

# SALT LAKE:

Good Design Is  
Good Business!

VISIT SALT LAKE

Annual Report  
2013





IN PARTNERSHIP WITH



# VISIT SALT LAKE 2013 ANNUAL REPORT

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## VISIT SALT LAKE MISSION

To improve the area economy by attracting and providing support to conventions, leisure travelers, and visitors to Salt Lake County.

## 2013 ANNUAL REPORT

*Letter from the Chair and President:*

*Dear Visit Salt Lake Partners,*

With a nod to the design practices of the fashion world and in reference to Visit Salt Lake's 2013 efforts, the year represented one of our most stylish, eschewing the latest trends, fads and crazes. That said, we invite you to take a front row seat as we look back on the products and practices we used to define Salt Lake. Please note the following re-cap of our design process is also on display in the Member section of our website, which we encourage you to view and share.



The design team of VSL brought together the time-tested look and feel of what works in the marketing and selling of a destination while at the same time embracing and weaving into its efforts a touch of

modern practices, culminating in Visit Salt Lake's "signature line." VSL's Fashion Merchandisers (sales team) procured rave reviews and accolades in the majority of its design criteria (performance measures), including its overall room night bookings.

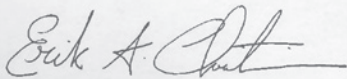
Truly standing the test of time, VSL's Production Team (Partner Development) has weathered multiple years and fashions,

and remains an intrepid group of enterprising individuals despite the immense changes made in our marketing efforts and that of our finished product. No other department has had to adapt to VSL's new model of information dissemination more than Partner Development, and they have done it with aplomb.

Year in and year out, VSL's Display Designers (Services) continue to pattern and shape the expectations of buyers (convention planners and attendees), ensuring Salt Lake remains in vogue and chic, while the Design Team (Marketing) remains avant-garde, employing the latest concepts, designs and techniques to creatively brand our destination. Its enterprising endeavors included a substantial increase in website traffic and page views and, much like the fashionable retro style of late, its efforts saw the resurgence of Ski Salt Lake Super Pass sales.

Finally, this year's "signature line" could not have made such headlines nor enjoyed such runway success without the synergy and collaborative efforts of Salt Lake's new fashion icon, Mayor Ben McAdams, and his administration, and that of our ever-supportive volunteer Board of Trustees. Together, their direction allows Visit Salt Lake to remain not only modern and stylish, but cutting edge.

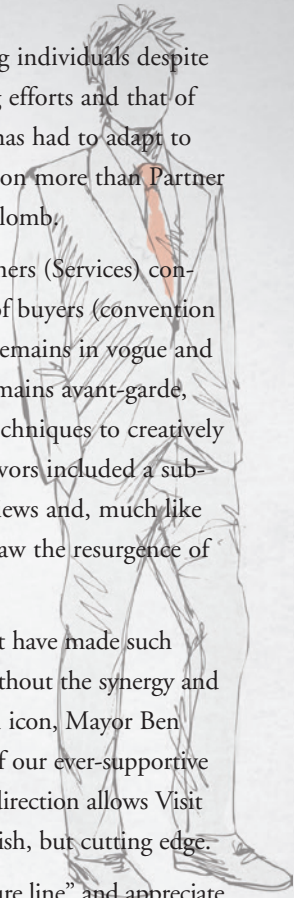
We're proud of our 2013 "Different by Nature line" and appreciate the fact that its success relied on the creativity and style of every fabric of our community—every form, shape, cut and look played a critical role, as did that of every one of you, our members and partners.



