



# **Visit Salt Lake and SMG (Salt Palace & Mountain America Expo Center)**

2021 Proposed Budget Presentation  
Salt Lake County

Presented  
November 17, 2020

# Salt Palace Convention Center & Mountain America Expo Center Revenue Projection Strategy

## *General Assumptions*

- ❖ *Venue Occupancy Limited to 3000*
  - ❖ *Since Adjusted to: two concurrent events – 500 ppl each*
- ❖ *Social Distancing requirements in effect*
  - ❖ *Space booked at least at 36 sf/person*
  - ❖ *Meeting room sets - 6' apart in all dimensions*
- ❖ *Masks Required in interactions*
- ❖ *Consumer Confidence for safety of in person events is low*

## *Return to Normal?*

- ❖ *2022*
- ❖ *2021 should improve at MAEC quickly if a vaccine can be secured and widely distributed*
- ❖ *Even with a vaccine in hand, the SPCC will struggle in 2021 due to slow recovery of consumer confidence in airlines, hotels, restaurant environments*

## *Assumption for a Return to Normal*

- ❖ *VACCINE and wide adoption of it*

## *Operational Changes, Experiences, and our Network*

- ❖ *SMG's Venue Shield Program. Released Corporate-Wide-July 2021*
  - ❖ *Restore Consumer confidence*
  - ❖ *Environmental hygiene*
  - ❖ *Customer Journey*
  - ❖ *Workforce*
  - ❖ *Technology & Equipment*
  - ❖ *Public Awareness*

- ❖ *Open since July 2020*

# Calvin L. Rampton Salt Palace Convention Center

## Core Mission:

*The Salt Palace Convention Center serves as an economic magnet for visitor and convention spending in Utah.*

## *2021 Budget Overview*

SPCC	2021 Proposed County Funding	2021 FTE Total
	\$7,273,391	0

## New Initiatives:

- ❖ *Operating Budget Adjustment: (\$569,381). Reduction in funding from June 2020 budget adjustment. Forecast of positive revenues over June 2020 budget adjustment.*
- ❖ *Energy Savings Technical Correction: (\$278,426)*



# Mountain America Exposition Center

## Core Mission:

*The Mountain America Expo Center provides cultural and economic benefits to the community through the hosting of local and national events and meetings.*

## *2021 Budget Overview*

<b>MAEC</b>	<b>2021 Proposed County Funding</b>	<b>2021 FTE Total</b>
	\$1,475,647	0

## New Initiatives:

- ❖ *2021 Operating Budget Adjustment : \$1,005,022. Increase in County funding due to COVID-19 related revenue shortfalls.*
- ❖ *Energy Management Savings Projects: (\$41,990)*
- ❖ *Important Note: Mountain America Expo Center Naming Rights Revenue to General Fund 2021: \$381,341*



# Visit Salt Lake

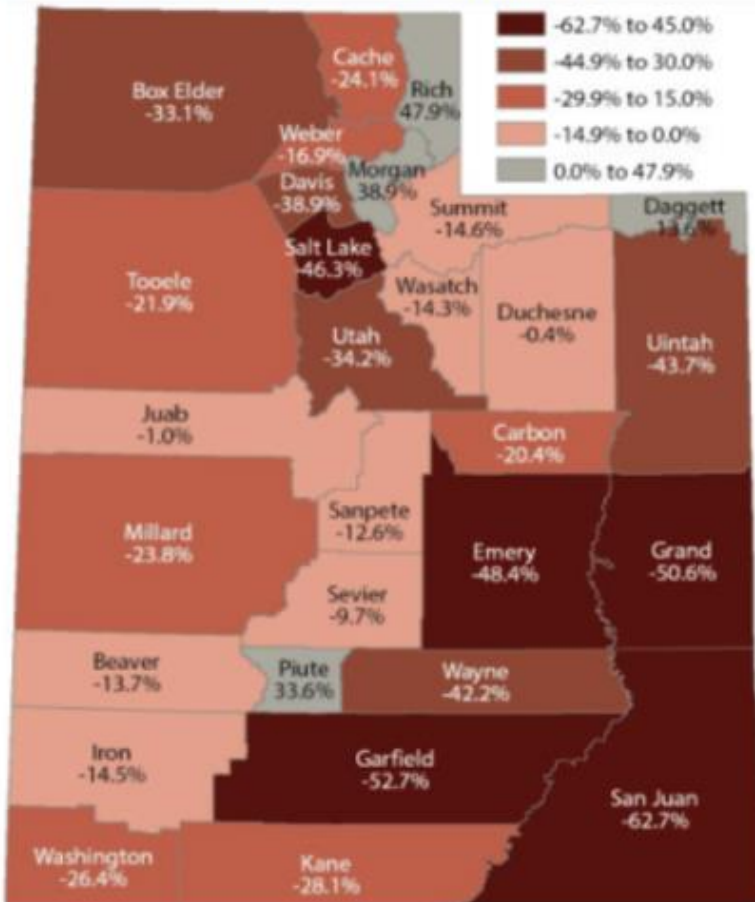
## VISITOR ECONOMY: Before, During & After COVID-19

