

FOCUS

The Enterprise **F1**

October 2, 2017

INSIDE



Booze at a private event

Utah has some funny laws when it come to serving alcoholic beverages. And if you want to serve booze at your private event, you need to know the rules. Attorney Tim Kuhn gives you seven pointers to keep you out of trouble.

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Visual evidence that the Salt Lake City convention industry is doing just fine includes recent conventions of USANA (top), doTerra (center) and Comic Con, all at the Salt Palace Convention Center.

MEET & EAT

Will Salt Lake City's convention industry have a...

Life after OR?

Brice Wallace

The Enterprise


Gone are the twice-annual Outdoor Retailer trade shows and their \$50 million annual impact, but don't yet write the obituary for Salt Lake County's convention industry.

At a recent news media gathering ostensibly to promote energy sustainability certifications attained by the Salt Palace Convention Center, county and convention leaders maintained that the local convention industry itself remains energized and sustainable. While the loss of the OR shows was a gut punch, it was by no means lethal because Salt Lake has maintained its largest convention, which could grow even bigger; is looking for other gatherings to fill the gap left by OR; and continues work toward the building of a convention headquarters hotel.

see CONVENTION pg. F7

MEETING FACILITIES

Ranked by Usable Square Feet



List Development Laneace Gregersen | laneace@slenterprise.com

	Company Name Address	Phone Web	Usable Square Feet	Total Breakout Rooms	Days in Service 2016	Total Events 2016	No. Utah Employees	Services Offered	Top Local Executive
1	Calvin L. Rampton Salt Palace Convention Center 100 S. West Temple SLC, UT 84101	385-468-2222 saltpalace.com	679,000	67	333	156	102+PT	Full-service convention center	Dan Hayes General Manager
2	South Towne Expo Center 9575 S. State St. Sandy, UT 84070	385-468-2260 southtowneexpo.com	258,000	14	327	250+	*	Meetings, conferences, events, space & set-up for consumer shows, housekeeping, security, Internet	Dan Hayes
3	Dixie Center at St. George 1835 Convention Center Drive St. George, UT 84790	435-628-7003 dixiecenter.com	104,000	21	327	190	17	In-house decorating & A/V, event management, telecommunication, inbound/outbound freight, security, food service	Jo Ann Gordon
4	Utah Valley Convention Center 220 W. Center St. Provo, UT 84601	801-851-2201 utahvalley conventioncenter.com	84,000	16	311	250	90	Food & beverage, A/V, decorating services, telecommunications	Danny Wheeler CFE
5	Ogden Eccles Conference Center 2415 Washington Blvd. Ogden, UT 84401	801-689-8600 oeccutah.com	80,000	20	365	184	42	Meetings, banquets, trade shows, state-of-the-art theater	Mike Fenton Executive Director
6	Grand America Hotel 555 S. Main St. SLC, UT 84111	801-258-6000 grandamerica.com	75,000	36	365	*	750	Full-service luxury convention hotel offering in-house catering, A/V conference services and floral	
7	Zermatt Utah Conference Resort 784 W. Resort Drive Midway, UT 84049	866-ZERMATT zermattresort.com	65,000	22	365	200+	200+	Fully accredited conference center, on-site food & beverage services, team-building activities, transportation, customized content	James Brown Director of Sales
8	Montage Deer Valley 9100 Marsac Ave. Park City, UT 84060	435-604-1300 montagehotels.com	55,000	5	351	180+	*	In-house A/V, valet parking, group transport, bowling alley, private dining	*
9	Thanksgiving Point 3003 N. Thanksgiving Way Lehi, UT 84043	801-768-2300 thanksgivingpoint .org	34,000	18	311	1,300+	300	Unique indoor & outdoor facilities with in-house catering, floral & A/V	Molina Welcker
10	Sheraton Salt Lake City Hotel 150 W. 500 S. SLC, UT 84101	801-401-2000 sheratonsaltlake city.com	33,000	23	365	550	175	Full convention, catering & A/V services	Jeff Nopper Director of Sales & Marketing
