

COMMISSIONERS' MINUTES – DAVIS COUNTY

WORK SESSION MINUTES

June 9, 2020

The Board of Davis County Commissioners met for a Work Session at 2:45 p.m. on June 9, 2020, in room 306 of the Davis County Administration Building, 61 South Main Street, Farmington, Utah. Notice of this meeting was given under the requirements of UCA § 52-4-202.

ATTENDEES Davis County Commissioners in attendance: Lorene Miner Kamalu, Chair; Bob J Stevenson, Vice-Chair; and Randy B. Elliott.

Davis County Staff in attendance: Jessica Merrill, Tourism Division Director; Kristal Blessett, Legacy Events Center Events Coordinator; Shairise Bills, Deputy Clerk/Auditor; Neal Geddes, Chief Civil Deputy Attorney; Curtis Koch, Clerk/Auditor; and Kent Andersen, Community and Economic Development Director.

Members of the public in attendance were Tal Harry, Richter 7 CEO; Tara Severson, Richter 7 Vice President of Account Services; and Marcia Winn, Richter 7.

AGENDA AS POSTED **2:45 p.m. Jessica Merrill, Davis County Tourism; Tal Harry, Richter 7 CEO; Tara Severson, Richter 7 Vice President of Account Services; presenting: Tourism Marketing Research Study Findings and Remodel Strategy**

DISCLAIMER The meeting was an open dialogue. Critical points in the discussion have only been briefly summarized. The reader may refer to the audio recording and the publicly distributed materials for further clarification of content. Timestamps have been noted in the minutes to aid in locating points of discussion in the audio record. The audio recording for this meeting is available based upon the County's current retention schedule.

All documents from this meeting are on file in the Davis County (DC) Clerk/Auditor's office.

The meeting commenced at 2:47 p.m.

WORK SESSION DISCUSSION **Tourism Marketing Research Study Findings and Remodel Strategy—Presented by Jessica Merrill, Tal Harry, and Tara Severson (Minute 01:14)**

Jessica said several months ago, they kicked-off a research study of tourism consisting of in-person and online surveys. Richter 7 evaluated the survey and presented their findings and discussed strategies for remodeling the Davis County brand.

The goals of the research project were explained and included identifying key drivers and barriers of leisure travel and measuring the current awareness and attitudes towards Davis County as an overnight tourism destination. The methodology consisted of a general population study and a stakeholder study. The research considered that both surveys were fielded before the full impact of COVID-19, and undoubtedly, attitudes toward travel have changed. However, the insights are highly relevant and will guide the core Davis County brand and transitional marketing plans.

The general population, or gen pop, study looked at general travel patterns, the perception of Davis County as a travel destination, and the attitudes and opinions towards specific attractions and events. The Stakeholder study examined views and perceptions as a primary tourist destination, of particular locations and attractions, and specific Davis County-sponsored events.

The gen pop study revealed things like 54.8% of people agreed, to some degree, that Davis County offers more of what they are looking for in an overnight leisure vacation. Outdoor recreations were said to be of great interest, if traveling, by 54.8% polled. Restaurant Week with special menus and discounts and the fairs were motivating factors to 72.8% of people when deciding whether to visit Davis County.

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The stakeholder studies showed, in 1:1 interviews, Davis County Tourism and Events motivate more prospects to visit the county, stay overnight, and stay longer; thus, they spend more money. Most people did not agree that Davis County is a primary destination for overnight tourism and could not compete with Salt Lake City. Many believed there were significant opportunities to market to Hill Air Force Base, given the volume of overnight business travel and transient military staff and families. Some of Davis County's greatest strengths were said to be the countless options of things to do, amazing and beautiful outdoor recreation, perfect for families, and proximity to Salt Lake City and the airport. The County's weaknesses were found to be a lack of a unique or singular downtown or urban core, lack of brand awareness and understanding, and a perceived lack of nightlife. In addition, it was said that Davis County looks like a collection of national brands or chains, not locally owned, iconic places that reinforce the lack of differentiation. Davis County also lacked cohesion and participation among members, and their competitors are seen as established, primary options while Davis County is viewed as a bedroom community.

The recommendations are to build a more relevant brand position. The county lacks awareness, but more importantly, an identity. The County's current motto is Eat. Stay. Play. It was suggested to double-down on "play" as it is unique and ownable and to focus on active adults with an emphasis on households with children. Until the brand is more established, it is suggested not to spend money on marketing campaigns to fly-in markets and focus on selling the idea of "playing" in the best playground in Northern Utah. Also, it makes sense to promote specific events that will likely drive overnight stays. For greater budget efficiencies, Davis County should look to supplement, not compete, with the marketing efforts of Utah Office of Tourism. Instead, find ways to behaviorally target visitors already planning a trip to other parts of Northern Utah, the Davis Conference Center, and the Legacy Events Center.

Richter 7 explained its brand positioning model. There were two brand options given. The first was Davis County invites you to come out and enjoy northern Utah's ultimate playground, or Davis County is the capital of Northern Utah (fun). The second option was Escape to Davis County, a place where people of all ages can rediscover the innocent joy of being a kid whose days are filled with nothing but endless fun. *(See Attachments A1-A83)*

NEXT STEPS A full research report will be provided by Richter 7 to the Commissioners within the next couple of days. The Commission will decide on which of the two options they would like to focus on the brand.

**MEETING
ADJOURNED** The meeting adjourned at 3:57 p.m.

**MATERIALS
PRESENTED** All publicly distributed materials associated with this meeting are noted as the following attachments:
A1- A83 Davis County Research Study on Tourism and Remodel Strategy

Minutes prepared by:
Shairise Bills
Deputy Clerk/Auditor

Minutes approved on: 06/30/2020

/s/ Curtis Koch
Curtis Koch
Davis County Clerk/Auditor

/s/ Lorene Miner Kamalu
Lorene Miner Kamalu
Commission Chair