**Erik Christiansen**  
Fashion Mogul/Chair



**Scott Beck**  
Fashion Magnate/  
President & CEO





## 2013 Executive Committee Members

### CHAIRMAN OF THE BOARD

**Erik Christiansen**  
PARSONS BEHLE & LATIMER

### PAST CHAIR

**Carlene Walker**  
COMMUNITY ADVOCATE

### CHAIR-ELECT

**Kevin Bruder**  
MAVERIK CENTER & UTAH  
GRIZZLIES

### SECRETARY

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SALT LAKE MARRIOTT CITY  
CENTER

**Arlyn Bradshaw**  
SALT LAKE COUNTY COUNCIL

**Dee Brewer**  
CITY CREEK CENTER

**Mary Crafts-Homer**  
CULINARY CRAFTS / THE TASTING  
ROOM

**Scott George**  
WOODBURY CORPORATION

**Keith Griffall**  
WESTERN LEISURE

**Karen Hale**  
SALT LAKE CITY CORPORATION

**Joe Lambert**  
SQUATTERS PUB BREWERY

**Erin Litvack**  
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COMMUNITY SERVICES

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SALT LAKE CITY MARRIOTT  
DOWNTOWN AT CITY CREEK

**Connie Marshall**  
ALTA SKI AREA

**Alan Rindlisbacher**  
THE LAYTON COMPANIES

**Taylor Vriens**  
MODERN EXPOSITION SERVICES

## 2013 Ex Officio Members

**Mayor Ben McAdams**  
MAYOR OF SALT LAKE COUNTY

**Mayor Ralph Becker**  
MAYOR OF SALT LAKE CITY

**Mayor Tom Dolan**  
MAYOR OF SANDY CITY

**Lane Beattie**  
SALT LAKE CHAMBER

**Scott Beck**  
VISIT SALT LAKE

**Nathan Rafferty**  
UTAH SKI & SNOWBOARD  
ASSOCIATION

**Melva Sine**  
UTAH RESTAURANT ASSOCIATION

**Gerald "Chip" G. Smith, Jr.**  
LDS CHURCH VISITOR ACTIVITIES

**Vicki Varela**  
UTAH OFFICE OF TOURISM

**Jeff Edwards**  
ECONOMIC DEVELOPMENT CORP. OF UTAH

**Barbara Gann**  
SALT LAKE CITY DEPT. OF AIRPORTS

**Dan Hayes**  
SALT PALACE CONVENTION CENTER  
SOUTH TOWNE EXPO CENTER

**Jordan Garn**  
UTAH HOTEL & LODGING ASSOCIATION

**Jason Mathis**  
DOWNTOWN ALLIANCE

## 2013 Board of Trustees

**A. Scott Anderson**  
ZIONS FIRST NATIONAL BANK

**Alan Anderson**  
CHAMBER WEST

**Jeffrey Berke**  
GARFIELD/TRAUBSWISHER DEVELOPMENT

**Dr. Cynthia Bioteau**  
SALT LAKE COMMUNITY COLLEGE

**Karen Boe**  
BOE MARKETING

**Dennis Copyak**  
LE BUS

**Christopher L. Corroon**  
WASATCH MARKETING ASSOCIATES

**The Reverend France Davis**  
CALVARY BAPTIST CHURCH

**David DeSeelhorst**  
SOLITUDE MOUNTAIN RESORT

**Judge Lee Dever,**  
THIRD JUDICIAL DISTRICT COURT

**Bruce Fery**  
GRAND AMERICA HOTELS & RESORTS

**Rochelle Fraser**  
THE GATEWAY

**William G. Gibbs**  
ATTORNEY AT LAW

**Mike Grass**  
INTREPID GROUP

**Tom Guinney**  
GASTRONOMY, INC.

**Diana Kirk**  
ZIONS BANK

