



**FCD REVS UP SOCIAL MEDIA CAMPAIGN  
THANKS TO THE UTAH OFFICE OF TOURISM**

Social media and collaboration marked the past year. FCD embarked on a focused investment in social media as the primary tool to improve awareness of FCD via FoothillCD.com. We leveraged the Utah Office of Tourism grant money for website updates, social media campaigns, and a consistent Facebook presence. One campaign targeted PAC12 fans visiting SLC during football games, informing them of the range of activities FCD offered while they were in town. FCD also launched a mobile website to help capture the ever-increasing number of website hits from mobile devices.

Collaboration among FCD members proved once again to be beneficial with more interaction regarding seasonal events, shared Google analytics to compare coupon redemption rates and website source information as well as shared PR opportunities – including holiday gift items from each of our venues showcased on KUTV. We also compared media opportunity analyses and experience to help inform on shared or venue-specific media decisions.

Foothill Cultural District owes a debt of gratitude to the Utah Office of Tourism for its generous 2013 co-op marketing grant which – along with Foothill’s matching funds – enabled us to attract ever-increasing numbers of travelers to the Salt Lake area.



Design courtesy of Saxton Horne Communications.





**SALT LAKE TRIBUNE'S ANNUAL CHOICE AWARDS NAMED. FOOHILL CULTURAL DISTRICT WINS EDITOR'S CHOICE FIRST RUNNER-UP AND THE PEOPLE'S CHOICE SECOND RUNNER-UP FOR BEST TOURISM DESTINATIONS.**

*"This is the best place to learn about Utah's human, artistic and natural history by visiting attractions in the same area."*

Salt Lake Tribune September 5, 2013



**US NEWS & WORLD REPORT FEATURES THREE TOP FOOHILL ATTRACTIONS AS**

**SALT LAKE CITY'S BEST DESTINATIONS: RED BUTTE GARDEN, UTAH'S HOGLE ZOO AND THE NATURAL HISTORY MUSEUM OF UTAH**

**TRACY AVIARY**



Andy, Tracy Aviary's 55-year old Andean Condor, out on a walk through the Aviary with friends of all ages. You never know who or what you'll encounter on a stroll through Tracy Aviary!



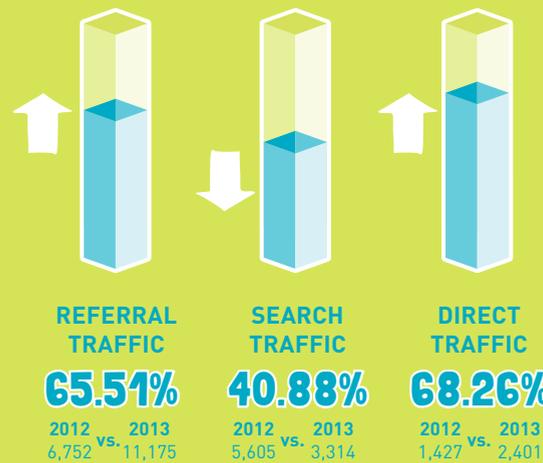
"Bulbs and Blooms" an annual tradition to visit Red Butte Garden to see 400,000 Bulbs each spring.

**2013 ANALYTICS FROM FACEBOOK AND FOOHILLCD.COM**

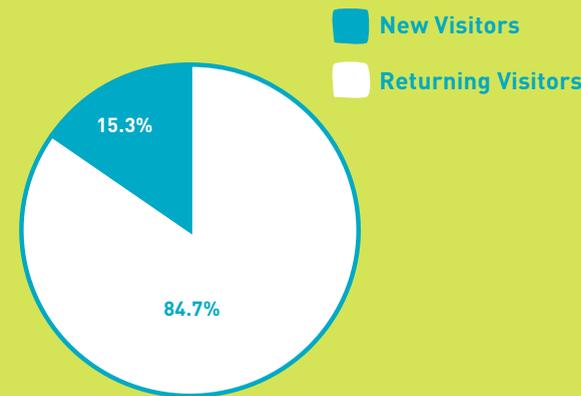
**2012 VERSUS 2013**

Visits: 16,410 vs. 19,944 ↑ 21.854%  
 Unique Visitors: 13,864 vs. 17,011 ↑ 22.70%  
 Page Views: 32,680 vs. 39,680 ↑ 21.42%  
 Pages/ Visit: 1.99 vs. 1.99 SAME  
 Avg. Visit Duration: 00:01:18 vs. 00:01:21 ↑ 4.10%  
 Average Bounce Rate: 62.39 vs. 63.97 ↑ 2.53%  
 New Visitors: 13,784 vs. 16,890 ↑ 22.53%  
 Mobile Traffic: 2,632 vs. 5,688 ↑ 16.11%

