

ALTA CHAMBER AND VISITORS BUREAU

ALTA TOWN COUNCIL MEETING
DECEMBER 8, 2021



OUTLINE

- Report on ACVB Activities Year-to-Date
- Report on ACVB Financial Activity to date
- Funding Request

Strategic Transition Recap

ACVB continues to operate under a new strategic plan:

- Updated Mission Statement:

*To promote the Town of Alta and Little Cottonwood Canyon as world-class, year-around, mountain resort destinations; **to enhance the Alta experience for local residents, local businesses and destination visitors**; to function as a partnership between the Town of Alta and the Alta business community; to encourage a strong business alliance that will strengthen these businesses and be an advocate for the business community.*



Strategic Transition Recap

ACVB V.2:

- Still operating without a coordinator
- Board of Directors collaborating to plan and implement ACVB initiatives
- Partnership with ACE
- Contracting with individuals for key tasks



Destination Marketing: Utah Office of Tourism Cooperative Marketing Grant

- Funding %50 of a \$15,000 campaign, matched by ACVB funds
- “Time Well Spent” Campaign will promote authentic Alta experiences and showcase the Alta community to destination visitors during the shoulder seasons and summer
- Ad buys, social media, and other content placement targeting stays during early winter 2021, April 2022 and June 2022
- Measure ROI by comparing YOY lodging occupancy, lift tickets sold, available sales tax revenue data





Artwork by Vicky Merryman

TIME WELL SPENT

Time Well Spent: A perfect time to discover a quieter, more intimate Alta. Time Well Spent is an opportunity to experience Alta's natural mountain environment and community events filled with a relaxed vibe during our shoulder season. We hope you join us at a community experience or stay at one of our local charming ski lodges, cabins, townhomes, condos, or private ski homes. We aim to create an engaged community by bringing people together, welcoming visitors while supporting the local economy.



[WHY TIME WELL SPENT? INSIDERS GUIDE](#)

[STAY IN ALTA](#)

[APRES SKI](#)

[TIME WELL SPENT UPDATES](#)

TIME WELL SPENT OFFERS & EXPERIENCES

Alta is not just a ski area, many come for the skiing and stay for the community. Discover the community at these art, environment, culture, historical events during your stay.



10% OFF A FULL SKI TUNE AT THE DEEP POWDERHOUSE

Wed, Nov 10, 2021, 7:00 PM – Tue, Dec 21, 2021, 11:00 AM



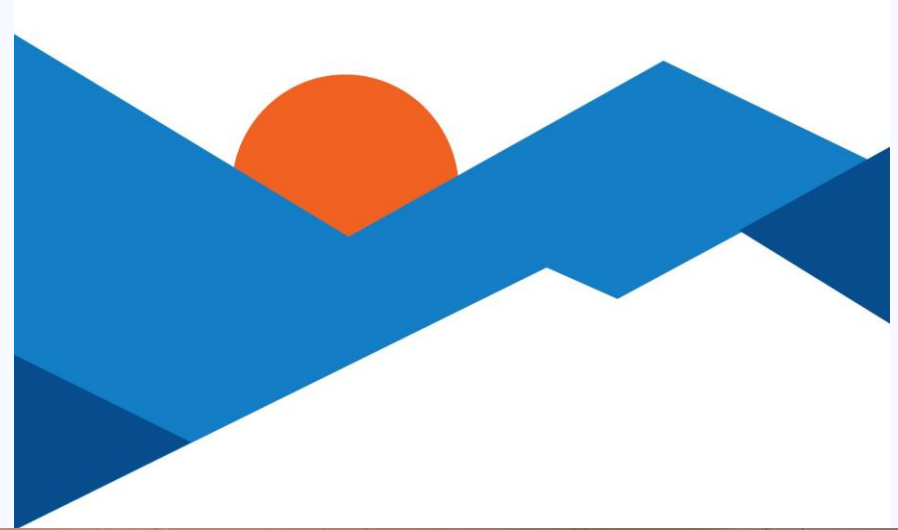
Time Well Spent Landing Page

Public Art and Events

Programming in collaboration with ACE

- Artist in Residence: Sohpia Hatzikos
 - Lodging at Snowpine, GMD, mixed media art reflecting on human relationship to Alta landscape
- Community Flag Project
 - Modeled on recent projects in SLC, Green River
 - Symbol of identity not linked to another organization
- Mural at Goldminers Daughter: Andrew Pollard





