwood Canyon in the Wasatch-Cache National Forest. The town itself ranges in elevation from 7,500 ft to 9,500 ft. above sea level and according to the 2010 Census, Alta's population is 383. The Town of Alta was officially incorporated in 1970 but its history ranges back into the 1800's. The first verified silver claim in Alta was staked in 1865, then Alta experienced a second mining boom in the early 1990's. In 1937 Mayor George Watson deeded 1800 acres of surface rights to the U.S. Forest Service for the development of a ski area. The first Collins Lift, America's second chairlift, was constructed in 1938 and Alta Ski Area opened. Alta Ski Area was one of the first ski areas to open in the United States, the 2nd in the Western Ski Region. The town,



1948 as one of the first ski lodges in the state of Utah. It was the first ski lodge in the town of Alta. Whether listening to local live music in the Peruvian Lodge or participating in ACE activities, or staying as a guest, the Peruvian Lodge is a great resource. The resources within the Peruvian have been limited to guests of our P-Dog bar patrons this season, and very much look forward to the end of this season." This year, Peruvian employee Frankie Antonangeli has been put up for sale. If interested, she can be contacted through Instagram. We are excited to bring the community together and providing comfortable lodging



More
altacommunity.org, FB
post, Open Snow
banner examples

Membership Activities

Member Events including outdoor gatherings at Snowpine Lodge, Alta Ski Area, Alta Java

Regular Communication to Members About COVID-19 Relief Opportunities

Dues collected from nearly all members as of 4/15

Some previous members have declined individual membership

- Homes have joined property management companies
- Businesses no longer operating in Alta or are simply declining to participate

Working on new membership



Board of Directors

Reviewed and updated bylaws

Moving toward more regular meeting schedule

Continuing to adjust to not having an ACVB employee

- Established arrangement with contract bookkeeper

In need of two new board members!



Year-to-date Financials

Revenue: \$18,705 in member dues (4/6/2021)

Expenses: \$25,544.29 (4/6/2021)

- \$12,500 Payment to ACE for website build, social media, arts and events
- \$7886 additional marketing expenses
- \$1575 Professional Fees
- \$1548 fees related to existing ACVB website/channels
- \$593 member events
- \$869 Ski Utah, Visit Salt Lake dues

Anticipated Additional Expenses: \$4000

Checking Account Balance: \$128,085.52 (4/6/2021)



FY 2021 Takeaways

20-21 ACVB program and budget impacts from COVID-19

- Uncertainly regarding availability of TOA contribution due to COVID-19 economic impacts on ski industry, Alta
- Early season ad campaigns, UOT grant application infeasible/undesirable
- Larger, public in-person events unsafe
- Have not executed public art projects within the new ACE/ACVB arrangement

Running ACVB without an employee is a work in progress

We're well positioned for 2022

Request to Town of Alta for FY 2021 Funding: \$0.00



FY 2022 Programs

Destination Marketing

- Utah Office of Tourism Cooperative Marketing Grant
- Focused digital ad-buys

Member Listings/Visitor Information

- Photo, video, social media and blog post content
- Member page updates, new pages

Public Art and Events

- Murals, bus stop art, highway barrier art, planter boxes, median
- Arts events partnering with local businesses including drive-in films, artists-in-residence, etc.

Member Services

- Host in-person member events with guest speakers, food and beverage
- Continue to provide COVID-19, economic assistance information

Administration

- Bookkeeper/CPA, legal fees, consulting/facilitation, dues and subscriptions, incidentals



Fiscal 2021-2022 Budget

Revenue: \$60,705

- Member Dues: \$18,705
- **Town of Alta Contribution: \$42,000**

Expenses: \$60,705

- Destination Marketing: \$16,100
- Member Listings/Visitor Information: \$12,000
- Public Art and Events: \$21,100
- Administration: \$7,928



THANK YOU!

ALTA CHAMBER AND
VISITORS BUREAU

