



COMMISSION STAFF REPORT

MEETING DATE: September 16, 2025

ITEM TITLE, PRESENTER: Contract for Utah Office of Tourism Co-op Marketing Grant Contract

RECOMMENDATION: Approval

SUMMARY

The Co-op marketing Grant allows San Juan County Visitor Services to stretch our marketing dollars for the county to more effectively reach the target demographics in the highest spending areas and countries for San Juan County.

Allison Yamamoto-Sparks applied for the 2025/26 Co-op Marketing Grant and was awarded \$182,250, and this contract is required for the Utah Office of Tourism to be able to pay San Juan County the grant funds that were awarded.

HISTORY/PAST ACTION

San Juan County Visitor Services applies for the Co-op Marketing Grant every year, and the commissioners have always voted in favor of approving the contract to receive the grant funding.

FISCAL IMPACT

The Utah Office of Tourism will pay \$182,250 to San Juan County Visitor Services.