**Steve Lewis**  
LEWIS STAGES & TOURS

**T.G. Bud Mahas**  
BUD MAHAS CONSTRUCTION

**Dr. Kelly K. Matthews**  
ECONOMIC CONSULTANT

**Peter Nardelli**  
ENTERPRISE RENT-A-CAR

**James Roberts**  
REDIRECT RELATIONSHIP MARKETING

**Steve Romney**  
CITY CREEK CENTER

**Brett Rydalch**  
DELTA AIR LINES

**Lawrence R. Scott**  
LEGACY HOSPITALITY GROUP, LLC

**Brent Shingleton**  
TEMPLE SQUARE HOSPITALITY

**Nathan D. Thomas**  
JONES, WALDO, HOLBROOK &  
MCDONOUGH

**Mikel Trapp**  
TRIO RESTAURANT GROUP

**Maxine Turner**  
CUISINE UNLIMITED CATERING &  
SPECIAL EVENTS

**Neil Wilkinson**  
TEMPLE SQUARE HOSPITALITY

**Laura Winkler**  
RED LION HOTEL SALT LAKE

**Bryan Borreson**  
THE HOTEL BAR & NIGHTCLUB

## 2013 Board of Trustees (continued)

**Fred Boutwell**  
GASTRONOMY (COTTONWOOD)

**Ed Box**  
LITTLE AMERICA HOTEL

**Debbie Brown**  
HOSPITALITY WEST

**Amy Coady**  
SQUATTERS PUB BREWERY

**Craig Dinsmore**  
UTAH'S HOGLE ZOO

**Nick Duerksen**  
SANDY CITY

**Zeke Dumke, III**  
WESTERN STATES MANAGEMENT CORPORATION

**Donald K. Dunn**  
FUEL FREEDOM FOUNDATION

**Spencer Eccles**  
GOV. OFFICE ON ECONOMIC DEVELOPMENT

**Sharon Hayes**  
SHILO INN

**Vanessa Hill**  
TEXAS DE BRAZIL CHURRASCARIA

**Meghan Holbrook**  
ZIONS FIRST NATIONAL BANK

**Larry Jackstien**  
MARKETING HOSPITALITY ASSOCIATES

**P. David Jensen**  
INNOVISION PROPERTY GROUP

**Carolyn Nichols**  
UTAH ATTORNEY GENERAL'S OFFICE

**Senator Wayne Niederhauser**  
UTAH STATE SENATE

**Jim Olson**  
THE UTAH JAZZ

**Jeff Protzman**  
HILTON SALT LAKE CITY CENTER

**Chris Redgrave**  
ZIONS BANK

**Joe Snarr**  
MARRIOTT UNIVERSITY PARK HOTEL

**Dave Spatafore**  
CAPSTONE STRATEGIES

**Bob Springmeyer, Jr.**  
BONNEVILLE RESEARCH

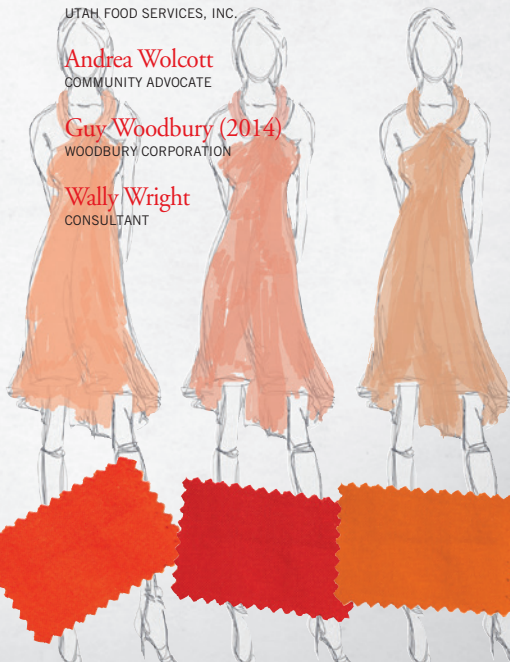
**Jan Stambro**  
U OF U BUREAU OF ECONOMIC AND BUSINESS RESEARCH

**Robert Sullivan**  
UTAH FOOD SERVICES, INC.

**Andrea Wolcott**  
COMMUNITY ADVOCATE

**Guy Woodbury (2014)**  
WOODBURY CORPORATION

**Wally Wright**  
CONSULTANT





# TREASURER'S REPORT

## FUNDING SOURCES

Salt Lake County provides approximately half of Visit Salt Lake's (VSL) total revenues through a Visitor and Promotion Management Agreement to promote conventions and tourism. Empowered by the state legislature, the County levies a 4.25% Transient Room Tax (TRT) on room rentals in Salt Lake County and a portion of the proceeds from that tax (about 45% of total TRT) is awarded by the County to fund VSL's Public Sector sales and marketing efforts.



