



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

2022 Proposed Budget Presentation
Salt Lake County

Presented
November 9, 2021

Where does
the Salt
Palace/MAEC
and Visit Salt
Lake live in our
organizational
chart?

Deputy Mayor of County Services (CAO) – Erin Litvack
Associate Deputy Mayor: Kimberly Barnett

Office of Convention & Visitor Services

Salt Palace Convention Center: Dan Hayes, SMG*

Mountain America Expo Center: Dan Hayes, SMG*

Convention/Visitor Sales & Marketing: Kaitlin Eskelson, VSL*

Office of Criminal Justice Initiatives

Director: Jojo Liu

Office of Programs & Partnerships

Director: Katherine Fife

-Continuum of Care

-SLV Coalition to End Homelessness

Dept. Community Services

Director: Holly Yocom/Assoc Director: Robin Chalhoub

-Arts & Culture/Eccles Theater Matt Castillo

-Zoo, Arts & Parks Kirsten Darrington

-Clark Planetarium Lindsie Smith

-Parks & Recreation/Golf Martin Jensen

-Equestrian Park* Dan Hayes

-Libraries Jim Cooper

-Children's Museum*Kathleen Bodenlos

Dept. Human Services

Director: Karen Crompton/Assoc Director: Beth Graham

-Health Department Dr. Angela Dunn

-Aging & Adult Services Paul Leggett

-Youth Services Carolyn Hansen

-Criminal Justice Serv Kele Griffone

-Behavioral Health Serv Tim Whalen

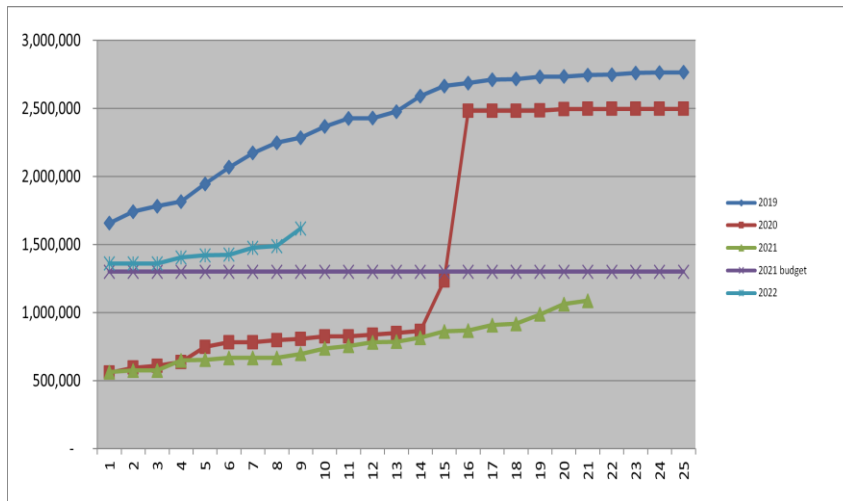
-USU Extension Serv*Andree Walker

-Indigent Defense* Rich Mauro

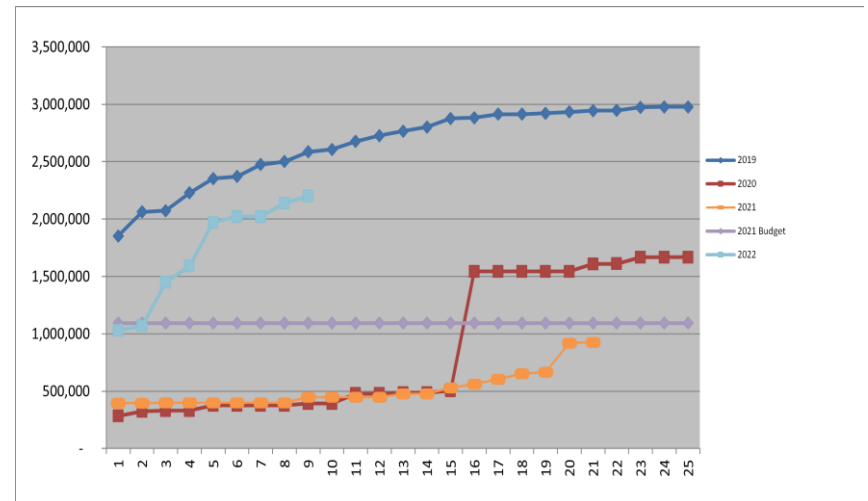


Salt Palace Convention Center & Mountain America Expo Center 2022 Statistics

MAEC Booking Pace 2022



SPCC Booking Pace 2022



- 2022 booking pace (business booked in 2021 for 2022 and future years) is showing a positive trajectory at both venues and the lines relative placement to 2019 activity.
- You can see the impacts of the hospital (MAEC) and the medical warehouse (SPCC) in year 2020.
- General COVID impacts to the industry in 2020 and 2021 regarding their lines relative position to other years.



