

NEWS RELEASE

August 12, 2011

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**Cooperative Marketing Projects Approved by Utah Tourism Board**

Cedar City, Utah – Members of the Utah Board of Tourism Development have approved 28 of 32 Cooperative Marketing applications from non-profit tourism entities totaling more than \$1.5 million to promote the state to out-of-state visitors. The Utah Office of Tourism received requests totaling more than \$1.8 million. The program is now in its seventh year and ninth round of funding.

“This annual program has allowed us to partner with tourism organizations around the state to promote our ‘Life Elevated®’ brand and extend our reach in targeted out-of-state domestic and international markets,” said Leigh von der Esch, managing director of the Utah Office of Tourism, an agency of the Governor’s Office of Economic Development.

“The funding enables us with a small ad budget to leverage our funds, so our main event can go forward and have more impact,” said Maria Twitchell, executive director of the Cedar City/Brian Head Tourism Bureau, which hosted the board’s monthly meeting in Cedar City as the community celebrates the 50<sup>th</sup> anniversary of the Tony Award-winning Utah Shakespeare Festival.

“The Cooperative Marketing program allows us to market out-of-state and has increased our visitation,” said Marian DeLay, executive director of the Moab Area Travel Council.

“I think it’s great,” said Bruce Fullmer, director of the Garfield County Office of Tourism, who explained that the cooperative program “challenges us to come up with additional promotion.”

Applicant	Amount Approved
Bear River Association of Governments / Bear River Heritage Area	\$8,500.00

Davis Area Convention and Visitors Bureau	\$78,660.00
Emery County Travel Bureau – Mobile Application	\$4,890.00
Emery County Travel Bureau – Banner Ads	\$5,000.00
Foothill Cultural District	\$7,500.00
Garfield County Office of Tourism – Sunset Magazine	\$10,900.00
Garfield County Office of Tourism – National Campaign	\$7,700.00
Kimball Art Center	\$15,000.00
Moab Area Travel Council	\$175,000.00
Moab Music Festival	\$12,500.00
National Ability Center	\$13,100.00
Ogden / Weber Convention and Visitors Bureau	\$37,500.00
Park City Chamber/CVB	\$175,000.00
Piute Chamber of Commerce	\$1,850.00
San Juan County - International Guide Distribution	\$5,997.50
San Juan County - Website	\$18,625.00
Sandy Chamber of Commerce	\$25,500.00
Tuacahn Center for the Arts	\$100,000.00
Utah Association of Destination Marketing Organizations - Meet in Utah	\$56,000.00
Utah Festival Opera	\$50,000.00
Utah Shakespeare Festival	\$112,241.00
Utah Ski & Snowboard Association / Ski Utah	\$175,000.00
Utah Valley Convention and Visitors Bureau - Promotion	\$56,815.50
Utah Valley Convention and Visitors Bureau - Convention Center Awareness Campaign	\$53,325.62
Visit Salt Lake Convention and Visitors Bureau	\$173,500.00
Wasatch Area Economic Development Agency & Visitors Bureau / Wasatch Tourism	\$100,000.00
Wayne County Travel Council	\$21,525.00
Zion National Park Foundation	\$7,500.00
<b>Total:</b>	<b>\$1,509,129.62</b>

Those eligible for the Cooperative Marketing program include cities, counties, non-profit destination marketing organizations, and similar public entities that have been established as a non-profit for a minimum of one year. The Utah Office of Tourism matches up to 50% of the cost of the applicant's marketing project. All projects must utilize the Utah "Life Elevated®" brand.

In other board action, a proposal for \$10,000 was approved for a Utah section in the October issue of Southwest Spirit Magazine. Ski Utah will also provide \$5,000 for the project. The circulation is 3.3 million readers.

For additional information on the state's Cooperative Marketing program, contact the Utah Office of Tourism, 300 N. State St., Salt Lake City, Utah, 84114, (801) 538-1900 or visit [http://travel.utah.gov/cooperative\\_mktg/co-opmktg.htm](http://travel.utah.gov/cooperative_mktg/co-opmktg.htm).

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