## SALT LAKE COUNTY COUNCIL 2012-13

### BACK, FROM LEFT:

RICHARD SNELGROVE, STEVE DEBRY, DAVID WILDE, SAM GRANATO, JIM BRADLEY

### FRONT, FROM LEFT:

MAX BURDICK, MICHAEL JENSEN, ARLYN BRADSHAW, RANDY HORIUCHI

VSL's Ski Salt Lake Super Pass marketing and multi-resort ticket program for the four Salt Lake County Resorts—Alta,

## TREASURER'S REPORT

Brighton, Snowbird and Solitude—receives an additional \$450,000 from a one-half percent Tourism Transient Room Tax on County hotels.

Each year, VSL prepares its Comprehensive Marketing Plan (CMP) and budget for the upcoming calendar year. The budget for the CMP is based on a projection of TRT collections developed by VSL in concert with the County. Generally, VSL expenditures are targeted to match anticipated collections.

When TRT collections exceed expenditures, the excess is carried over into the County's Visitor Development and Promotion Fund to be available for future years. Transactional revenues from the Ski Salt Lake ticketing program accounts for 25% of VSL's gross revenues, and VSL's Private Sector generates the other 25% through membership dues, convention and leisure reservation services, gift shop merchandise sales and marketing partnerships. Special grants for various projects and in-kind contributions from VSL's members enable VSL to leverage and extend its sales and marketing budget.



**BEN McADAMS**  
MAYOR, SALT LAKE COUNTY

# TREASURER'S REPORT

## PUBLIC SECTOR SUMMARY BUDGET

Program Budget	2012	2013	2014
Administration	\$532,579	\$664,324	\$665,084
Sales	\$1,376,195	\$1,858,000	\$1,686,300
Services	\$292,500	\$311,350	\$561,150
Marketing	\$1,671,409	\$1,729,445	\$1,771,900
<b>Total Public Sector Programs</b>	<b>\$3,872,683</b>	<b>\$4,563,119</b>	<b>\$4,684,434</b>
<i>% change over prior year</i>	<i>18%</i>	<i>18%</i>	<i>3%</i>
<b>Salaries &amp; Benefits</b>	<b>\$3,445,301</b>	<b>\$3,603,983</b>	<b>\$3,675,509</b>
<i>% change over prior year</i>	<i>6%</i>	<i>5%</i>	<i>2%</i>
<b>Total Public Sector Budget</b>	<b>\$7,317,984</b>	<b>\$8,167,102</b>	<b>\$8,359,943</b>
<i>% change over prior year</i>	<i>12%</i>	<i>12%</i>	<i>2%</i>

## CURRENT & FUTURE IMPACT OF MEETINGS & CONVENTIONS BOOKED DURING 2013

	Booked in 2013 for 2013	Booked in 2013 for future years	Total
Delegates	59,729	214,109	273,838
Room Nights	57,206	365,887	423,093
<b>Spending</b>	<b>\$55,547,970</b>	<b>\$199,121,370</b>	<b>\$254,669,340</b>



