



## STAFF REPORT

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**MEETING DATE:** June 2, 2026

**ITEM TITLE, PRESENTER:** San Juan County Walk 250 Challenge. Allison Yamamoto-Sparks, Visitor Services Director & Derryl Jack, SJC Tourism Tax Advisory Board Chair

**RECOMMENDATION:** None

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### SUMMARY

San Juan County Visitor Services is currently running a campaign in conjunction with the Utah Walk 250 Challenge hosted by the state and Zions Bank, to encourage people who are participating in the state-wide challenge, to walk, hike, or run some of their 250 miles in San Juan County.

From April 1st through July 4th, visitors & residents who log their miles on a form on the [www.utahscanyoncounty.com](http://www.utahscanyoncounty.com) website and share a photo of themselves on SJC trails will receive branded Utah's Canyon Country items based on the number of miles they walk, run, or hike.

### HISTORY/PAST ACTION

None

### FISCAL IMPACT