

# ALTA CHAMBER AND VISITORS BUREAU

ALTA TOWN COUNCIL MEETING  
JULY 13, 2022



# OUTLINE

- ACVB 21/22 Highlights
  - Marketing
  - Programming
  - Membership
  - Board Transition
- Year-end Profit & Loss
- Discuss FY 22/23 Programming and Budget

## MISSION STATEMENT

The Alta Chamber & Visitors Bureau (ACVB) promotes Alta and Little Cottonwood Canyon as a world-class, year-round, mountain resort destination, and seeks to enhance the Alta experience for locals and destination visitors. ACVB functions as a partnership between the public entity of the Town of Alta and the Alta business community.

## PROGRAM AREAS

- **Destination Marketing**
- **Community-Guided Visitor Information**
- **Member Services**
- **Public Art and Placemaking**
- **Relationship with A.C.E. to carry out certain programs**

## FY22/23 Board Officers

President: Brandon Ott – Marketing Director at Alta Ski Area

Vice President: Zack Coleman – General Manager at Goldminer's Daughter

Treasurer: Chris Cawley, Assistant Town Administrator at Town of Alta

Secretary: Connie Marshall, representing Our Lady of the Snows



# Membership Activities

Member Events with a focus on community building and networking:

- Early-winter and post-season events hosted at Snowpine lodge. Both events drew strong attendance.
- Mid-winter pre public ski around followed by coffee at Goldminer's Daughter.
- 21 current ACVB member businesses and local non-profits.
- ACVB remains committed to attracting new members.



## 21/22 Marketing Initiatives – Time Well Spent

### Campaign Goals

- Help visitors discover and connect with Alta during the quieter, non-peak times throughout our four seasons.
- Time Well Spent welcomed visitors while supporting the local economy.

### Dedicated Landing Page

- <https://altacommunity.org/time-well-spent>
- Curated events calendar

### Advertising

- OpenSnow and Ski Utah media buys: 57k users reached, 220k+ impressions, 1,845 direct clicks and 3,400+ pageviews.
- OpenSnow Custom Content
- E-Newsletter distribution





## DISCOVER ALTA TIME WELL SPENT

June is a perfect time to explore Alta, for that quieter, more intimate feel. An opportunity to experience Alta's natural mountain environment and community events filled with a relaxed vibe during our shoulder season. Throughout town we have many events happen from outdoor ballets, brunch, national trails day, to meet and greets with local chefs.

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

Discover Experiences this June during Time Well Spent



# Time Well Spent



## DISCOVER ALTA TIME WELL SPENT



### Discover Alta: Time Well Spent

A perfect time to discover a quieter, more intimate Alta. Discover the community at our local art, environment, culture, historical events during your stay.

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.

[LEARN MORE](#)

## DISCOVER ALTA TIME WELL SPENT



### Time Well Spent - Alta, Utah

Skiing is the heartbeat that pumps blood through the town of Alta. However, there is much more to Alta than just the ski experience. It's the intimate communion shared with the mountains, with nature, and the memories made in a community of passionate, like-minded people. Reading to find out more about Time Well Spent in Alta from Evan Thayer.

[Read More](#)

## News



By Evan Thayer, Forecaster  
Posted 7 months ago  
November 15, 2021

### Time Well Spent - Alta, Utah

*The following article was sponsored in partnership with our friends at the Alta Community Enrichment.*



When I imagine the perfect mountain escape, I do not see myself sitting in a modern, mass-constructed, pre-planned ski village surrounded by boutique shops and over-priced restaurants. Quite the opposite, in fact. I imagine myself getting away from consumerism – escaping to a place where the impetus is on making memories, feeding the soul, and finding the soul of skiing. I want to be in a place not just in the mountains, but of the mountains – where you can form an intimacy with both nature and community.

For me, there is no better place for that intimate mountain experience than Alta, Utah.



# 21/22 Visitor Info Initiatives – Social Media Campaigns

#DiscoverAlta #HumansofAlta

- #DiscoverAlta reached 38,836 people, generated 3,687 likes





# 21/22 Visitor Info Initiatives – Website

<https://altacommunity.org/about-alta>



[sign up for ace event emails here.](#)

 [about ace](#) [discover alta](#) [ace events](#) [opportunities](#) [ace blog](#) [donate](#)



# ABOUT ALTA



1. Powderbird  
2. Superior Point Condos  
3. Suporplum Townhouses  
4. Hellgate Condos  
5. Mount Superior  
6. The View Condos  
7. Suporplum Villages  
8. Blackjack Condos  
9. Powder Ridge  
10. Alta Peruvian Lodge  
11. Goldminer's Daughter  
12. Alta Lodge  
13. Alta's Rustler Lodge  
14. Snowpine Lodge  
15. Alta Children's Center  
16. Alta Java  
17. Our Lady of the Snows  
18. Town of Alta Building  
19. Shallow Short  
20. Photohaus  
21. ACE Office  
22. Post Office  
23. Alta Ski Area

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 in 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 enhancing 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, although small, has a Mayor, Town Council, Police Department, public one-room school, a post office, four non-profits, and a community center. Read more extensively on the history of Alta [here](#).

