

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
SEPTEMBER 20, 2022

TITLE:	Utah Cooperative Marketing Program – Round 2022
FISCAL IMPACT:	<p>\$450,000*</p> <p>\$168,750 to be awarded to Grand County upon acceptance of MOU \$225,000 to be matched by Grand County in 2023 \$56,250 to be awarded to Grand County following approved expenditure of initial award and required match</p> <p>No immediate fiscal impact</p>
PRESENTER(S):	August Granath, Economic Development Director

Prepared By:

 Ben Alter, Economic
 Development Specialist

FOR OFFICE USE ONLY:
Attorney Review:

RECOMMENDED MOTION:

I move to approve the Cooperative Marketing Program 2022 grant award of \$225,000 and enter into a Memorandum of Understanding with the Utah Office of Tourism.

BACKGROUND

Grand County has received a \$225,000 cooperative marketing grant from the Utah Office of Tourism. This grant requires a 1:1 match, so Grand County will need to contribute an additional \$225,000, bringing the total fiscal impact of this program to \$450,000.

These funds will be used to bolster the Economic Development Department’s (EDD) Fly Market Campaign in 2023 in partnership with Love Communications. The approval of this item during the September 20, 2022 Grand County Commission meeting will allow for the EDD to complete the attached MOU and prepare to receive the initial disbursement of these funds (75% of the total grant award, which is \$168,750.00); however, these funds and the EDD’s required match will not be spent until 2023.

ATTACHMENT(S):

1. Grand County Award Letter
2. Grand County Award MOU
3. Grand County Award Scoresheet