



**Tourism Board of Director's Meeting**  
**Sunday, February 21, 2010**  
**Little America Hotel & Resort**  
**Cheyenne Room**  
**12:00 – 3:00 p.m.**

**Tourism Board Members Present:** Clay Miller, Dave Hanks, Gene Bryan, Renee Penton Jones, Kari Cooper, Dave Rader, Renée Middleton and Matt Driskill

**Tourism Board Members Absent:** Bruce Grosbety and Jim McCaleb

**Tourism Staff Members Present:** Diane Shober, Alan Dubberley, Anita Benton, Vicki Morris, Curtis Lund, Angi Harper, Lori Hogan and Kristin Phipps

**Guests Present:** Dave Moorehouse; Darren Brickel; John Ricks; Bill Schumacher; and David Yost, Barnhart, Inc.; Michael Darby, Irma Hotel; Suzanne Norton, Administration & Information, Construction Management; Joey Carrasquillo, AndersonMasonDale Architects; Greg Curtin, Civic Resource Group; Greg Hadden, Weaver; Heather Falk, Jackson Hole Chamber of Commerce; Jeanne Bryan, Visitor; Denise Miller, Strategic Marketing and Research, Inc.; Mary Silvernell, Campbell County Convention & Visitor Bureau; Nolene Wright, Campbell County Convention & Visitor Bureau Board; Hank Todd, Hank Todd Solutions Group

- I. Chairman, Clay Miller, called the meeting to order at 12:00 p.m. Clay introduced and welcomed Renée Middleton as the newest Wyoming Tourism Board member. Governor Freudenthal appointed Renée to fill the vacated at-large seat by Jim McCaleb and her three-year term begins March 1, 2010. Renée is the Vice President of Marketing for Taco John's International.
- II. The meeting minutes from January 6, 2010 were presented for approval. Dave Hanks motioned to approve the minutes as presented, Dave Rader seconded; the motion passed unanimously.
- III. Contracts:
  - A. Action Required:
    - i. Reichert Films, LLC – the Film Industry Financial Incentive (FIFI) sub-committee has reviewed the application from Reichert and has recommended approval at the full 15% rebate. *One Mountain* is the story of Hunter Wood and Dan Petrus and their efforts to ski and climb one of the biggest and

most dangerous mountains in America – the Grand Teton of Wyoming. The sub-committee approved up to \$45,000 reimbursement and the contract is set to expire December 31, 2010. In accordance with the FIFI guidelines, the Tourism Board must approve all FIFI applications, regardless of the dollar amount. Motion was made by Renee Penton Jones to approve this contract as presented, Gene Bryan seconded; the motion passed unanimously.

- ii. Hank Todd Solutions – this contract is a result of RFP 1072-T. The purpose of this contract is for the contractor to design, facilitate, develop and produce a Wyoming Tourism Master Plan, 2010-2020 for Wyoming’s tourism industry. This contract shall not exceed \$110,000 and is set to expire February 28, 2011. Motion was made by Gene Bryan to accept this contract as presented, Matt Driskill seconded; the motion passed unanimously.

B. Information Only:

- i. U.S. Forest Service – Sign Workshops – the purpose of this contract is for the contractor to conduct two (2) sign workshops to assist those applying for interpretive exhibit grants. This contract shall not exceed \$2,695 and is set to expire March 30, 2010.
- ii. Cheyenne Frontier Days (CFD) – the purpose of this contract is for Tourism to provide financial support for a Wyoming Travel and Tourism Co-op Research Program. This investment will help CFD refine its targeting strategy and marketing messages with the end result of attracting more visitors to the state’s premier western event. The amount agreed upon is a 50-50 match split between CFD and Tourism. The total research is \$60,000 and Tourism is committed to match a maximum of \$30,000. This contract is set to expire June 30, 2011.
- iii. Bighorn National Forest – the purpose of this amendment is to extend the expiration date until June 30, 2011. The Tourism Board originally approved this contract on October 13, 2008. The purpose of the contract is for Tourism to provide financial support for fabrication/production of exhibit panels and exhibit bases for new interpretive and kiosk exhibits for the Shell Fall Wayside project. The original contract was approved in the amount of \$32,000 and was originally set to expire June 30, 2010. The contractor only expended \$15,000 of the approved funds, therefore, presented a second phase of their proposal, which was approved by Leslie Kedelty. No additional funds are needed to complete the second phase, just additional time.