SPCC and MAEC

Outcomes and Indicators

SPCC Outcomes & Indicators

O&I	2021 Target	2022 Target
Event #	32	80
Event REV	\$4.9M	\$8.6M
Attendance	260,000	671,000

MAEC Outcomes & Indicators

O&I	2021 Target	2022 Target
Event #	100	100
Event REV	\$2.4M	\$3.6M
Attendance	445,000	600,000



SPCC and MAEC Capital Projects

SPCC Top 5

- **Fire and Security Panel Remodel/Replacement \$650K:** This project is to update the necessary control panel that operates the safety and fire systems.
- **Major Technology Upgrade \$3.5M:** This project request funds to upgrade and replace the systems responsible for creating the internet and wireless internet environment.
- **Drift Eliminators – Main Cooling Tower \$90K:** This project would repair the cooling tower to prevent water from blowing off the rooftop structure.
- **Upgrade Parking Garage Elevators \$500K:** This project would upgrade the mechanical components of these elevators that have proven unreliable over the past year.
- **Concourse Carpet \$1.55M:** Project request funding to replace the carpet in the main concourse. The carpet is past its life expectancy.

MAEC Top 3

- **Fire and Security Panel Remodel/Replacement \$270K:** This project is to update the necessary control panel that operates the safety and fire systems.
- **Card Access System \$360K:** This project requests to change the door keyway system to a card access system. We believe this system will improve customer satisfaction and access to the venue. Look to eventually bring a similar system to SPCC in the future.
- **Cooling Tower Media Fill Pack \$155K:** This project request to replace the fill pack in the cooling towers at the venue. This is a normal capital maintenance process. Replacing this fill pack occurs every 10 years and greatly improves the efficiency of the cooling systems due to calcification of water in the fill pack.

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.

2022 Budget Overview

SPCC	2022 Proposed County Funding	2022 FTE Total
	\$5.9 M	0

New Initiatives:

- ❖ *Operating Budget Reduction: (\$1,235,000). Reduction in funding from 2021 base budget. Forecast in improving revenues in 2022 with smaller increasing expenses. Revenue forecasts are result of improved confidence expected from attendees in traveling. These forecasts are tempered however as the delta variant is causing new concerns in the industry. Expense increase forecasts are due to staffing increases in both number and wage.*



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.

2022 Budget Overview

MAEC	2022 Proposed County Funding	2022 FTE Total
	\$739K	0

New Initiatives:

❖ *2022 Operating Budget Reduction : (\$694K). The Mountain America Expo Center (MAEC) is forecasting a revenue and smaller expense increase in 2022. These increases are planned to reduce the operating subsidy from the 2021 base budget. The revenue increases are due to the live events industry nationally beginning to recover from what we hope is the worst of COVID-19 impacts. Revenue forecasting at the MAEC remains tempered as the COVID-19 delta variant is giving pause to the industry’s short-term projections.*



Visit Salt Lake

VISITOR ECONOMY: Before, During & Recovery

Before (2019)	During (2020)	Recovery (2021 & Beyond)
819,660 rooms booked in 2019	56 meeting/convention cancellations estimating \$383,551,106 loss in economic impact. 721,172 rooms booked in 2020.	690,000 projected room nights booked 2021 ❖ <i>790,000 Target room nights booked for 2022</i>
133,000 tourism-related jobs in SLCo	Significant loss in employment	Hyatt Regency Salt Lake City <i>(opening Fall 2022)</i>