11	Noah's Event Venue 322 W. 11000 S. South Jordan, UT 84095	844-662-4738 noahseventvenue.com	32,000	11	364	*	30	Customizable, flexible, high-end event space for all occasions, A/V, catering, etc.	Bill Bowser
12	Provo Marriott Hotel & Conference Center 101 W. 100 N. Provo, UT 84601	801-377-4700 marriott.com/slcvo	28,000	20	365	1,000+	155	Full-service meeting facilities including food & beverage	John Garfield General Manager
13	Little America Hotel 500 S. Main St. SLC, UT 84101	801-596-5700 saltlakelittleamerica. com	25,000	21	365	*	445	In-house A/V, catering, convention services and floral	
14	Salt Lake Hilton City Center 255 S. West Temple SLC, UT 84101	801-328-2000 hilton.com	24,000	19	365	500+	200	Meeting planning experts, catering, A/V & business center	Abby Murtagh General Manager
15	Salt Lake Marriott City Center 220 S. State St. SLC, UT 84111	801-961-8700 marriott.com/slccc	18,000	14	365	700+	180	Full hotel services, rooms, meeting space & meals	*
16	Deer Valley Resort 2250 Deer Valley Drive S. Park City, UT 84060	800-424-3337 deervalley.com	10,000+	26	356	151	Seasonal	Lodging, banquets, outdoor activities	Chris Carlson Group Sales Manager
17	Homestead Resort 700 N. Homestead Drive Midway, UT 84049	435-654-1102 homesteadresort.com	10,000	11	365	*	155	Resort, lodging, banquet space, 18-hole golf course, meeting planning, Homestead Crater	*
18	Stanza Italian Bistro & Wine Bar 454 E. 300 S. SLC, UT 84111	801-746-4441 stanzaslc.com	8,500	3	310	86	30	Modern Italian cuisine in a visually stunning setting for business & social events	Hillary Merrill, G.M. Jonathan LeBlanc Executive Chef
19	Red Mountain Resort 275 E. Red Mountain Circle Ivins, UT 84738	877-246-4453 redmountain resort.com	7,000	6	365	150	250	Spa, restaurant, group adventures, catering, A/V	Tracey Welsh
20	Current Fish & Oyster 279 E. 300 S. SLC, UT 84111	801-326-3474 currentfishandoyster .com	6,500	3	350	109	50	Social & business events with top seafood offerings in a dramatic historic setting	Andrew Cliburn General Manager
21	Pierpont Place 163 W. Pierpont Ave. SLC, UT 84101	801-200-3113 pierpontplace.com	4,500	*	360	150	25	Event & wedding design, in-house floral design, bar, equipment rental, planning & coordinating, vendor & event management	Janice Alyson Boes
22	SMG Salt Lake County Equestrian Park and Event Center 11400 S. 3600 W. South Jordan, UT 84095	385-468-1600 visitsaltlake.com	120 acres	1	362	126	10	Equestrian events, boarding, public arena use	Dan Hayes



Keeping your private event pouring

Seven tips to keep you out of trouble when serving alcohol

A common question that comes up from nonprofit and corporate hosts is how to hold a private event where clients, customers and sponsors can attend and, among other things, be served alcoholic beverages.

Often hosts apply to the Utah Department of Alcoholic Beverage Control (DABC) for event permits but what if you don't want to go through the process or what if you just don't need to? In either situation, if your event qualifies as a "private event" under Utah law you may be able to avoid such administrative burdens if you follow a few tips for operating a private event.

Pursuant to Section 102 of the Utah Alcoholic Beverage Control Act, a private event means "a specific social, business or recreational event: (i) for which an entire room, area, or hall is leased or rented in advance by an identified group; and (ii) that is limited in attendance to people who are specifically designated and their guests."

A private event "does not include an event to which the general public is invited, whether for an admission fee or not." Section 501 of the

act further provides that "a person conducting a private event may not directly or indirectly sell or offer for sale an alcoholic product to a person attending the private event without

first obtaining an event permit under this title."