IV. Director’s Report:

- A. SE Wyoming Welcome Center – Joey Carrasquillo, Principal, with AndersonMasonDale Architects reviewed the model studies depicting site organization strategies for the new SE Wyoming Welcome Center as presented to State of Wyoming Construction Management, Travel and Tourism and members of Wyoming Department of Transportation (WYDOT) on January 26, 2010, during a project progress meeting. The architects are working to conform to and utilize the natural landforms as opposed to working with a flat surface.

The building is formed by a series of load bearing and retaining walls that extend out from the landform. The main entry is aligned with the historic road axis and is located on the second level. All public spaces, rest area, welcome center and the contact station, are located adjacent to the second level entry. Offices and storage are provided on a mezzanine level and on the first level. The Board and staff are pleased with the presentation and progress of the plan. The contractor will continue to provide updates to the Board.

- B. NE Wyoming Welcome Center – Diane Shober reviewed the progress of the NE Wyoming Welcome Center with the Board. The center is on schedule for completion by the July 4<sup>th</sup> weekend, 2010. The existing Sundance Information Center is scheduled to open for the upcoming summer tourism season and the location will move to the new center upon completion. The Black Hills Institute made a replica of Kelsey the Triceratops, which was found in the area, and has offered it to the center. To date the project is under the allocated \$10 million budget.
- C. Cowboy Marketing Program – Diane Shober addressed the Board and explained this program has never had a dedicated budget line item and has always been funded through various remaining program funds throughout the Tourism budget. When directed to reduce operating budget by 10%, this program no longer had a funding source. However, the Board asked for reconsideration to retain the program, as it is an asset to Wyoming. Senator John Schiffer and Representative Pete Illoway are proposing mirror budget amendment of \$261,900 to fund this program. If this budget line item is approved it will be for 2011 and 2012, as the funds for 2010 are already in place. Motion was made by Gene Bryan to move forward with this program as presented, Dave Rader seconded; the motion passed unanimously.
- D. Research – Denise Miller, Strategic Marketing Research, Inc. (SMARI) – Denise Miller reported the following findings on the 2009 Research Summary:
- Overnight Visitor Profile:
- A small increase in visitation to the state recorded 7.33 million overnight visitors.
  - Negative attitudes were more evident earlier in the year; however, an increase in travel was seen in the third and fourth quarters.
  - Colorado and Utah were both down slightly as an origin for overnight visitors but are both still a major source of travel to Wyoming, while California showed the largest increase, up 5.8% from 2008.
  - People likely chose Wyoming as a vacation destination because it is an affordable option.
  - Trip planning time has shortened - 58% of visitors planned trips within a two-month period, which increased from 53% in 2008. SMARI's national research recommends that people are: moving back toward longer trip time frames; waiting until last minute to book in order to get the best deals; and Tourism's advertising strategy should take advantage of this planning cycle.

- Usage of the Internet continues to grow reaching 77% in 2009, while usage of traditional sources such as 800 numbers continues to decline.
- Destination of Trip research shows Wyoming is the main destination for half of all marketable trips, which increased slightly from 2008, suggesting that Wyoming advertising should promote reasons to spend more nights in the state.
- Trip Specifics show the length of trips are shorter, averaging 2.7 nights; travel parties are smaller, and fewer include children, recommending the need for multi-night itineraries on website and content that highlights activities for children.
- While Yellowstone and Grand Teton National Parks remain the state's top attractors, Marketable Trips average 3.8 destinations, despite shorter trips: 61% visited one region, 25% visited two, while only 14% visited three or more regions, resulting in the need to give visitors reasons to visit more of the state's attractions.
- The most important trip motivators are state or national parks, while historical sites, museums and shopping are popular, but are not travel motivators.
- Trip expenditures were down 31% this year, averaging \$99 per person/per day.
- Overall ratings of trip experiences were down slightly during 2009 and are thought to be a result of a negative consumer mindset; however, new visitors are more likely to return, building future visitation.

#### Advertising Effectiveness:

- 2009 brought expanded target markets: investing in Chicago billboards, delivering new print executions to all markets, as well as new television ads promoting shorter trip ideas in the Denver and Salt Lake City markets.
- Expanded Media Buys resulted in extremely high levels of awareness in target markets. Core and Investment markets, using the same creative, remained the same or showed a slight increase. Denver and Salt Lake City, using new TV creative, showed a slight decline in awareness. Chicago performed surprisingly well for a new market. Overall awareness remained unchanged, with far more households aware of Wyoming's campaign, lowering the cost to reach aware households.
- Incremental Travel accounts for 1.6%, with Chicago generating the most trips followed by Core and Investment. Advertising generates multiple trips from a single household, adding 16,000 trips. Total incremental trip count is 179,409, down from 2008, which recorded 239,572 trips.