Public Art and Events

Membership Activities

Public Art and Placemaking Event at GMD

- Presentations by Sara Gibbs and Amy Macdonald of Brolly Arts

Snowpine Lodge Welcome to Winter Member Event

Board of Directors

- Seeking a member from a non-lodging business
- Current members: Rosie O'Grady (Alta Lodge), Brandon Ott (ASL), Connie Marshall (ex-officio), Sara Gibbs (ACE), Zack Coleman (GMD), Brent Hall (Snowpine), Chris Cawley (TOA)



Year-to-date Financials

ACVB Budget 2021-2022			
REVENUES		Projected 2021-2023	To Date-12/7/22
	Town of Alta Contribution	\$39,102.00	\$0.00
	Member Dues	\$21,000.00	\$895.00
	Utah Office of Tourism Grant	\$7,500.00	\$3,750.00
TOTAL REVENUES		\$67,602.00	\$4,645.00
EXPENSES			
Destination Marketing		Expenses	
	Total Destination Marketing	\$24,725.00	\$5,429.02
Member Listings/ Visitor Information		Expenses	
	Total ML/VI	\$9,752.00	\$1,831.77
Public Arts & Events		Expenses	
	Total Public Arts/Events	\$20,125.00	\$10,895.00
Membership Services		Expenses	
	Total Membership Services	\$4,500.00	\$1,290.02
Administration		Expenses	
	Total Admin	\$8,500.00	\$1,466.97
TOTAL EXPENSES		\$67,602.00	\$20,902.78
NET		\$0.00	-\$16,257.78
CASH ON HAND			\$116,723.87*



FY 2022 Outlook

Anticipated major expenses

- \$11K Time Well Spent campaign, \$6K additional advertising
- Up to \$6 for video/photo content, social boosts for member listings
- \$5000 for Public Art and Events programs: Artist in Residence, sponsorship of Dark Skies event and Feature Film during Alta in April/Time Well Spent
- Additional member events, admin including accounting, facilitation/consulting

Request to Town of Alta for FY 2022 Funding:

First installment of semi-annual TOA \$21,000 contributions



Whats Next?



EVEN A WILD CHILD RESPECTS MOTHER NATURE.

Summer won't last forever, but with your help, the spirit of Jackson Hole can.
Learn how you can help preserve the nature of this special place.



TRAVEL RESPONSIBLY

Make your trip to Jackson Hole make a difference.
Practice safe and sustainable tourism.

LEARN MORE »



DON'T WALK ALL OVER THE WILD

Take only photos, leave only footprints on marked trails. It can take the ecosystem 10 to 30 years to recover from off-trail hiking.

LEARN MORE »



SLEEP UNDER THE STARS AS LONG AS YOU'RE ON A SITE

Stay on designated campsites, douse your campfires, and leave no trace.

LEARN MORE »



THE WILDLIFE WERE HERE FIRST

Treat them with respect and give them space.
Stay 100 yards from bears and wolves and 25 yards from all other wildlife.

LEARN MORE »



GO WHEREVER THE PATH TAKES YOU

Stay on marked bike trails, maintain a safe speed, and use extra caution on mixed-use trails.

LEARN MORE »

TAKE MORE STEPS IN THE RIGHT DIRECTION.

<https://www.visitjacksonhole.com/sustainability>

THANK YOU!

ALTA CHAMBER AND
VISITORS BUREAU