[stay in alta](#) [experience alta](#) [discover alta blog](#)

International Wilderness Inventory  
© 2012 by the University of Utah  
Alta Region  
Geographic Information

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## 21/22 Programs – Artist in Residence

Sophia Hatzikos:  
2021 Recipient



Ty Nathan Clark:  
2022 Recipient

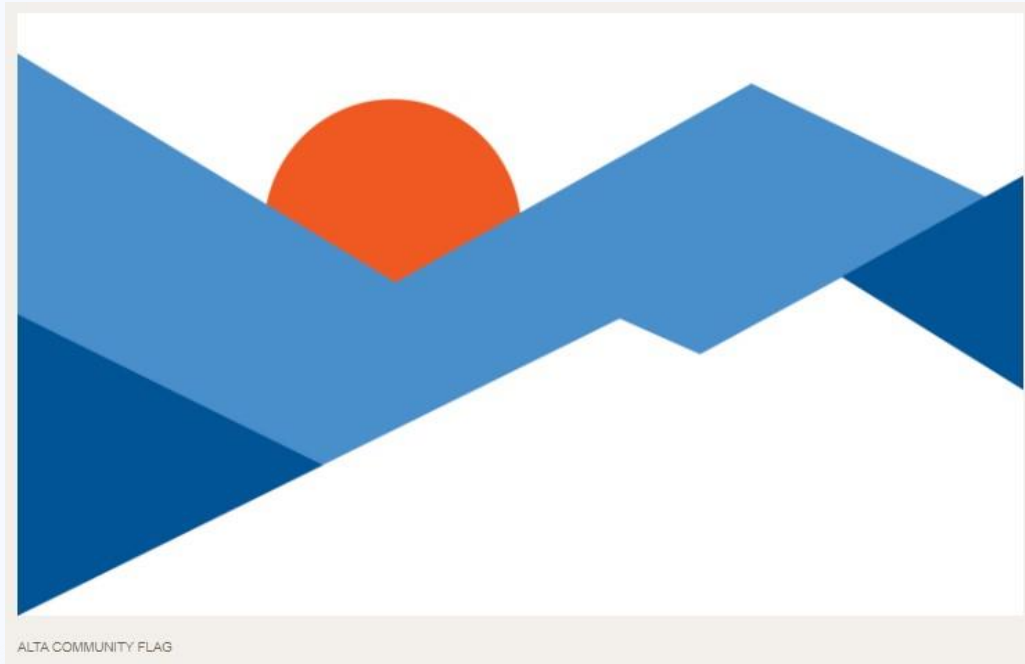




## 21/22 Community Events



## 21/22 Programs – Creative Placemaking



# Looking Forward 22/23 Programs

Time Well Spent Campaign

Alta Resort Shuttle Program

Recreate Responsibly

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, planter boxes, possible new locations for the Alta flag
- 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
- Provide educational and economic opportunities for member





## FY 21-22 Financials

Revenue: \$16,622 Member Dues (7/7/2022: \$3340 outstanding)  
\$3,750 Utah Office of Tourism Grant  
\$29,000 Town of Alta Contribution  
**\$49,372**

Expenses: \$6,740 Administration  
\$13,974 Destination Marketing  
\$9,295 Member Listings/Visitor Information  
\$4,375 Member Events  
\$18,542 Public Art and Events  
**\$52,928**

Checking Account Balance: **\$112,445.15** (7/7/2022)



## FY 22-23 Budget

Revenue: \$19,962 Member Dues

\$ \_\_\_\_\_ Utah Office of Tourism Grant

\$31,500 Town of Alta Contribution

**\$51,462**

Expenses: \$7,250 Administration

\$17,006 Destination Marketing

\$ \_\_\_\_\_ Alta Resort Shuttle

\$9,726 Member Listings/Visitor Information

\$4,375 Member Services/Events

\$12,075 Public Art and Events

**\$51,462**



# THANK YOU!

ALTA CHAMBER AND  
VISITORS BUREAU

