



COMMISSION STAFF REPORT

MEETING DATE: Oct 3, 2024

ITEM TITLE, PRESENTER 2024 Utah Office of Tourism Grant Contract by Elaine Gizler, Economic Development and Visitor Services Director.

RECOMMENDATION: Business Action Item

SUMMARY: The Utah Office of Tourism from the Utah Cooperative Marketing Program awarded San Juan County, Utah \$212,500 toward San Juan County's 2024 Marketing and Branding.

HISTORY/PAST ACTION. The Utah Office of Tourism has granted funding in the past, in 2023 the allocation was \$237,500, this current allocation is a \$25,000 decrease from last year.

FISCAL IMPACT: San Juan County will have to match the \$212,500 out of the 2024 Economic Development and Tourism Budget supported by Transient Room Taxes.