Although at face value the statutes may seem simple, there may be pitfalls that an unwary host can fall into with the DABC.

To help keep the alcohol pouring and serving compliant, below are seven

tips for your private event:

1. Use a guest list. The private event should be limited to only invited guests such as clients, customers and sponsors of the host and their guests. Invited clients, customers and sponsors should be sent an invitation that is not available to the general public and be identified by the host on a guest list prepared in advance. Only guests listed and identified on the guest list should be permitted to enter the private event.

2. Do not sell admission to the private event. No individuals should be able to purchase admission to the event, whether in advance or during the event. Tickets should not be sold

by the host since the event is a private event.

3. Do not use reservation fees to subsidize purchase of alcohol for the private event. At the option of the host, invited guests may reserve a table for a fee; however, the fee should not be used to subsidize or offset the cost to the host to purchase alcohol. Note that other invited guests must still be able to gain entrance and have access to the event whether or not such guests reserve a table.

4. Use host-employed servers. If the host wants to have individuals employed to serve the alcoholic products at the event, such persons should be employed by the host and not by a sponsor, client or other third party.

5. Do not use sponsorship money to subsidize the purchase of alcohol for the event. So long as the host is a non-retailer, the host will not be restricted from receiving something of value, like money, from an industry member. The host can enter into sponsorship agreements or memorandums of understanding. The host should, however, make it clear that the sponsorship dollars are not specifically provided for the purchase of alcohol.

6. Do not have third party pay for and obtain purchased alcohol for the event. Any alcohol served at a private event should be paid for and obtained by the non-retailer event host. An industry member should not provide monies to the host to purchase alcoholic products.

7. Do not have kegs at the private event. No kegs. The event premises cannot qualify as a private event if alcoholic products are to be dispensed from kegs. Any beer served by the host at the event must be served in bottles or cans and not on draft from a keg.

Hopefully these tips will help you host a successful private event. Please note that these are general tips and each situation should be analyzed in accordance with the relevant statutes, including sections 102 and 501 of the act. You should consider consulting counsel to help assess whether your event is in compliance.

Tim Kuhn is an attorney in the Salt Lake City office of Snell & Wilmer. His practice is concentrated in business and finance with an emphasis on corporate governance, mergers and acquisitions, private placements, securities law compliance, joint ventures and general corporate matters.



TIM KUHN

CATERERS

Listed by Gross Catering Sales 2016



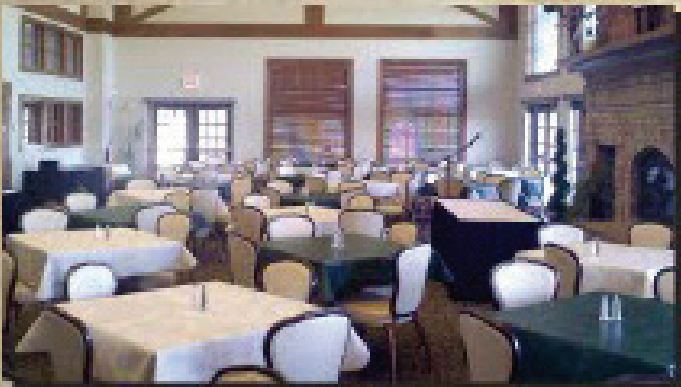
List Development Laneace Gregersen | laneace@slenterprise.com

