

Utah Office of Tourism "Site-Sees" Foothill Cultural District

It was barely spring when Foothill Cultural District hosted the Utah Office of Tourism's FAM Coordinator Rebecca Katz and its Travel Trade Specialist Dominic Brown on a district-wide tour. With only an afternoon to tour seven venues, with a quick drive-by of the University Guest House Hotel, the itinerary was tight. Still, we all lingered over a relaxed lunch at Hogle Zoo's "Cat Wok" café, with a vow to somehow make up lost time.

But each stop had its own captivating charms – a guided tour of the "Splendid Heritage" exhibit at UMFA, the stunning Olympic Cauldron Park film, a walk around Red Butte's lower gardens, Sadaam Hussein's captured boots at the Fort Douglas Museum, and the unparalleled vistas from This Is The Place Heritage Park. And without a minute to spare we pulled up to the Utah Museum of Natural History's construction site where we were met by its Executive Director Sarah George for a preview of the new museum.

We parted at the end of a delightful afternoon with Foothill's pledge to accommodate any future visits for the Utah Office of Tourism.

The next day Rebecca Katz surprised us with a call to schedule two additional tours for UOT's remaining staff.

On August 12, This Is The Place Heritage Park hosted a catered luncheon for 12 on the veranda of the historical Heber C. Kimball Home before the group set out on to see the sites. Then once again Foothill Cultural District on August 26 led its third UOT visit, featuring lunch at the popular "Cat Wok" café amidst the Asian Highlands where the big cats -- and their babies -- roam.

The success of the three tours was evidenced by the laudatory reviews published in the Utah Office of Tourism's "Must See" sent to all visitors centers throughout the state, and the UOT's official blog, "Utah: Life Elevated."



Left to right: Linda Hunt, Foothill; Sarah George, UMNH Rebecca Katz and Dominic Brown, Utah Office of Tourism.

Here's What They're Saying...

"FOOTHILL CULTURAL DISTRICT'S DIVERSE ATTRACTIONS"

"Utah Office of Tourism staff members were invited to tour the Foothill Cultural District in Salt Lake City, UT. Being a Salt Lake City resident and a person who has visited some of these sites in the past, this tour was surprisingly interesting, enjoyable, and downright entertaining... It opened my eyes to our great attractions."

Ben Dodds, from the Official Blog of the Utah Office of Tourism



FOOTHILL CULTURAL DISTRICT

JANUARY, 2010

Foothill Taps Internet Technology for its Phase II Marketing Campaign

The successful launch of the Foothill Cultural District website – foothillcd.com – marked the completion of Phase I of the FCD marketing program. It also provided the foundation for Foothill's exploration of the burgeoning Internet world.

As the next UOT funding cycle approached, Foothill submitted another application for UOTcooperative marketing funds to develop cost-effective, accessible ways to expand the organization's Internet reach. In August, the Utah Office of Tourism responded with another coop grant, this time to help the continuation of Foothill's entry into the world of Internet marketing.

Initially, Go-Travel Sites was selected to design Foothill's website because it also offered valuable experience and sophistication in developing

fully integrated Internet marketing campaigns.

One such cost-effective and accessible approach is a custom skyscraper ad – an ad which typically displays along the right hand side of most pages on Go-Utah's travel websites.

The Foothill skyscraper can alternate among the various Go-Utah pages, highlighting each of Foothill's eight attractions. It also will feature a wealth of resources, such as skiing,, hiking, and so on. The skyscraper ad is designed to complement Foothill's website and help to broaden Foothill's brand identity.

A new concept was introduced to Foothill Cultural District by Derek Swanson, the founder of "V.Tour." The new, state-of-the-art visual tour is designed to transport a viewer to a select destination through the use of still photography, video, graphic arts and Google satellite images.

Besides having a major "wow" factor, the V.Tour has the added advantage of linking Foothill's virtual tour to other websites, such as the Salt Lake Convention and Visitors Bureau, Temple Square, the Utah Office of Tourism, and others.

Both new marketing concepts will be completed in early 2010 and launched with a major introduction.

RICHTER7 TEAM TALKS TECH

Thanks to Tal Harry, Account Director at Salt Lake's premiere ad agency, Richter7, Foothill Cultural District members were treated to a presentation on the latest social media opportunities and Internet advertising strategies. Discussing the many advantages – both low cost and no cost – of Internet marketing, Harry and his colleagues, Jarrett Latour and Megan Hoskins, outlined elements that – even with its limited budgets – are available to Foothill Cultural District. The Internet is the way of the future with a nearly limitless potential.

By the end of the session, the Richter7 team, who generously donated hours of professional time, had reassured any in doubt that FCD is on the right track with Phase II of its marketing plan.

Again, thanks Tal, Jarrett and Megan.

FOOTHILL CULTURAL DISTRICT

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LETTER FROM THE PRESIDENT

Dear Friends,

Thanks to the 2009 Utah Office of Tourism's generous cooperative marketing grant, Foothill Cultural District moved into high gear with Phase II of its strategic marketing plan. Built on the success of the "foothillcd.com" website launched last March, the next level includes expanded advertising using a variety of options available on the Internet. A partnership with the Go-Travel Sites, the company who designed and produced the Foothill website, will be carried into the future with a strategically placed skyscraper ad, which will give expanded visibility over the next year.

