**SLC IMAGE & PERCEPTIONS**

- **Dry** - No alcohol
- **White** - No diversity
- **Mormon** - LDS

**Misperception vs. Reality**

Base on our liquor laws

**We don't want to be New Orleans**

**Positive Normalization**

- **Combat the Negative**
  - Health of the City
  - Income
  - Wealth of human capital
  - Trumpet your assets

**Message that shows change**

- Urban
- Destination

**Incentives**

- Appeal to the board
- Hosts a high-end executive forums
- Lack of destination appeal

**CEO and board executive forums**

- Lost 60 pieces of business in 2013

**Cultural and destination tour moment**

- Local history
- Gay-friendly

**Lack of destination appeal**

**Embrace**

- Family-friendly, clean, safe...

**I can't social & meet my peers in the same way.**

**We are hot!**

**EDUCATE OUR ATTENDEES**

- Tell the stories
- Tech talk
- Rules

**EMBRACE**

- Family friendly, clean, safe...

**Lack of destination appeal**

- Loss of business in 2013

**STRATEGIC**

- Use you in the right moment
- Visual videos
- Podcasts

**TALK ABOUT LDS**

- LEISURE ATTITUDES
- BORING
- RURAL

**MESSAGE**

- Trumpet your assets
- Appeal to the board

**LACK OF DESTINATION APPEAL**

- Graphic footprints

**EDUCATE OUR ATTENDEES**

- Tell the stories
- Tech talk
- Rules