



## STAFF REPORT

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**MEETING DATE:** June 2, 2026

**ITEM TITLE, PRESENTER:** Letter of Support for San Juan County's participation in the Utah Office of Tourism Co-op Marketing Grant Application for \$215,000. Allison Yamamoto-Sparks, Visitor Services Director

**RECOMMENDATION:** Approval

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### SUMMARY

The Co-op Marketing Grant allows San Juan County Visitor Services to stretch the marketing dollars for the County, to more effectively reach the target demographics in the highest spending areas and countries for San Juan County.

### HISTORY/PAST ACTION

San Juan County Visitor Services applies for the Co-op Marketing Grant every year, and the commissioners have always voted in favor of approving the required letter of financial support in the past.

### FISCAL IMPACT

\$215,000 from the 2027 Visitor Services budget.