Before	During	After
819,660 rooms booked in 2019	56 meeting/convention cancellations estimating \$383,551,106 loss in economic impact	586,554 room nights booked (to date) for future years: ❖ 170,439 for 2021 ❖ 305,229 for 2022-2030
133,000 tourism-related jobs in SLC	Significant loss in employment	Hyatt Regency Salt Lake City (opening 2022)



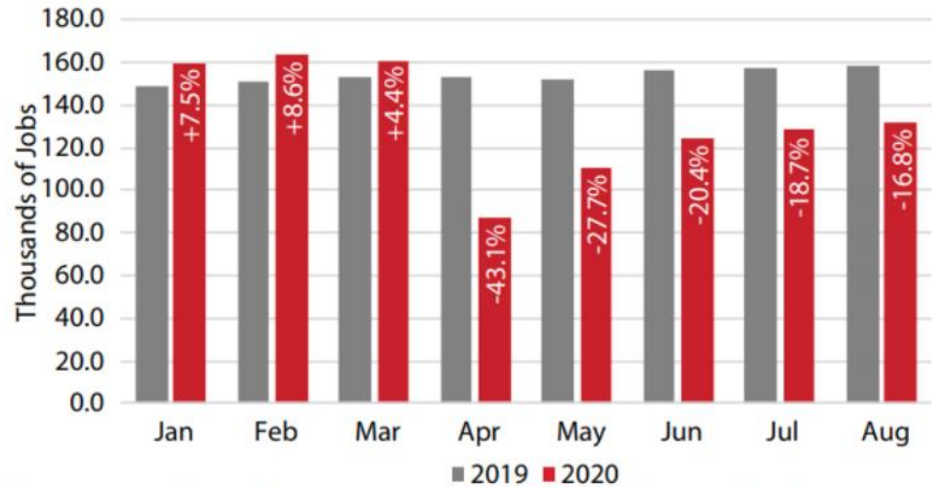
# Visit Salt Lake

**Figure 6: YOY Change in County TRT, Jan.-Aug. 2020**



Source: Kem C. Gardner Policy Institute analysis of Utah State Tax Commission data

**Figure 3: Utah Leisure and Hospitality Employment, 2019–2020**



Source: Kem C. Gardner Policy Institute analysis of Bureau of Labor Statistics data



# Visitor Promotion Contract - VSL

## Core Mission:

- ❖ *Visit Salt Lake expands economic vitality through visitor spending in Salt Lake County.*
- ❖ *Visit Salt Lake generates positive messaging about Salt Lake County as a premier travel, tourism and meeting destination.*
- ❖ *Visit Salt Lake impacts Salt Lake County's economy by bringing new money into Salt Lake County that improves businesses and both supports and creates jobs in the hospitality industry.*

## **2021 Budget Overview**

<b>VSL</b>	<b>2021 Proposed County Funding</b>	<b>2021 FTE Total</b>
	\$9,884,426	0



# Visit Salt Lake

## PROGRAM BUDGETS

	2019 BUDGET	ADJUSTED 2020 BUDGET	PROPOSED 2021 BUDGET
<b>Sales &amp; Marketing Programs</b>	\$7,342,384	\$4,981,499	\$5,263,404
<b>Salaries &amp; Benefits</b> supported by TRT	\$4,364,255	\$3,590,272	\$4,171,022
<b>Ski City Ticketing &amp; Marketing</b> supported by TRCC	\$450,000	\$450,000	\$450,000
<b>TOTAL PUBLIC SECTOR BUDGET</b>	<b>\$12,156,639</b>	<b>\$9,021,771</b>	<b>\$9,884,426</b>
<i>Percentage change over prior years</i>	16%	-26%	10%
<b>Additional Sales &amp; Marketing Programs</b>			
UOT: CO-OP & Meet In Utah	\$275,000	\$1,425,000	\$275,000
Salt Lake County GBAC STAR Facility Accreditation		\$198,000	
Governors Office of Economic Development		\$150,000	
VSL Private Sector Funds and Programs	\$459,809	\$166,000	\$706,000
<b>TOTAL SALES &amp; MARKETING BUDGET</b>	<b>\$12,891,448</b>	<b>\$10,960,771</b>	<b>\$10,865,426</b>
<i>Percentage change over prior years</i>	15%	-15%	-1%