**TOP MONTHLY TRAFFIC**



**SITE VISITORS**



**NEW VISITORS:** 16,890 vs. 13,784 ↑ **22.53%**  
**RETURNING VISITORS:** 3,054 vs. 2,581 ↑ **18.33%**

**TOP 5 REFERRAL SOURCES OF TRAFFIC**

|                   |     |
|-------------------|-----|
| Hoglezoo.org      | 25% |
| Visitsaltlake.com | 13% |
| Coupons4utah.com  | 12% |
| NHMu.Utah.edu     | 5%  |
| m.facebook.com    | 2%  |

**INCOMING PRESIDENT**

**UNIVERSITY GUEST HOUSE HOTEL & CONFERENCE CENTER'S MARKETING MANAGER DEBBIE TUCKER TAKES THE HELM OF FOOHILL CULTURAL DISTRICT**

Foothill Cultural District's newly elected President Debbie Tucker and FCD's Executive Director Linda Hunt sat down for a conversation about Debbie's leadership philosophy

**LH:** First things, first: When did the University Guest House Hotel & Conference Center join Foothill Cultural District?

**DT:** The Guest House Hotel joined Foothill Cultural District in 2005, proud to become its sole hotel venue, with historic meeting space in Fort Douglas and our conference center.

**LH:** The Guest House makes its facilities available to Foothill Cultural District for board meetings, marketing retreats and other get togethers that often include breakfast or lunch. What benefits accrue to the Guest House to compensate for this generosity?

**DT:** The Guest House's rationale is pretty straight forward. The University Guest House Hotel is more likely to be top of mind when other Foothill Cultural District members look for accommodations for visiting guests or for a convenient, economical location for conferences and seminars. Not only is the Guest House an ideal location on the University of Utah campus with city transportation at its front door, but it's also accessible to all of the other Foothill attractions.

**LH:** As an established marketing professional and certified meeting professional (CMP), what are the upcoming priorities for Foothill Cultural District?

**DT:** First, given Foothill's limited marketing budget, it's critical to evaluate what marketing programs have worked and what haven't worked, and build on Foothill's proven successes, while developing new programs. Second, Foothill Cultural District will continue to cultivate relationships with allied organizations throughout the area. Its partnership with the Salt Lake Convention and Visitors Bureau "Connect Pass" has been a highly successful program and Foothill's participation in the Utah Office of Tourism's co-op marketing program has been essential to the success of Foothill's marketing projects over the last six years. And no doubt that Salt Lake City's ambitious Cultural Core Development Plan gives Foothill Cultural District an opportunity to support a vibrant, creative downtown area.

**LH:** And within the district itself?

**DT:** Yes! One of Foothill's greatest strengths is its ability to create event-filled cross-promotions between our various attractions. Whether it's the members' Holiday Gift Shop promotion, the Guest House Hotel's support of the Summer Youth Conference at This Is the Place, or the cooperative Hogle Zoo/Fort Douglas Museum Military Day venture, many of Foothill Cultural District's most attractive marketing opportunities lie within the district's 2.5 square mile area.

Following in Brad Parkin's shoes is a daunting proposition. He led Foothill Cultural District into the new world of cutting edge technology. Under his direction, Foothill made great strides with its refurbished website, its lively Facebook page and the exploration of new online marketing opportunities. I look forward to building on these achievements as well as to the pleasures of working with a remarkable board of directors to help guide Foothill Cultural District to the next level, and strengthen its brand recognition. 🚩

## THE DISTRICT IS THE PLACE WHERE IT ALL HAPPENS

### UTAH MUSEUM OF FINE ARTS



Gretchen Dietrich, Executive Director of the UMFA; Salt Lake City Mayor Ralph Becker; and Marcia Price, chairman of the UMFA board attend the VIP private opening reception in February 2013 for the UMFA's Bierstadt to Warhol: American Indians in the West exhibition.

