



COMMISSION STAFF REPORT

MEETING DATE:	February 15, 2022
ITEM TITLE, PRESENTER:	Guest Guide Contract for production of the Rip Maps and Community Guides for Blanding, Monticello, and Bluff and the SJC ad in the Guest Guide, by Elaine Gizler, Economic Development, and Visitor Services Director.
RECOMMENDATION:	Business Action/ Approve

SUMMARY: Guest Guide has produced Rip Maps and the Community Books for Monticello, Blanding, and Bluff for the last year. Guest Guide is reprinting for the communities as they have run out and are preparing for the new 2022 season.

HISTORY/PAST ACTION Blanding, Monticello, and Bluff had requested these marketing materials to distribute to visitors throughout their areas. These materials aid the visitors in visiting our area and have to message to help them navigate their trip through San Juan County. We have also provided a local perspective with content from residents in each room.

FISCAL IMPACT

\$ 24,000

Approved in the Tourism Budget