Visit Salt Lake

Overview - Custom Forecast - Salt Lake County

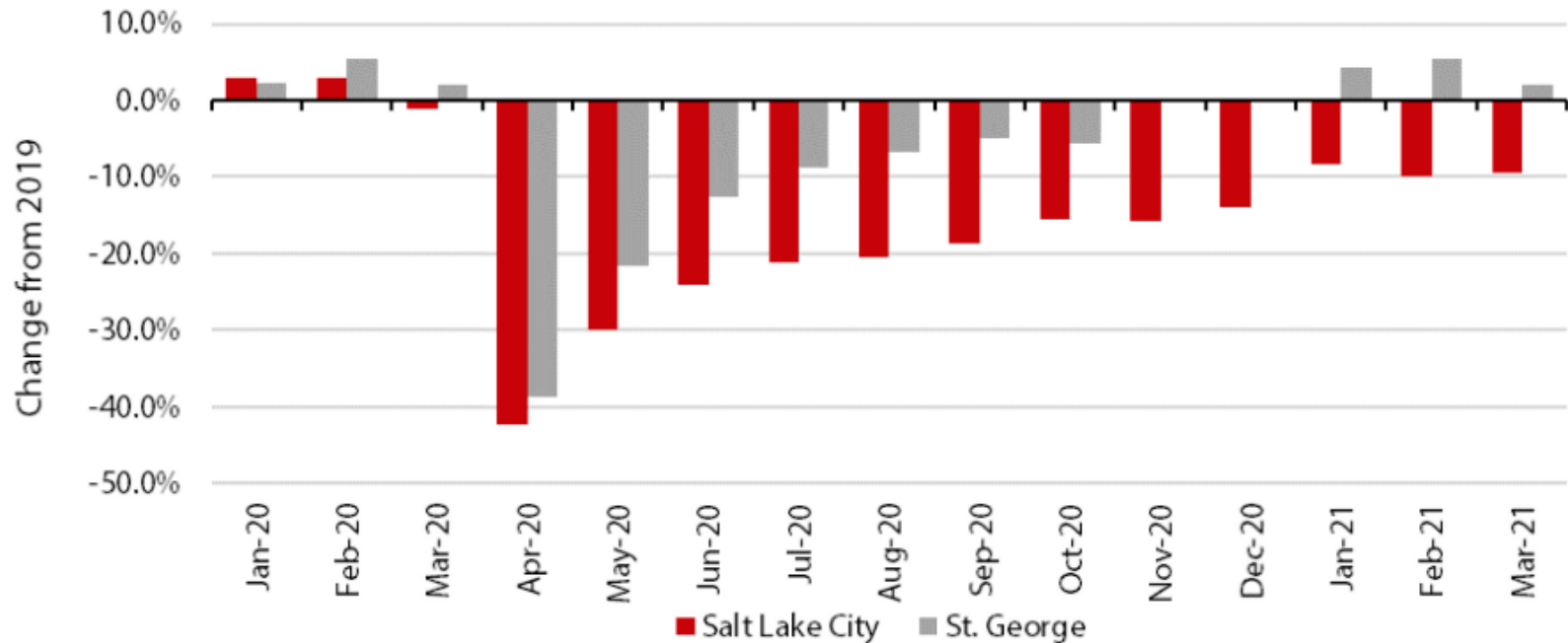
Annual Performance	Year	Occupancy			ADR			RevPAR		
		%	% Change		\$	% Change		\$	% Change	
Actual	2016	69.4	-0.3	▼	107.26	2.3	▲	74.47	1.9	▲
	2017	72.0	3.7	▲	113.33	5.7	▲	81.62	9.6	▲
	2018	71.0	-1.5	▼	114.99	1.5	▲	81.60	0.0	▼
	2019	69.5	-2.1	▼	115.29	0.3	▲	80.13	-1.8	▼
	2020	45.2	-35.0	▼	88.79	-23.0	▼	40.13	-49.9	▼
Forecast	2021	62.7	38.7	▲	102.87	15.9	▲	64.48	60.7	▲
	2022	67.3	7.3	▲	116.16	12.9	▲	78.15	21.2	▲

Source: STR Forecast - August 2021



Visit Salt Lake

Figure 3: Change in Leisure & Hospitality Employment from 2019, January 2020–March 2021



Source: Kem C. Gardner Policy Institute analysis of U.S. 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.*

2022 Budget Overview

VSL	2022 Proposed County Funding	2022 FTE Total
	\$12,787,056	0



Visit Salt Lake

PROGRAM BUDGETS

	2020 ACTUAL	2021 BUDGET ESTIMATE	PROPOSED 2022 BUDGET
Sales & Marketing Programs	\$4,981,499	\$5,085,074	\$6,954,648
Salaries & Benefits supported by TRT	\$3,590,272	\$4,484,513	\$5,228,552
Ski City Ticketing & Marketing supported by TRCC	\$450,000	\$450,000	\$450,000
TOTAL PUBLIC SECTOR BUDGET	\$9,021,771	\$10,019,587	\$12,633,199
<i>Percentage change over prior years</i>	-19%	10%	26%
Additional Sales & Marketing Programs			
UOT: CO-OP & Meet In Utah		\$925,000	\$275,000
Use/(Deposit) of County Reserves	\$465,000	(\$609,000)	(\$43,000)
Salt Lake County Overhead	(\$275,000)	(\$164,000)	(\$164,000)
Workforce Services		\$475,000	
VSL Private Sector Funds and Programs	\$542,000	\$135,000	
TOTAL SALES & MARKETING BUDGET	\$9,753,771	\$10,781,587	\$12,701,199
<i>Percentage change over prior years</i>	-10%	11%	18%



Industry Impact...

- **TOTAL VISITOR ECONOMY:** \$10.1 billion
- **SALT LAKE COUNTY VISITOR SPENDING:** 46% of the total statewide amount (including transportation)
- **HOUSEHOLD TAX RELIEF:** \$1,238
- **TOURISM JOBS:** Nearly 35,000 direct jobs and another 13,000 indirect jobs for a total of 48,000 jobs



TRT - Visitor Promotion Fund Contributions

- Visit Salt Lake/Salt Lake Community College Scholarships - \$350,000
- Sundance - \$150,000
- Sports Commission - \$100,000
- Tour of Utah - \$40,000
- Utah Restaurant Assoc. - \$25,000



THANK YOU!