### THE UNIVERSITY GUEST HOUSE & CONFERENCE CENTER



The University Guest House & Conference Center's summer conference program grew in 2013 as we hosted 1,000's of youth including; cheer leading camps, sport camps, religious youth programs, educational conferences and interns.

It has been over one year now that the University Guest House has been ranked #1 on Trip Advisor for the Salt Lake valley.

### UTAH'S HOGLE ZOO



Foothill Cultural District's President and Hogle Zoo's Marketing Director Brad Parkin gives the once over to a LEGO penguin, part of the feature attraction for 2013: the summer seasonal exhibit: "Creatures of Habitat: A Gazillion – Piece Animal Adventure," consisting of over 30 animals made of LEGO bricks, 259,450 in all! This fun and interactive exhibit allowed Zoo guests to discover the compelling story of the earth's endangered wildlife and their threatened habitats. Utah's Hogle Zoo had another successful year, hosting over one million guests for the fourth time in Zoo history.

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### FORT DOUGLAS MILITARY MUSEUM



Fort Douglas Military Museum Director Robert Voyles welcomes Utah Governor Gary Herbert, keynote speaker at the October 21 dedication of the Utah Fallen Warriors Memorial, which features a 4.5 ton stone artifact from the World Trade Center's Ground Zero, placed as the cornerstone of the museum's Fort Douglas Memorial Park.

### NATURAL HISTORY MUSEUM OF UTAH



Sarah George, Executive Director of the Natural History Museum of Utah speaking in the Canyon of the Museum's new Rio Tinto Center at the University of Utah.

### OLYMPIC CAULDRON PARK



Olympic Cauldron Park's board representative Brett Eden and MaryPat Kavanagh, Strategic Results Marketing, discuss the highly successful Foothill Facebook ad campaign targeting out of state travelers to the University of Utah's PAC-12 football games through their respective alumni associations, fan travel clubs and the athletic departments.

### THIS IS THE PLACE



KUTV2's Casey Scott with Tresha Kramer and Cliff Harris got ready for the arrival of dozens of baby animals for the spring launch of This Is The Place's Baby Animal Season.

## GET A PASS, TAKE A RIDE! BUT VISIT FOOTHILL CULTURAL DISTRICT!

June 2013 marked the second year for the USBusUtah's run from downtown up to Salt Lake's Foothill Cultural District, dropping off tourists at attractions along the way. Two open air tour buses, each making 19 stops, run 45 minutes apart so riders can hop off for a leisurely stroll through the museums, galleries, gardens, parks or the zoo, hopping on the next bus as it makes its rounds to the next destination. All of the Foothill Cultural District venues are on the USBusUtah route, making it one of its valued partners.



Long a partner of FCD, Visit Salt Lake offers the "Connect Pass," which can be purchased as a single daily pass, or as a combination VSL/USBusUtah ticket. Either way, the choices are flexible, economical and offer travelers the maximum freedom to enjoy Foothill's attractions.

### FCD DEBUTS "INTERACTIVE TOYS" ON KUTV'S HOLIDAY GIFT SHOW



Red Butte Garden's Bryn Ramjoue traded witticisms with Casey Scott on KUTV2's Fresh Living segment, showing off a range of interactive holiday gifts from the gift shops at Foothill Cultural District's attractions. Scott, the one in the faux fur hat/stole/mittens combination, along with his sidekick Dave from Z104, reveled in the choice kids' presents.

