



SAN JUAN COUNTY COMMISSION

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May 29, 2025

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

Letter of Support for Blanding City's Marketing Grant Application

To Whom It May Concern,

On behalf of San Juan County Tourism, I am writing to express our support for the City of Blanding's application for the Co-op Marketing Grant. Blanding's efforts to strengthen its tourism marketing initiatives—particularly through the promotion of signature events like the Bears Ears Marathon—are valuable for the general economic health and recognition of our area.

Blanding plays a pivotal role in shaping the visitor experience within San Juan County. Its events and attractions not only draw visitors to the area, but also encourage overnight stays, local spending, and positive word-of-mouth that continues to amplify the region's appeal. The Bears Ears Marathon is a prime example of how a well-executed city event can simultaneously spotlight our natural assets and showcase the welcoming character and amenities of the community itself.

We view the City's work as a valuable complement to our broader regional efforts. Continued investment in city-led marketing will help us collectively grow visitation, support local businesses, and build a more resilient tourism economy.

We wholeheartedly support Blanding's application and urge you to give it full and favorable consideration.

Sincerely,

Silvia Stubbs
Commission Chair