

## Darci Carlson

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**Subject:** ZCVB Report

**From:** Nathan Wells <nathan@zioncanyonvillage.com>

**Sent:** Friday, August 9, 2019 2:58 PM

**To:** Darci Carlson <dcarlson@springdaletown.com>

**Subject:** ZCVB Report

Dear Council Members,

Zion Canyon Visitors Bureau has continued to have its regular monthly membership meetings and remain involved in local events in the Canyon. Recent meetings have been highlighted by updates from representatives of the Town of Springdale, Zion National Park, Zion Transportation and reports on the Hot Spot Funding Transit System connecting St George to Springdale. We've had special presentations and Q&As on the proposed East Entrance Visitor Center by Zion Forever Project; the unveiling of the Greater Zion brand from Kevin Lewis, Director of the county's Greater Zion Tourism and Convention Office; Springdale Art and Gallery information by Tina Fairlamb, DeZion Gallery; the proposed Visitor and History Center by Jeff Carlson with Springdale Historical Commission; and OC Tanner events with Zion Canyon Music Festival and Spirit of Polynesia.

With other partners in the town including Springdale PD, we hosted what turned out to be a wonderful 4th of July Parade, both in float participation and attendance by locals and visitors. Prizes for outstanding parade floats went to 1st Place, Porter's Smokehouse and Grille; 2nd Place, Bumbleberry Inn; and 3rd place, Ensign Hospitality.

We also released the updated area guides that are broadly distributed among visitors bureau members and partners. These include important information on the Park with maps, status of trails, detail on the shuttle system and schedule, plus a map guide for restaurants, galleries, shops, outfitting and other services. The content of the guides was created by the Visitors Bureau, while the expenses to print were covered by the Greater Zion Tourism and Convention Office.

And, this past week we began sending out annual renewal packets to all of our members. Though it has seasonally been a busy summertime, many members in restaurants, lodging and retail services are reporting a decrease in business activity against previous years.

Kind Regards,

Nate Wells, Zion Canyon Visitors Bureau

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