



## STAFF REPORT

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**MEETING DATE:** June 3, 2025

**ITEM TITLE, PRESENTER:** Letter of Support for San Juan County's participation in the Utah Office of Tourism Co-op Marketing Grant Application for \$225,000. Allison Yamamoto-Sparks, Economic Development Manager

**RECOMMENDATION:** Approval

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### 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

\$225,000 from the 2026 Visitor Services budget.