	Company Name Address	Phone Web	Gross Catering Sales 2016	No. of Utah Employees	No. Utah P/T Employees	Min/Max Event Size	Food Specialties	Notable Events Catered 2017	Year Established	Catering Manager	Executive Chef
1	Utah Food Services 100 S. West Temple SLC, UT 84101	801-531-0226 utahfood services.com	\$8.5 million	90	100	10- 10,000	Globally inspired menus, chef action stations	Hand-served tenderloin & salmon double entree for 6000 convention attendees	1994	Diego Escobar	Ben Brawand
2	Cuisine Unlimited 4641 S. Cherry St. SLC, UT 84123	801-268-2332 cuisine unlimited.com	\$5 million	75	65	5+	Custom menus for any event	Sundance closing awards, S.L. Chamber 130th Anniversary, S.L. Dining Awards	1980	*	Steve Ulibarri
3	LUX Catering & Events 1578 S. 300 W. SLC, UT 84115	801-466-2537 luxcateringand events.com	\$5 million	20	100	25+	Gourmet, action stations, plated, buffet, American, international	Grand opening of UMFA, Sundance, Extra Space Storage, Clearlink winter party	1995	Chris Sanchez	Don Sanchez
4	Thanksgiving Point 3003 N. Thanksgiving Way Lehi, UT 84043	801-768-2300 thanksgiving point.org	\$3 million	12	60	10,000 +	American & international favorites	Mrs. Herbert's Uplift Family Parenting Conference, Imagine That! Gala, Labor Day Luau, Valentine's Dinner Dance	1996	Molina Welcker	Jason Merryweather
5	Meier's Catering 4730 S. Holladay Blvd. Holladay, UT 84117	801-278-4653 meierscatering. com	\$1.5 million	7	20	50- 10,000	Pulled pork, tri-tip, prime rib, turkey & ham, hamburgers, hot dogs, ribeyes, baby back ribs	Imagine Learning, Black Diamond, This is the Place, Tata, UofU Hospital, NFS	1990	Robert A. Meier	Peay Meier
6	The Blended Table 925 S. Jefferson St. SLC, UT 84101	801-328-8138 theblendedtable .com	\$1.2 million	4	20-50	30- 5,000	Fresh, seasonal, highest-quality food made from scratch	NHMU Gala, UMOCA Gala, Canon at Sundance, Starwood Preferred	2002	Emery Lortsher Colour Maisch	Tom Grant
7	Utah Celebrations LLC 455 N. University Ave. Ste. 206 Provo, UT 84601	801-836-3508 utah celebrations. com	\$650,000	6	20	50- 2,500	Crepes, dinners, hors d' oeuvres	*	2008	Karie Sigua	Steven Swallow
8	Good Day Catering 380 W. 1700 S. SLC, UT 84115	801-532-7829 goodday catering.com	*	16	20	10- 1,000+	Customized hand- crafted menus	American Cancer Society Gala, BYU, Sotheby's	2000	Amanda Mellor	Christine Mason
9	JK's Indulgence Catering 752 W. Center St. Midvale, UT 84047	801-253-0922 jksindulgence .com	*	3	10-15	10- 5,000	Private chef dinners, corporate events & custom weddings	*	1993	Cindy Lidell	Jeff Ohlson



*Did not disclose. Please note that some firms chose not to respond, or failed to respond in time to our inquiries. All rights reserved.
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HOTELS

