

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
SEPTEMBER 20, 2022

TITLE:	Second Amendment to the Independent Contractor Agreement between Grand County and Love Communications
FISCAL IMPACT:	\$459,000
PRESENTER(S):	August Granath, Economic Development Director

Prepared By:

August Granath

Director,
Grand County
Economic
Development

FOR OFFICE USE ONLY:

Attorney Review:

N/A, utilizing
ICA form with no
material changes

SUGGESTED MOTION:

OPTION 1:

I move to approve the Second Amendment to the Independent Contractor Agreement between Grand County and Love Communications for the purposes of authorizing a drive market campaign with a budget of \$459,000, thereby increasing the media buy spending limit to \$759,000.

OPTION 2:

I move to approve the Second Amendment to the Independent Contractor Agreement between Grand County and Love Communications for the purposes of authorizing a drive market campaign with a budget of \$359,000 and increase the budget of the existing fly market campaign by \$100,000, thereby increasing the media buy spending limit to \$759,000.

BACKGROUND:

The Grand County Economic Development Department (EDD) requests that the Grand County Commission approve an amendment to the Independent Contractor Agreement between Grand County and Love Communications. The amendment expands the scope of work and payment sections of the agreement so that the EDD can launch a drive market campaign to be executed by Love Communications.

The EDD is asking for this amendment in part due to below-expected tax returns and visitation to Moab, which has created financial losses for many of our community's businesses. Tax data provided by Strategic Development Director Chris Baird show falls in tax collections, including sales tax, while Visa Destination Insights data accessed by Economic Development Specialist Ben Alter show that, despite a strong start to 2022, visitor spending is overall down in comparison to 2021. Additionally, many local businesses are seeing revenue below 2019 levels while dealing with increased input costs due to inflation.

Love Communications has provided a menu of options for the County Commission's consideration. It is worth noting that a previously discussed International Campaign has been tabled for Fall '22 as Love recommended that we focus on domestic visitation this fall and begin a renewed International strategy in 2023. A complete overview can be found in

attachment “Love Communications_Marketing Options Overview”

- Option 1: Additional \$459,000 Drive Market Campaign
 - \$459,000 Drive Campaign targeting northern Utah and 6 out of state drive markets with high lengths of stay.
 - \$300,000 Fly Campaign targeting markets with direct flights or connections to direct flights into Moab. Already budgeted and contracted for Q4 2022. \$450,000 planned to extend this campaign for Spring/Summer 2023.

- Option 2: Shifting \$100,000 from additional Drive Market Campaign to existing Fly Market Campaign
 - \$359,000 Drive Campaign targeting northern Utah and 4 out of state drive markets with high lengths of stay.
 - \$400,000 Fly Campaign targeting markets with direct flights or connections to direct flights into Moab. This would add \$100,000 to the \$300,00 already budgeted and contracted for Q4 2022. \$450,000 planned to extend this campaign for Spring/Summer 2023.

ATTACHMENT(S):

1. Agenda Summary_Second Amendment to Love ICA
 2. Love Communications ICA Second Amendment
 3. Love Communications_Marketing Options Overview
 4. Discover Moab 22_23 - 2022 \$459k Drive Campaign
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