

## Logan County Lodging Tax Board Minutes – July 11, 2022

The meeting was called to order at 12 p.m. at Cecilia’s Kitchen by President Carol Wisdom with the following present:

Carol Wisdom, President	X	Russell Adels, Vice President	X	Dave Conley, Treasurer	X
Marilee Johnson, Secretary	X	Lana Hahn, Director	X	Glenna Aurich, Ex Officio	
Tom Bedford, Director	X	David Piper, Director	X	Byron Pelton, BOCC	X
Dave Greeno, Director	X				

**Guests:** Alicia, Ionnone/Sportsman’s Expo; Ken Bornhoft/IFCA

**Minutes:** Minutes for June 6, 2022 were approved on motion by Dave C and seconded by David P. Motion carried.

**Treasurer's Report:** Lodging Tax Fund available balance is \$81,966. Treasurer’s report was approved on a motion by Russ and second by Tom, motion carried.

**Old Business:** Sportsman’s Expo – 23 non-local vendors; estimate 37 nights lodging and 2,400 attendees; there were 111 gun tables compared to 56 last year, 26 traditional vendors up from 13 last year, 4 additional food vendors; expecting numbers to double again next year tentatively last weekend of April; looking to change to a free event next year.

IFCA – Over 100 nights at Holiday Inn and unknown at Best Western; stands were full; advertising on leather coats, hats, t-shirts, website, etc.; 2023 is the last year for the IFCA Finals.

**Pending Proposals:**

- None.

**New Proposals:**

- **Cowboy Breakfast/volunteer incentive – Marilee Johnson – up to \$250**
  - Board opted to approve on first reading. Motion made by Dave C and seconded by Lana to approve.

**New Business:** None.

**Tourist Information Center Report:** Attached.

Meeting adjourned. The next meeting is planned for Monday, Sept. 12, 2022 at noon at Cecilia’s Kitchen.

- Ad Performance Update: Our strategy for Logan County has become more and more sophisticated. We started out by growing our website traffic and now we are looking at a bigger picture that includes video views, social engagement, web traffic and overall visitation numbers (State visitor spending, hotel tax collections and sales tax).
  - For example, in June 2022 vs 2021, if we just look at website traffic, we are down 9%. However, looking at video views, social and web together, we are up from about 20,000 engagements (clicks, views) in June 2021 to 70,000 in June this year.
  - How? Number 1 is our videos are reaching a lot of people (454,957 total impressions). Our birding video alone has 20k views! Number 2 is our social ads are optimized better and reaching more people, and our content is better too. Number 3 is that our consultant was able to optimize our campaigns with Google's help and we've got some pretty fantastic results.
    - YouTube: @VisitLoganCountyColorado
    - Facebook: @ExploreSterlingColorado
- Colorado Tourism Office is committing \$50,000 for a regional promotion program in northeast Colorado (The Pioneering Plains). They will be in the region the last week of July for a 5-day shoot. The shoot will include one location per day. Logan County is a location. All assets (video, photographs) produced will be available for all of the region partners.
  - As a region, we identified our top experiences to focus on: museums and attractions, birding and wildlife areas, mainstreet and restaurants, signature events, outdoor recreation and trails.
- The Northeast Colorado Travel Region committee is being reactivated. Even though it had been stagnant since several changes in 2018, three of us from the committee worked on an El Pomar Grant that funded a TravelStorys route for northeast Colorado. We have been approached from members of the other counties in the region, and there is now interest and representation to reactivate the committee. The Logan County Commissioners are paying the annual membership fee of \$600. I applied for a state program grant called Reimagination Destinations for the travel region. If awarded we will receive a full-day planning workshop, 100 hours of free consulting, and \$20,000 of direct marketing support.
- Looking at the possibility of applying for a Tourism Recovery Marketing Grant for Logan County, which is a 1-to-10 funding ratio.
- Added new page to website: Fun on the Water. This landing page will be heavily marketed this month.
- Volunteers and staff are at about full strength. Staff is able to flex their schedules to cover when needed. The number of visitors is almost back to normal. In June, we averaged 233 per day. The Friday of Memorial Day weekend we had 379 visitors.