



COMMISSION STAFF REPORT

MEETING DATE:	February 15, 2022
ITEM TITLE, PRESENTER:	Go Travel Sites 2022 Contract for Online Media Insertion and Canyon Country Website Updates by Elaine Gizler, Economic Development, and Visitor Services Director.
RECOMMENDATION:	Business Action/ Approve

SUMMARY: Go Travel Sites hosts Utah’s Canyon Country Website for Visitor Services and Economic Development Content. The 2022 Contract will encompass Website Updates, Trail Pages, and Upgrades to the content, including adding more for Blanding, Bluff, and Monticello. In addition, splitting out the Economic Development content to a separate site.

HISTORY/PAST ACTION Go Travel Sites has hosted the Website for a couple of years and has performed the functions of updating the content, for Utah’s Canyon Country Visitor Services and Economic Development.

FISCAL IMPACT

\$ \$27,000 (\$5,000 for Online Media and \$22,00 for Website management

Approved in the 2022 Tourism Budget