# TREASURER'S REPORT

## 2013 DIRECT VISITOR SPENDING, SALT LAKE COUNTY\*

— Sales & Use Taxes Generated 2013 —

Direct Visitor Spending*	State	County	Cities	Total Taxes	
Hotel	\$375,508,367	\$19,526,435	\$20,089,698	\$7,510,167	\$47,126,300
Car Rental	\$167,223,647	\$12,876,221	\$12,708,997	\$1,672,236	\$27,257,454
Restaurant*	\$374,315,417	\$19,464,402	\$5,989,047	\$3,743,154	\$29,196,602
Retail & Attractions**	\$192,579,960	\$10,014,158	\$1,155,480	\$1,925,800	\$13,095,437
<b>TOTAL</b>	<b>\$1,109,627,391</b>	<b>\$61,881,215</b>	<b>\$39,943,221</b>	<b>\$14,851,358</b>	<b>\$116,675,794</b>

\* Estimate Based on Hotel Occupancy patterns in Salt Lake County

\*\*"Retail & Attractions" estimated applying the average ratio of convention delegate spending on Retail & Attractions to spending on hotels in Surveys by the University of Utah, Bureau of Economic & Business Research

## IMPACT OF MEETINGS / CONVENTIONS / EVENTS REALIZED IN 2013

	Number of people	Delegate / Attendee Spending
Convention Delegates	197,809	\$183,962,370
<i>Attendees tied directly to Visit Salt Lake sales efforts</i>		
Hotel/Resort Meeting Attendees	40,694	\$37,845,420
<i>All non-Salt Palace Convention Center / South Towne Exposition Center delegates from Visit Salt Lake sales efforts</i>		
Sporting / Special Event Visitors*	10,832	\$6,255,480
<b>Total Economic Impact</b>	<b>249,335</b>	<b>\$228,063,270</b>

\*Per Utah Sports Commission, 10,832 attendees stayed in hotels an average of 3.3 days spending \$175/day

### Sales & Use Taxes—

State	\$12,714,527
County	\$8,649,300
Cities in S.L. Co.	\$3,170,079
<b>Total Sales &amp; Use Taxes</b>	<b>\$24,533,906</b>



# FASHION MERCHANDISERS

## CONVENTION SALES:

Fashion merchandising is the promotion of apparel sales and involves all of the tasks necessary to deliver the clothing requests and meet the needs of potential customers and designers. The key to being a great merchandiser is to promote the goods that are going to be sold to customers.

## NEW CLIENT SALES EFFORTS:

### ROOM NIGHTS BOOKED:

- Booked **425,580** new client room nights, **102%** of goal
- **149,749** new SPCC room nights booked, **132%** of goal
- **83,453** new hotel/resort room nights booked, **85%** of goal

### OUTSIDE SALES TRIPS:

- Conducted **52** sales trips, **130%** of goal

### SITE INSPECTIONS:

- Conducted **149** site inspections, **115%** of goal

### PROSPECTING SALES CALLS:

- Produced **104** prospecting calls per sales director, **106%** of goal
- Each executive meeting manager and national sales manager made minimum of **240** outgoing prospecting actions each, **100%** of goal

## EXISTING CLIENT SALES EFFORTS:

### ROOM NIGHTS BOOKED:

- Booked **192,378**  
Repeat SPCC Room  
Nights, **93%** of goal

### OUTSIDE SALES TRIPS:

- Made **36** total sales  
trips to existing clients,  
**150%** of goal





# 2013 CITYWIDES

The following is a list of a few of the largest citywide conventions and meetings held in Salt Lake in 2013. We hope you will recognize a lot of these as repeats, and that this list will remind you of some of the new visitors we hosted this year.

## OUTDOOR RETAILER

Winter Market	1/13	22,050
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## WESTERN HUNTING & CONSERVATION EXPO

Western Hunting & Conservation Expo	2/13	13,577
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## ADOBE

Users Summit	3/13	4,700
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## LIFEVANTAGE

Annual Conference	4/13	5,300
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## INTERNATIONAL SOCIETY for MAGNETIC RESONANCE IN MEDICINE

Annual Meeting	4/13	6,120
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## MELALEUCA The WELLNESS COMPANY

National Convention	4/13	7,500
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## STAMPIN' UP!

