

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
JUNE 21, 2022

TITLE:	Approving Letter of Support for the Economic Development Department's Utah Office of Tourism Cooperative Marketing Program Round 2022 Application and Grant Match
FISCAL IMPACT:	\$300,000 (90% towards air travel marketing and 10% media agency commission)
PRESENTER(S):	August Granath, Director, Economic Development Department

Prepared By:

AUGUST GRANATH
DIRECTOR,
GRAND COUNTY
ECONOMIC DEVELOPMENT

FOR OFFICE USE ONLY:
Attorney Review:

SUGGESTED MOTION:

I move to approve the Letter of Support for the Grand County Economic Development Department's (EDD) application and grant match for the Round 2022 Utah Office of Tourism Cooperative Marketing Program

BACKGROUND:

The EDD has put together an application for Round 2022 of the Utah Office of Tourism's Cooperative Marketing Program. The application includes a grant match of (TBD) that will go towards air travel and responsible recreation (subject to change). Of the total match, \$250,000 will tentatively go towards marketing specifically to air travel. Specifically, it will go towards the expansion of air travel marketing to advertise flights from Chicago (subject change) on SkyWest United. Marketing will also be expanded to promote SkyWest Delta direct flights from Denver (subject to change) to Canyonlands Regional Airport. The second marketing opportunity will focus on responsible recreation advertising on Utah.com (subject to change). The marketing will emphasize education for visitors around recreating with respect, staying on trails, and sustainable tourism. By increasing air travel, Grand County will generate more TRT and sales tax revenue

Attachments:

- 6.21.22 – Round 2022 Co-op Grant LOS GC.docx