# TRT - Visitor Promotion Fund Contributions

1055 - Utah Sports Commission, \$50,000

1056 - Utah Restaurant Association - restaurant promotion,  
\$10,000

1057 – Sundance, \$50,000

1058 - Visit Salt Lake - Tour of Utah, \$20,000

1059 - VSL/SLCC Hospitality Scholarship Program, \$350,000

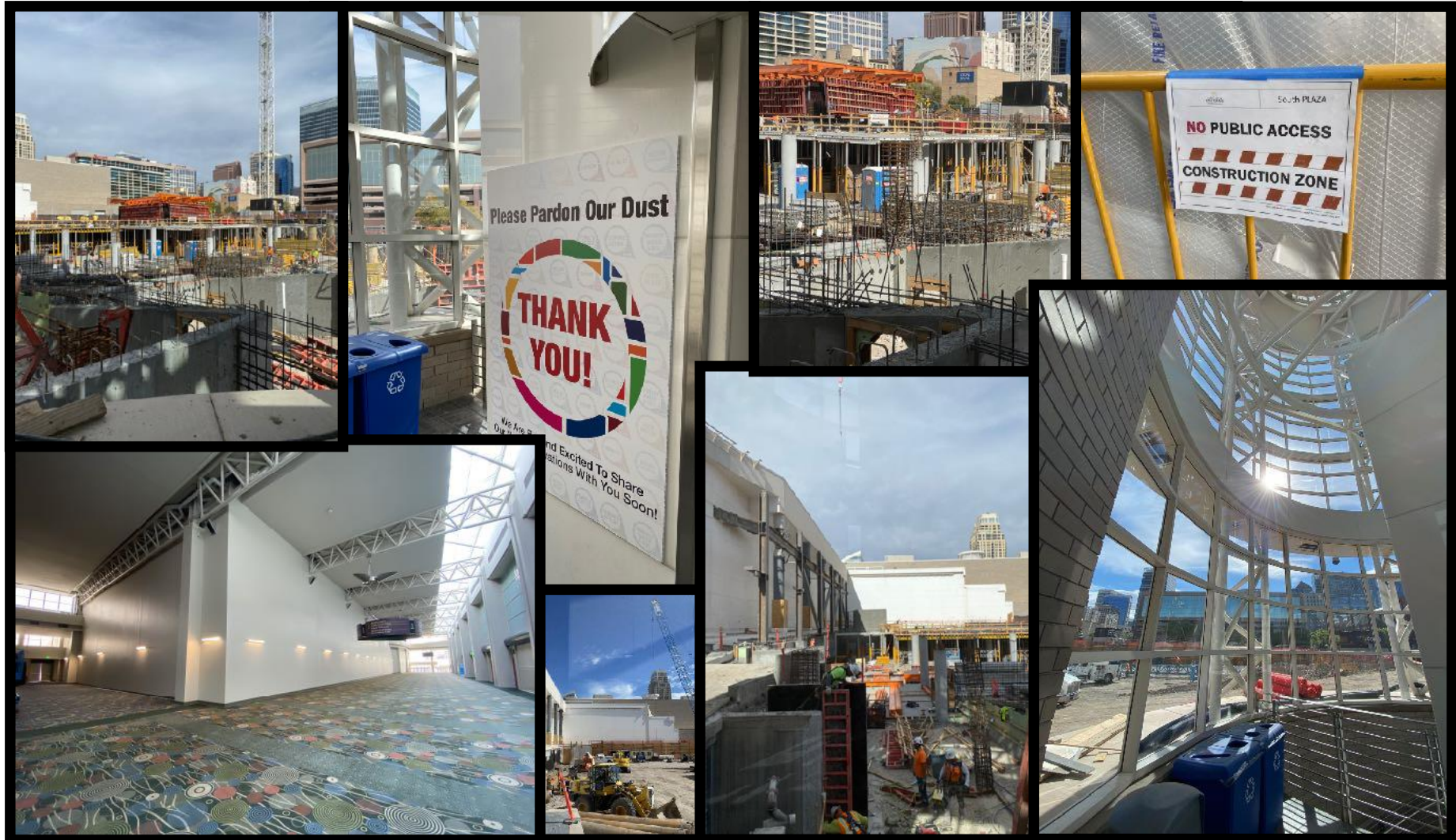
1060 - Alta Web-Site Rebuild, \$35,000



**THANK YOU!**



# SPCC- CONVENTION CENTER HOTEL CONSTRUCTION





# Visit Salt Lake

HYATT REGENCY SALT LAKE “Big Pour”



<https://youtu.be/xVqqCf9-e3g>