Annual Convention	7/13	6,300
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## OUTDOOR RETAILER

Summer Market	7/13	26,900
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## USANA HEALTH SCIENCES

Annual Convention	8/13	6,600
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## DOTERRA

Annual Meeting	9/13	11,500
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## NATIONAL ACADEMIC ADVISING ASSOCIATION

Annual Conference	10/13	2,907
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## CYSTIC FIBROSIS FOUNDATION

Annual Meeting	10/13	3,700
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## NU SKIN INTERNATIONAL

Global Convention	10/13	16,100
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## *NEW/REPEAT MEETINGS BOOKED in 2013*

Highlighted here are a few of the top new and repeating meetings that were booked in 2013 by the Visit Salt Lake team.

### **ASSOCIATED FOOD STORES**

2013 Annual Meeting & Tradeshow	6/13	6,000
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### **CHURCH of JESUS CHRIST of LATTER-DAY SAINTS**

2014 Rootstech Conference	2/14	6,000
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### **DOTERRA**

2013 Annual Meeting	9/13	6,500
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### **INTERNATIONAL ASSOCIATION of FIRE CHIEFS**

2018 Fire Rescue International	8/18	17,000
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### **MELALEUCA The WELLNESS COMPANY**

2015 National Convention	5/15	7,125
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### **NATIONAL SPEECH & DEBATE ASSOCIATION**

2016 National Speech & Debate Tournament	6/16	6,000
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### **NU SKIN INTERNATIONAL**

2015 Global Convention	10/15	13,672
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### **ORDER of the EASTERN STAR**

2021 Triennial Meeting	10/21	8,200
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### **OUTDOOR RETAILER**

2015 Summer Market	7/15	25,555
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### **OUTDOOR RETAILER**

2015 Winter Market	1/15	20,725
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### **SEACRET DIRECT**

2014 Annual Convention	5/14	6,650
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### **TRIPLE CROWN SPORTS, INC.**

2014 Triple Crown Sports Volleyball	5/14	7,000
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### **USANA HEALTH SCIENCES**

2015 Annual Convention	8/15	6,270
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### **WESTERN HUNTING & CONSERVATION EXPO**

2015 Western Hunting & Conservation Expo	2/15	12,898
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# FASHION WHOLESALER DISTRIBUTORS

## TOURISM SALES:

Wholesale Fashion Distribution represents the global market of clothing sales, in which producers, wholesalers and sellers are involved in a commercial, business-to-business process. Wholesalers are responsible for the sale of large quantities of product to a reseller.

## TOURISM SALES EFFORTS:

### ROOM NIGHTS BOOKED:

- Booked **11,283** New Room Nights, **79%** of goal

### SITE INSPECTIONS:

- Hosted **15** targeted site inspections with new potential group tour and package tour clients, **68%** of goal

### FAMILIARIZATION TRIPS:

- Hosted **two (2)** FAM trips, **67%** of goal

### PROSPECTING ACTIONS:

- Made **78** prospecting actions to new potential clients, **43%** of goal

### SALES TRIPS:

- Conducted **four (4)** outside sales trips to new and existing customers, **133%** of goal

### TRADE SHOWS:

- Attended **three (3)** targeted trade shows/industry events to uncover new business and strengthen existing client relationships, **150%** of goal

### REFERRALS:

- Produced **368** referrals to VSL partners, **77%** of goal

# FASHION DESIGNERS

## MARKETING:

Fashion design is about more than sketches and runway shows. It's a field that requires an in-depth understanding of essential details such as apparel conceptualization, illustration, construction and marketing. Successful fashion design professionals must also develop skills in predicting consumer behavior and trend forecasting.