Ranked by Total Number of Rooms



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	Company Name Address	Phone Web	Total No. Rooms	No. Standard Rooms	No. Suites	Rate Range	No. Meeting Rooms	No. Utah Employees	Miles to SLC Airport	Amenities Available	Year Opened	General Manager
1	Little America 500 S. Main St. SLC, UT 84101	801-596-5700 saltlakelittleamerica.com	850	847	3	\$124-359	21	445	7	Three restaurants/lounges, indoor and outdoor pools, fitness center, ADA rooms, valet service, walking distance to all Salt Lake City downtown attractions	1952	Mark Mundel
2	Grand America 555 S. Main St. SLC, UT 84111	801-258-600 grandamerica.com	772	379	396	\$250-500	36	750	7	Two restaurants, two lounges, speciality shopping, two pools, fitness center, spa and salon, art collection, business center, valet car service, concierge service, Wi-Fi	2001	Chris Erickson
3	Hilton Salt Lake City Center 255 S. West Temple SLC, UT 84101	801-328-2000 hiltonsaltlakecity.com	499	416	19	\$99-459	19	200	7.5	Award-winning Spencer's Steakhouse, valet parking, room service & close to everything downtown	1983	Abby Murtagh
4	Westgate Park City Resort & Spa 3000 Canyons Resort Drive Park City, UT 84098	435-940-9444 wgparkcity.com	487	*	487	\$115-2,500	6	*	34	Two restaurants, day spa, three pools/Jacuzzis/saunas/steam rooms, marketplace, game room, licensed child-care center, skier services, coffee shop, tennis court, playground/basketball court	2002	Brian Waltrip
5	Sheraton Salt Lake City Hotel 150 W. 500 S. SLC, UT 84101	801-401-2000 sheratonsaltlakecityhotel.com	362	290	6	\$109-309	22	170	7	Sheraton Club, fitness center, 5th Street Grill, Extra Innings Lounge, Starbucks, in-room dining, airport shuttle, complimentary parking, seasonal outdoor pool	1975	Jason Ford
6	Salt Lake Marriott City Center 220 S. State St. SLC, UT 84111	801-961-8700 marriott.com	359	342	17	\$99-259	14	180+	7	Pool, fitness center, free high-speed Internet, meeting space, walk to Temple Square, shopping & dining	2000	Doug Koob
7	Provo Marriott Hotel & Conference Center 101 W. 100 N. Provo, UT 84601	801-377-4700 marriott.com/slcvo	330	324	6	\$159+	19	160	45	Restaurant, café, bar, indoor & outdoor pool, fitness center, business center	1983	John Garfield
8	Zermatt Utah Resort & Spa 784 W. Resort Drive Midway, UT 84049	866-ZERMATT zermattresort.com	300	150	150	\$129-399	16	225	48	Year-round indoor-outdoor pool, free Wi-Fi, free parking, conference center, business center	2006	Brandon Fife
9	DoubleTree by Hilton Salt Lake City Airport 5151 Wiley Post Way SLC, UT 84116	801-539-1515 hilton.com	288	211	77	\$87-249	13	120	2	24/7 airport shuttle, business center, Fitness by Precor, laundry, indoor pool & hot tub, Pavilion Pantry Grab & Go, Wi-Fi, ATM	2013	Maz Ismail
10	Courtyard by Marriott Downtown 345 W. 100 S. SLC, UT 84115	385-290-6500 marriott.com	175	161	14	\$189-379	6	*	6.1	Exercise room 24/7, pool, whirlpool & bistro	2015	Matt Seamons
11	Hyatt House Downtown Salt Lake City 140 S. 300 W. SLC, UT 84101	801-359-4020 saltlakecitydowntown.house.hyatt.com	159	52	107	*	2	*	*	Fitness center, free breakfast/free Wi-Fi, fire pits, BBQ grill, pool table, restaurant/bar, outdoor pool, pets allowed, full kitchens	2015	Meghan James
12	Red Mountain Resort 275 E. Red Mountain Circle Ivins, UT 84738	877-246-4453 redmountainresort.com	130	82	48	\$170-440	*	250	20	Spa, outdoor activities, restaurant, retail, indoor/outdoor pools, whirlpools, Wi-Fi	1998	Tracey Welsh
13	Homestead Resort 700 N. Homestead Drive Midway, UT 84049	435-654-1102 homesteadresort.com	125	94	31	\$99-239	11	*	55	Indoor/outdoor swimming pools, Homestead Crater, Crater Springs Golf Course, two restaurants, gift shop	1886	Paul Christensen
14	Fairfield Inn & Suites Downtown 130 W. 400 S. SLC, UT 84101	801-531-6000 marriott.com	120	80	40	\$109-189	1	*	7.5	Breakfast included with rate, indoor pool, business center, 24/7 fitness center, free parking	1994	Spencer Empey

CONVENTION

from page F1

“We never want to lose a customer, but what we know is that we have a lot of shows here — 56 citywide conventions here, doTerra being the largest,” said Salt Lake County Mayor Ben McAdams. “And every time we lose a customer, we want to ask ourselves what we can do better to retain them. ... We’re picking ourselves up and continue to move forward and attract new conventions to come here and visit the Salt Lake area, and we know we have a lot to offer.”

