

ALTA CHAMBER AND VISITORS BUREAU

ALTA TOWN COUNCIL MEETING

APRIL 12, 2023



OUTLINE

- ACVB Recent History
- What's Working
- What's Not Working
- Board of Directors Exploring Dissolution or Dormancy

RECENT HISTORY

- Developed new strategic approach following pandemic budget cuts, loss of coordinator
- “enhance the Alta experience for locals and visitors”
- New programming including support for A.C.E. public art and placemaking programming
- ACVB board has operated organization since 2020

PROGRAM AREAS

- Destination Marketing
- Community-Guided Visitor Information
- Member Services
- Public Art and Placemaking

What Works

- 2x annual ACVB member events are well attended business community gatherings convened by a non-profit entity
- ACVB Support for Alta Resort/Town Shuttle Programs
 - Working with Visit Salt Lake to receive night shuttle contributions
 - Applying to Utah Office Tourism Grant to support shuttle (unsuccessful)
 - Facilitating contributions by local partners
 - Making one-time contributions to close funding gaps
- ACVB Relationship with A.C.E.
 - Provides ACVB initiatives local credibility and visibility
 - Enhances funding available for A.C.E. programs



What Doesn't Work

Persistent ACVB challenges of past and present:

- Board and member recruitment is challenging, static
- ACVB budget and program planning continues to underachieve
 - Routinely underspend budget, growing balance of funds on-hand
- Low return on investment for destination marketing initiatives
- Recent application to UOT grant for shuttle funding
 - Very time consuming, not successful
- Is ACVB a good use of public funds, member contributions?



Dissolution or Dormancy?

Board of Directors is exploring the possibility of dissolving ACVB

- Dormancy would require continued board activity, some overhead expenses
 - Will ACVB ever have enough resources to retain an employee?
- ACVB maintains \$84,000 checking account balance
 - Bylaws require assets to be transferred to another 501(c)6, but...
 - ACVB has not collected member dues or TOA contribution in FY 23
- Can we ensure successful elements live on?
 - Community gatherings, A.C.E. support
- Dissolution requires written consent of 2/3 of active ACVB members
 - Will discuss with membership at 4/18 member event



Request for Town Council Input

ACVB is a Town of Alta program

- TOA staff have served as Town's board representative for many years
- **Staff is seeking council input on the board's direction**
- ACVB Appears in the budget document as the Town's "Economic Development" department
- TOA contribution to ACVB was originally enabled by a sales tax increase in ~2005
- Contribution was \$84,000 plus additional \$5-\$10K for grant match, reduced to \$42,000 during pandemic, reduced to \$31,500 in FY 23
- Can ACVB operate the Resort Shuttle program?
- Yes, but would require additional overhead, board coordination, could still entail a lot of work for the Town



THANK YOU

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