

NEWS RELEASE

August 16, 2010

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Utah Tourism Board Approves Cooperative Marketing Projects

Salt Lake City – Members of the Utah Board of Tourism Development have approved 28 of 43 Cooperative Marketing applications from non-profit tourism entities totaling about \$1.4 million in funding to promote the state to out-of-state visitors. The Utah Office of Tourism received requests totaling \$1.8 million. The program is now in its sixth year and eighth round of funding.

“The annual cooperative marketing program is more important than ever to our partners and allows us to expand our out-of-state marketing efforts,” said Leigh von der Esch, managing director of the Utah Office of Tourism, an agency of the Governor’s Office of Economic Development (GOED). “For the last six years, funding has been provided to promote destinations in nearly all of Utah’s 29 counties. This is a win-win for our partners and the state.”

“Business Facilities Magazine, a leading site-selection publication, just ranked Utah’s overall quality of life as #1 in the nation,” said Spencer Eccles, executive director of GOED. “Quality of life is an important tool for us to promote the state not only to visitors, but also to businesses looking to relocate or expand their operations in Utah.”

Applicant	Amount Approved
San Juan County Economic Development & Visitors Bureau - Trade Shows	\$824.50
Zion National Park Foundation	\$2,182.50
Tuacahn Center for the Arts	\$2,425.00
Park City Convention and Visitors Bureau	\$169,750.00
Ski Utah	\$169,750.00
Salt Lake Convention and Visitors Bureau	\$166,840.00
Utah Valley Convention and Visitors Bureau	\$56,943.88
Utah Shakespearean Festival	\$108,873.77
San Juan County Economic Development & Visitors Bureau - Sales Missions	\$29,907.53
Ogden Weber Convention and Visitors Bureau	\$42,154.40

Alta Visitors Bureau	\$10,120.00
Zion Country Action Tours/St. George Area Convention and Visitors Bureau	\$27,600.00
Cedar City/Brian Head Tourism Bureau	\$32,430.00
San Juan County Economic Development & Visitors Bureau - Radio	\$43,700.00
Moab Area Travel Council	\$161,000.00
Wayne County Travel Council	\$29,394.00
Sandy Chamber of Commerce	\$22,950.00
Garfield County Office of Tourism	\$54,283.05
Tuacahn Center for the Arts	\$76,500.00
Daggett County	\$15,988.50
Kimball Art Center	\$6,750.00
Park City Performing Arts	\$37,741.50
Cache Valley Visitors Bureau - Top of Utah	\$11,424.60
Meet in Utah - Utah Association of Destination Marketing Organizations	\$37,440.00
Foothill Cultural District	\$5,670.00
Red Rock Golf Trail	\$27,000.00
Emery County Travel Bureau	\$11,250.00
Davis Area Convention and Visitors Bureau	\$68,856.75
Total:	\$1,429,749.97

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.

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.

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