In addition, Foothill Cultural District is working with Fastracks Publishing to develop a virtual tour using still photography, video, text and Google satellite images. The "V.Tour," as it is known, was launched in Salt Lake in 2008, and includes a range of prominent clients. Among them are the Utah Office of Tourism, the Salt Palace, the Joseph Smith Memorial Building, Gateway Mall and others. A Foothill link on each of the prominent sites is key to expanding access and interest from visitors and residents alike.

Without the UOT's co-op marketing grants in both 2008 and 2009, Foothill might still be licking stamps and snail-mailing news releases. But the introduction of the Foothill

website signaled a new direction and created a base from which to reach the Internet's heights.

In the meantime, Foothill Cultural District also contracted with Certified Folder to distribute its brochure beyond the Salt Lake Valley. The region includes all of Utah, northern and eastern Nevada, southern Idaho and southwest Wyoming. Over the course of the last year, Certified distributed some 45,000 Foothill brochures throughout the area. A newly redesigned version will debut in early 2010.

Of course, none of these advances was possible without the enthusiastic support and participation of Foothill's members. With limited time and resources, the organization succeeds because of the talents and hard work of everyone on the board.

What follows is a recap of the successes of Foothill Cultural District over the last 18 months.

Sincerely,

Robert Voyles, President,

FOOTHILL CULTURAL DISTRICT BOARD OF DIRECTORS

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LINDA HUNT, EXECUTIVE DIRECTOR

SLCVB "All Aboard" for Foothill Tour



Having honed its tour-guide skills over the summer, Foothill Cultural District invited the staff of the Salt Lake Convention and Visitors Bureau Visitors Center to an October afternoon of touring the district's venues.

Under the direction of Bill Krause, SLCVB's Director of Hospitality and

FCD Launches New Website

When the Utah Office of Tourism in early August 2008 announced the successful applicants for its \$2.3 million in cooperative marketing funds, Foothill Cultural District was among the winners.

As a UOT's grant recipient FCD targets the out-of-state tourist market, and proudly displays the UOT logo – "Utah: Life Elevated" on its website.

With the award of the UOT's \$6,000 grant, combined with Foothill's matching funds, FCD partnered with Go-Travel to begin the process of creating planning and producing a fully integrated website design using the most current Internet technology.

The final product – foothillcd.com – attracted nearly 2,000 separate visits during March, 2009, its first month of operation. Over the last nine months, visits to the Foothill website have maintained a steady pace, with people from a dozen countries searching for information, special deals, travel planning, and other vacation tools.

Visitors Services, approximately 16 staff and volunteers met at This Is The Place Heritage Park for a brisk train ride through the Park to Smoot Hall for a catered luncheon.

The group was generous with their accolades, a distinct favorite was the stunning 15-minute Olympic Cauldron Park's 2002 Winter Olympic film, which features the thrill and drama of the ceremonies in vibrant color. And several of the tour members took the opportunity to purchase bulbs and native plants from Red Butte Garden's fall sale.

At the end of the afternoon, as everyone departed, the staff and volunteers of the SLCVB Visitors Center enthusiastically pledged to direct tourists and conventioners to the Foothill Cultural District's varied and exciting attractions.

The launch of the FCD website completed Phase I of its marketing plan. Now it was time to move on to Phase II – building on the worldwide Internet technology.

TRIED AND TRUE: FOOTHILL REVAMPS BROCHURE:

Foothill Cultural District's brochure remains one of its most effective marketing tools. As a popular feature displayed in featured attraction racks in hotels, shopping centers and other high traffic areas, the brochure fills a key niche in Foothill's overall marketing scheme.

Over the last two years Foothill Cultural District has expanded its brochure distribution from the Salt Lake Valley outward to southern Utah, northern Nevada, southern Idaho, Evanston/Rock Springs and Logan/Bear Lake area. Statistically, Salt Lake's tourist attractions draw significant visitor traffic from these adjacent regions, making the target

IRS APPROVES FCD TAX EXEMPTION

Without a 501(c)3 tax exemption from the Internal Revenue Service, funding sources are few and far between. Not only does the non-profit status provide the requisite tax deductions to contributors, but it also helps to establish the reliability of an organization.

In early 2008, after exploring several options, Foothill Cultural District retained Snow, Martineau & Christensen, a law firm with expertise in tax issues, to file Foothill's application to the IRS. After six months and an exhaustive application process, the IRS granted Foothill's tax exempt status, clearing the way for a program of fundraising.

In fact, without the non-profit, tax exempt status from the IRS, Foothill Cultural District's application for the Utah Office of Tourism's co-op marketing grant would have been denied. No doubt many additional funding sources have opened up to Foothill in the future.



Jennifer Reed and Brett Eden, Olympic Cauldron Park reps, donate their graphic talents

cities ideal locales for Foothill's outreach.

And along with expanded distribution, the brochure was redesigned to more closely reflect Foothill's iconic website. Contributing their talents, the Olympic Cauldron Park's Jenn Reed and Brett Eden reworked the brochure, which resulted in a more colorful, enticing version.

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