## MARKETING EFFORTS:

### EARNED MEDIA:

- Produced **\$13,806,186** worth of positive earned media, **139%** of goal

### WEBSITE TRAFFIC:

- Increased visits to VisitSaltLake.com to **1,546,182** on web and mobile, **110%** of goal

### E-MAIL CONTACT DATABASE:

- Added **113,414** opt-in e-mail contacts to the VSL database, **101%** of goal

### SKI SALT LAKE SUPER PASS

#### SALES:

- Generated **\$2,284,151** in Ski Salt Lake Super Pass sales, **87%** of goal

### VISIT SALT LAKE CONNECT PASS

#### SALES:

- Sold **35,454** VSL Connect Passes, **333%** of goal



# DISPLAY DESIGNERS

## SERVICES:

Critical to the success of any designer and retailer, it is the display designers that bring fashion to life by focusing on designing displays, stands and panels for exhibitions, conferences and other events, which results in enticing the consumer and ensuring their purchases meet expectations and, in many cases, exceed them.

## SERVICES EFFORTS:

### POST-CONVENTION SURVEY RESULTS:

- Achieved an average post-convention survey score of **4.7**, **98%** of goal

### MEETINGS & CONVENTIONS GOLD SERVICE AWARD:

- Received Meetings & Conventions' Gold Service Award for the **19th** consecutive year

### SOCIAL MEDIA ATTENDANCE PROMOTION:

- Secured a **65%** adoption rate of social media attendance promotion among citywide groups, **92%** of goal

### GREEN MEETING STANDARD AND CSR PROGRAMS:

- Developed and inventoried Visit Salt Lake Green Meeting Standard and CSR programs, **100%** of goal

### VISITOR CENTER AWARENESS EVENTS:

- Produced **four (4)** quarterly Visitor Center awareness events, **100%** of goal

### VISITOR CENTER CONCIERGE EVENTS:

- Hosted **four (4)** quarterly concierge events, **100%** of goal

### VISITOR CENTER

#### VISITATION:

- Welcomed **361,391** visitors to the Visitor Center, **102%** of goal





# PRODUCTION

## PARTNER DEVELOPMENT:

Responsible for securing all partners and suppliers necessary to take their manufacturer's designs to production. It is impossible to separate production from the overall success of a brand, as great concepts can be designed, developed and sold, but a fashion business will ultimately live or die based on what is produced and delivered to the end consumer, thus making the suppliers a critical component of the process.

## PARTNER DEVELOPMENT EFFORTS:

### MEMBERSHIP:

- Produced **\$287,686** in Membership revenue, **95%** of goal
- Secured **85** new members, **114%** of goal
- Conducted **252** prospecting calls, **101%** of goal
- Generated **\$58,170** of website advertising revenue, **215%** of goal
- Produced **\$37,995** in Visitors Guide advertising revenue, **63%** of goal

### EVENTS:

- Produced:
  - 2nd and 4th quarter Board of Trustees/Membership meetings, **100%** of goal
  - **Three (3)** Member connections, **100%** of goal
  - **Five (5)** new Member refresher/orientation meetings, **250%** of goal
  - **Two (2)** educational Member events, **100%** of goal
  - **One (1)** Membership survey, **100%** of goal

### NOWPLAYINGUTAH.COM:

- Raised **\$51,772** for NowPlayingUtah.com, **129%** of goal
- Generated **\$32,718** in NowPlayingUtah.com website revenue, **131%** of goal
- Increased NowPlayingUtah.com Website visitor sessions to **596,496**, **132%** of goal
- Registered **6,680** email contacts for NowPlayingUtah.com, **101%** of goal

## 25-YEAR MEMBERS

We would like to extend our sincere appreciation to the following members who have partnered with Visit Salt Lake for 25 years or more:

Salt Lake Tribune,  
Kearns Tribune  
Corporation  
Utah Food Services  
Modern Exposition  
Services

Lagoon Amusement  
Park  
Lewis Stages & Tours  
Benihana  
Riester Mountain LLC  
The New Yorker

Huddart Floral  
The Utah Jazz  
Rocky Mountain  
Power  
Manpower, Inc.  
Salt Lake City KOA

University of Utah  
Conference Services  
Ski Utah/Utah Ski &  
Snowboard Association  
Delta Air Lines, Inc.  
Western Leisure  
Yellow Cab Company  
Utah Woolen Mills  
Clothiers



