



## SAN JUAN COUNTY COMMISSION

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June 2, 2026

Utah Office of  
Tourism Co-op Grant  
Committee Council  
Hall/Capital Hill Salt  
Lake City, UT 84114

### **Subject: Letter of Support for Blanding City's Marketing Grant Application**

To Whom it May Concern,

On behalf of San Juan County Tourism, I am pleased to offer our strong support for Blanding's application for the Co-op Marketing Grant. Blanding continues to play an important role in promoting tourism and economic activity throughout the region, and the City's ongoing efforts to expand its marketing initiatives will provide meaningful benefits to both visitors and local businesses alike. Events such as the Bears Ears Marathon help highlight the unique outdoor recreation opportunities, scenic landscapes, and welcoming community atmosphere that make our area a destination for travelers from across the country.

Blanding serves as a key gateway community within San Juan County, and its tourism and event programming contribute significantly to increased visitation, overnight lodging, dining, retail activity, and broader economic development. Strategic marketing investments help strengthen awareness of the area while encouraging visitors to extend their stay and explore the many attractions throughout the county. We believe the City's continued commitment to tourism promotion aligns closely with our regional goals of supporting sustainable visitation and strengthening the local economy.

We fully support Blanding's application for this funding opportunity and respectfully encourage favorable consideration of the request. Continued partnership and investment in destination marketing will help ensure long-term benefits for the community, local businesses, and the tourism industry throughout the region.

Sincerely,

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Lori Maughan  
San Juan County, Chair