Scott Beck, president and chief executive officer of Visit Salt Lake, also stressed that OR was just two of 56 citywide events — defined as those that use more than 750 hotel rooms on peak nights and use the Salt Palace. “We have been and will continue to be more than just the OR shows,” he said.

Outdoor Retailer’s Winter Market usually had about 25,000 attendees and a \$22 million economic impact. The Summer Market usually had about a \$27 million impact. But the shows pulled out after this year’s summer gathering and will have them in Denver going forward.

To try to fill that gap, Visit Salt Lake will focus on bringing in other trade shows, aided by the Society of Independent Show Organizers. Beck noted that of the 54 non-OR shows this past year, 24 will not be in Salt Lake City again — part of a typical churn of losing events and gaining events.

“Every year, we bring new groups into the community. What we do is bring new groups to Salt Lake. What we’re doing [now] is what we do every single day. ... The convention business has a bright future and has been very strong,” he said, noting that this year’s revenues for local hotels and restaurants will surpass last year’s amount “and 2018 looks to be very strong.”

Helping maintain the convention industry’s health is doTerra, an essential oils company whose recent four-day annual global convention in Salt Lake City attracted 30,500 people from 68 nations. They had a direct economic impact of \$29 million.

DoTerra has had its global convention in Salt Lake since 2008, and this year was the third consecutive year for it to be the largest citywide convention in Salt Lake County, even with OR. Ninety-four percent of attendees were from outside Utah and Utah’s language translation support was “mind-boggling,” according to Kirk Jowers, vice president of corporate relations and European markets for doTerra.

“There was really no place on Earth that could hold this type of convention as successfully as Salt Lake,” said Jowers, who said the company believes its annual convention in Salt Lake County could grow to as much as 45,000 attendees.

“OR was unique,” Beck acknowledged. “It’s going to be hard to find things to replace OR. What will replace OR will be growth in organizations like doTerra. People forget that when OR started, it was 6,000 people. OR didn’t come to the community as a 30,000-person convention. OR grew into that. So I think there still is a proven track record, and the viability of growing a lot of our ongoing, repeat conventions is very, very high.”

Already, Beck said, several citywide conventions and events are booked through 2030.

“Rest assured that Visit Salt Lake and Salt Lake’s hospitality community will continue to work hard to continue the long-term success of the meetings and convention and leisure travel industry that provides so much economic support to our community,” he said.

McAdams described OR as “a unique convention” and added that “it

always hurts to lose a big convention like that.”

“Losing two big shows like that, the OR shows, certainly hurts, but we hope that they’ll come back and we’re going to work to replace the hole that that leaves in the schedule in the meantime. ... Salt Lake County is a prime destination for conventions. We continue to innovate and grow ... and continue to be on the cutting edge of attracting visitors and conventions to the Salt Lake metro area.”

OR had long sought a large hotel at or near the Salt Palace to help accommodate its growth over the years, and the development of a convention headquarters hotel remains on track. While the hotel was never planned to address just OR’s needs, “not having the hotel makes finding someone to replace Outdoor Retailer harder,” Beck said.

Salt Lake County is still negotiating with the developer, DDRM, based in

St. George, on the \$300 million hotel, which will include about \$25 million in local government tax incentives for certain parts of the new structure. The hotel likely will have 700-800 rooms and 80,000-100,000 square feet of ballroom space. Among the possible locations are the south or north ends of the Salt Palace property, as well as several sites nearby.

McAdams said Salt Lake needs the headquarters hotel because it has lost out on conventions to competing cities that have such a facility.

“The convention center hotel is one that we know is necessary for conventions of all sizes,” he said, noting that the ideal convention for Salt Lake has about 8,000 attendees. “To have a convention headquarters hotel located here adjacent to the Salt Palace is a missing ingredient that we find as we’re trying to attract new conventions and retain existing conventions.”

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