



STAFF REPORT

MEETING DATE: January 2, 2024

ITEM TITLE, PRESENTER: Utah.com 2023-2024 Contract Elaine Gizler, Economic Development and Visitor Services

RECOMMENDATION: Action

SUMMARY

Contractual agreement with Utah.com, a company we have used for several years to feature San Juan County on their website with specific months and targeted features such as National Monuments, Canyonlands, Four Corners, etc. This site generates leads from potential visitors around the country requesting more information about San Juan County; we received 4000 requests for Travel Guides we mail out.

HISTORY/PAST ACTION

San Juan County has used Utah.com for over five years, with more spending in the past

FISCAL IMPACT

\$10,000 out of the 2024 Economic Development Budget