Metropolitan Inn  
Snowbird Ski &  
Summer Resort  
Avis Rent A Car  
Alta Peruvian Lodge  
Historic Trolley Square  
The Salt Lake Plaza  
Hotel at Temple Square  
Downtown Merchants  
Association  
Salt Lake Chamber  
Sheraton Salt Lake City  
Hotel  
Zions First National  
Bank

Salt Palace Convention  
Center  
Adcentives West, Inc.  
La Caille  
Lamb's Grill  
Holiday Inn Express,  
SLC  
Park City Area  
Convention & Visitors  
Bureau/Chamber  
Salt Lake Marriott  
Downtown at City  
Creek  
Yarrow Resort Hotel  
and Conference Center  
Clark Planetarium

Solitude Mountain  
Resort  
Sundance Resort  
DoubleTree by Hilton  
Salt Lake City Airport  
Intermountain  
Healthcare  
Utah Restaurant  
Association  
Davis Audio Visual,  
LLC.  
Market Street Grill -  
Downtown  
Utah Trailways  
Stein Eriksen Lodge  
Salt Lake City

## 25-YEAR MEMBERS

Department of Airports  
Dollar Rent a Car

Utah Hotel & Lodging  
Association

Shilo Inn Hotel -  
Downtown Salt Lake  
City

Deer Valley Resort

Alta Lodge

Comfort Inn, Sandy

The Lion House Pantry  
Restaurant

Utah Office of  
Tourism, Film and  
Global Branding

Bureau of Economic  
& Business Research,  
U of U

Red Butte Garden and  
Arboretum

William G. Gibbs

Little America Hotel

DoubleTree Suites by  
Hilton Salt Lake City

Visitor Activities - The  
Church of Jesus Christ  
of Latter-day Saints

Wasatch Front Ski  
Accommodations

Le Bus

Marriott University  
Park

Chapman-Richards &  
Associates, Inc.

Xanterra Parks &  
Resorts

Utah Symphony &  
Opera

Lone Peak Productions,  
Inc.

Brighton Resort

Utah's Hogle Zoo

Webb Audio Visual  
Communication

Park City Marriott

The Economic  
Development  
Corporation of Utah

Market Street Oyster  
Bar - Downtown



Natural History  
Museum of Utah

Discovery Gateway

I.A.T.S.E., Local 99

Kennecott Utah  
Copper Corporation

Best Western Ruby's Inn  
Homestead Golf Resort  
& Conference Center

Canyon Sports

Red Lion Hotel Salt  
Lake

National Car Rental

The Episcopal Diocese  
of Utah

Jones, Waldo,  
Holbrook, &  
McDonough

Radisson Hotel Salt  
Lake City Airport

Squatters Pub Brewery

The American  
Federation of  
Musicians Local 104  
and Referral Service

Sky Harbor Suites

Utah State Parks &  
Recreation

## *DIANNE NELSON BINGER* **SCHOLARSHIP & ENDOWMENT**

At the 2006 Annual Meeting, the Dianne Nelson Binger Scholarship was established with the Parks, Recreation, and Tourism Department in the University of Utah's College of Health. Dianne served Visit Salt Lake and Salt Lake for 18 years, becoming President and CEO of Visit Salt Lake in 2001. She was a great mentor for many of us and a good friend to all of us. Sadly, her fifth battle with cancer ended her life in March of 2005. We hope you will join us in remembering Dianne by making a donation to her scholarship.



If you would like to contribute to the Dianne Nelson Binger Scholarship & Endowment, please submit your donation by going to

**[VISITSALT LAKE.COM/DNBSCHOLARSHIP](http://VISITSALT LAKE.COM/DNBSCHOLARSHIP)**.

Thank you for your support, and thanks to all of those donors who have made the Dianne Nelson Binger Scholarship & Endowment a reality.

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