

Rep. Gibson

Request Name: Big Outdoor Expo

Description: The expo has been and continues to be a conduit for recreational activity education in the state. The expo provides various counties a forum to exhibit their tourist activities in their areas. The expo is promoting tourism within the state for Utah residents.

Agency: Economic Development

Funding Amount: General Fund - \$150,000 – 2021 (One-time)



The 2019 Big Outdoors Expo – Economic Impact

Over the years, the State of Utah has proven to be one of the most popular destinations for outdoor enthusiasts. The vision for this expo is to highlight the wide variety of outdoor activities and opportunities and the companies that can help consumers experience them.

The fifth annual event will be held in Orem at the UCCU Center on the campus of Utah Valley University March 22-23. Based on attendance at our event in previous years we expect to have more than 15,000 people attend the event this year. 64% of our attendees came from Utah County, which means a large number of visitors came from surrounding areas, which boosted the local economy including 5% from out of state.

The estimated economic impact for a 12,500 attendance level was a \$1,320,000 boost to the local economy (according to the Utah Tourism economic impact calculator). The Big Outdoors Expo has a positive impact on local restaurants, hotels and other businesses in the area.

The Big Outdoors Expo, to be held in March 2019, is expected to generate an even greater impact. A large percentage of the 2018 booth vendors have already signed up to participate in 2019. The 2018 show had more booth applicants than could be accommodated so we are excited to have so many great companies back next year to promote their products!

It is estimated that the 2019 Big Outdoors Expo will generate up to \$1,500,000 in positive economic impact to Utah County.



Budget Needs for The Big Outdoors Expo

Media

Direct Mail	\$15,000
Online Advertising	\$15,000
Radio	\$20,000
TV	\$20,000
Outdoor Advertising (Billboards)	\$15,000
Newspaper Advertising	\$25,000

Other Expenses

Convention Center Rental:	\$35,000
Equipment rental (Diamond Rental)	\$15,000
Promotional Booths	\$10,000
Taysom Hill / Ty Detmer appearances	\$3,000
Scales & Tails Display	\$10,000
Event signage	\$2,500
Ticket and program printing	\$1,500
Insurance	\$1,766
Food	\$2,900
Professional Services (expo staff)	\$30,937
Evening Entertainment	\$30,000
Giveaways	\$10,000
Computer Equipment	\$6,000
Office Space Rental	\$14,400
Merchant account fees	\$1,522

Total Expected Costs: \$284,525