#### FOOTHILL CULTURAL DISTRICT OFFICERS, BOARD OF DIRECTORS

Debbie Tucker, President  
University Guest House Hotel & Conference Center

Brett Eden, Vice President  
Olympic Cauldron Park

Mindy Wilson, Secretary  
Utah Museum of Fine Arts

Brad Parkin, Immediate Past President  
Utah's Hogle Zoo

Bob Voyles, Treasurer  
Fort Douglas Military Museum

Bryn Ramjoue  
Red Butte Garden

Jim Breitingner  
Natural History Museum of Utah

Tresha Kramer  
This Is The Place Heritage Park

Community Cultural Partner:  
Lindsay Hooker  
Tracy Aviary

Linda Hunt, Executive Director

# OUTGOING PRESIDENT



## ALL ANYONE REALLY NEEDS TO KNOW ABOUT THE FOOTHILL CULTURAL DISTRICT CAN BE LEARNED FROM CRAYONS

—Brad C. Parkin  
Immediate Past President,  
Foothill Cultural District

As a young boy, I loved to draw. I could draw for hours on end – just myself and my vast and untainted imagination. I remember my dad used to bring home long rolls of butcher paper on occasion. My brothers and I would unroll it on the kitchen floor, we’d get on our knees, grab a fresh box of crayons, and that kept us entertained for hours. Ah yes, crayons. Crayola crayons to be specific. I remember how thrilling it was for me whenever I received a brand new box of Crayola crayons for Christmas or my birthday. To this day, the smell, the variety, the waxy pointed tips in a vast array of colors, the bright yellow and green box, take me back to a simpler time, back to those halcyon days of my youth. Nothing was better! Especially the 64-pack with the sharpener on the

back – a crayon sharpener! It was technology at its best.

The well-known author, Robert Fulghum once said that “we could learn a lot from crayons; some are sharp, some are pretty, some are dull, while others are bright, some have weird names, but they all learned to live together in the same box.” That quote perfectly describes the member institutions of the Foothill Cultural District. During my tenure as president,

I have learned a lot about and from each FCD attraction, every board member as well. The bright ideas shared, the work accomplished. We have learned to live – and create magic – together within the same beautiful box. And just like that 64-pack of crayons I remember so vividly, the Foothill Cultural District represents a consortium that offers variety, is incredibly diverse, vibrant in every way, full of life, brightly colored and pointed up. None are dull. A box of crayons seems to know that paper is waiting for each crayon to come and fill in all the white space with a kaleidoscope of color. As members of the Foothill Cultural District, we do the same – only we do it every day – coloring and enriching the lives of the visitors we welcome.

As president these past three years, my thanks to each board member, past and present, including our team leader, Linda Hunt; all of whom have colored my life in ways they could never know. It has been my distinct honor to serve.



### TOP 5 VISITING STATES

1. Utah 2. California 3. Colorado 4. Idaho 5. Arizona

### OUT OF STATE TRAFFIC

Visits Outside Utah: 6,388 vs. 4,464 ↑ 43.10%  
Unique Visitors Outside Utah: 5,749 vs. 3,930 ↑ 46.28%

### MOBILE USE

Mobile Traffic Visits: 4,130 vs. 1,788 ↑ 130.98%  
Mobile/ Tablet Visits: 6,549 vs. 2,741 ↑ 138.93%  
Mobile Traffic Unique Visitors: 3,355 vs. 1,430 ↑ 134.62%  
Mobile/ Tablet Unique Visitors: 5,246 vs. 2,243 ↑ 133.88%

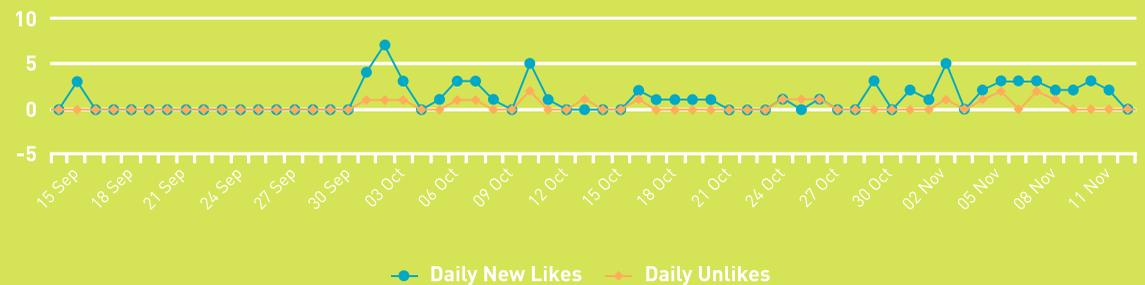


### FACEBOOK AD CAMPAIGN

#### PAC 12 Facebook Ad Report:

- This campaign has been extremely successful for likes, engagement, and drawing attention to FCD
- Two of the top 5 referral sources include Facebook (mobile and regular)
- The use of conversational ads has generated lots of positive attention
- Below is the Facebook analytics charts for New Likes vs. Unlikes, and the increase in page views from the campaign

#### New Likes vs Unlikes



#### Page Views