- Travelers who were aware of Wyoming Tourism advertising spent more in Wyoming because of longer trips and engagement in more activities.
- Economic Impact of the Advertising - Return on Investment (ROI) was highest in the Chicago market, but was similar for Core and Investment markets. Research shows: fewer influenced trips in 2009, but differences in types of trips increased visitor spending; fewer short trips from the Denver and Salt Lake City markets; remaining trips were longer and more family-orientated, resulting in higher trip expenditures; Wyoming realized \$32 for every \$1 paid in media.
- Conclusion - While travel decreased nationally, Wyoming saw an increase in visitation, even though trips were shorter and expenditures were less. A recommended goal is to find ways to encourage longer trips and more activities. While Denver and Salt Lake City are still very important, other western markets such as California and Texas may offer opportunities. National parks remain key motivators, and outdoor activities proved more important this year. More new visitors indicate they are very likely to return. Advertising generated 179,000 trips, representing \$160 million in economic impact, ROI of \$32 and tax ROI of \$1.30. Chicago remains a key to success and should be included in future efforts.

Diane Shoher added the Preliminary Impacts of Travel on Wyoming's Economy. Research as provided by Dean Runyan and Associates shows that travel spending decreased by 10.4% in current dollars. However, when adjusted for inflation, spending decreased by just 1.9%; in other words, lower prices, largely in terms of room rates and gasoline prices, was the major factor for lower travel spending. Travel-generated earnings and employment also decreased by 1.3% and 1.8% respectively; however, these decreases were less than for the larger Wyoming economy. Combined local and state tax revenues generated by travel decreased by 1.9%. State sales tax revenues generated by travel were down just 0.4%. Compared to statewide gross sales tax revenues, which were down by 17%, travel-generated tax receipts held relatively firm.

- E. Ad Agency update – Barnhart, Inc. – The Barnhart staff presented an overview of the past and upcoming campaigns. A sample of the Madden newspaper insert, which is scheduled to run on the 18<sup>th</sup> of April and the 16<sup>th</sup> of May, was shown to the Board, staff and guests. A sample of the summer direct mail campaign was also shown, and John Ricks explained that this approach has been successful because so many agencies have stopped “snail-mail.” Samples of the online advertisement, page overlays, sidewalk-chalk paintings, and building-scapes were also previewed. The Vice Chairman, Dave Hanks, asked how diversity would be addressed in future advertisement. Bill Schumacher advised that ethnic research is being conducted which will assist with cable advertising. Wyoming wants to send the message that everyone is welcome in this great state!

- V. Board Nominating Committee Report – Kari Cooper, Matt Driskill and Renee Penton Jones assisted in the search for the newest Board member, Renée Middleton. Seven applications were received at the Governor’s office. Governor Freudenthal’s recommendations will be forwarded to the Senate for confirmation.
- VI. NEPA – Gene Bryan reported that Winter Use public scoping period is open until March 30, 2010 and a public meeting is scheduled for March 15, 2010 at Cheyenne’s Little America Hotel from 6:30 – 8:30 p.m.; the decision as to whether to list the sage grouse as threatened or endangered should come from the U.S. Fish and Wildlife Service early this year; there are currently three supplemental Environmental Impact Studies (EIS) issues up for review on three uranium projects; wind tax proposal looks like it will pass in the legislature; the wolf issue is still in court as to who should manage them; air quality studies from Pinedale are still being discussed; Arizona, New Mexico and Utah are closing state parks by the number due to budget pressure reaffirming how fortunate Wyoming is!
- VII. Public Comments – there were no public comments.
- VIII. Old Business – Dave Hanks presented information on the High Desert Interpretive Center, which is scheduled for construction by the Western Wyoming Community College. Dave requested assistance from the Tourism Board for support of this project. Motion was made by Dave Rader to support this project as presented, Matt Driskill seconded; the motion passed unanimously.
- IX. Executive Session – there was no need for Executive Session this meeting.
- X. Adjourn – Renee Penton Jones moved and Matt Driskill seconded the meeting adjourn at 3:13 p.m.