



COMMISSION STAFF REPORT

MEETING DATE: June 18, 2024

ITEM TITLE, PRESENTER: Letter of Support for San Juan County's Participation in the Utah Office of Tourism Co-op Marketing Grant Application for \$250,000. Allison Yamamoto-Sparks, Economic Development & Visitor Services Assistant Marketing Director

RECOMMENDATION: Approval

SUMMARY

The Co-op Marketing Grant allows San Juan County Economic Development & 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 Economic Development & 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

\$250,000 from the 2025 Visitor Services budget.