

ROUND 8 - AUGUST 2010 CO-OP PROJECTS

Co-op Partner	Co-op Award	Type of Project	Marketing Location	Date of Event OR In-Market
Alta Visitors Bureau	\$10,120.00	Website update, interactive	NY, NJ, CT & southern CA	Oct 2010-Apr 2011
Cache Valley Visitors Bureau - Top of Utah	\$11,424.60	Brochure distribution, print ads & interactive	Southern ID, Yellowstone, Jackson Hole, western Wyoming & TX	2010-2011
Cedar City/Brian Head Tourism Bureau	\$32,430.00	Website, interactive, brochures & social media	Nationally & western US	2010 & 2011
Daggett County	\$15,988.50	Print ads, web development & promotion, brochure, mailings	Globally/WY & CO	2011
Davis Area CVB	\$68,856.75	Print ads, collateral, interactive	Western US	2010 & 2011
Emery County Travel Bureau	\$11,250.00	Video	Globally	Spring 2011
Foothill Cultural District	\$5,670.00	Ad words, video production, brochures	National	Oct-10
Garfield County Office of Tourism	\$54,283.05	Print Ads & interactive	Mid-west and western US states	2010 & 2011
Kimball Art Center	\$6,750.00	Magazine Ads	National	
Meet in Utah - Utah Association of Destination Marketing Organizations	\$37,440.00	Update website, print ads, interactive	Globally	2011
Moab Area Travel Council	\$161,000.00	Radio, TV, direct mail, consumer shows, direct mail/giveaways, interactive	Portland Oregon	2011
Ogden Weber CVB	\$42,154.40	Guide updates & reprints, interactive postage	National; ID, WY, CO, NV, AZ	Spring - Fall 2011
Park City CVB	\$169,750.00	Broadcast Network Television	LA & NYC	Jan-11
Park City Performing Arts	\$37,741.50	Print ads, interactive, direct mail, newspaper	CO, ID, NV, WY, NY, CA, AZ, FL	Summer
Red Rock Golf Trail	\$27,000.00	Brochure, magazine ads, web/interactive	Western region of US & Canada, Colorado	Oct-10
Salt Lake CVB	\$166,840.00	Web advertising, interactive	CA, NY, NJ, CT, Chicago, Boston, Atlanta, Denver, Dallas, Houston, San Francisco,	Winter 2010 & Early Spring 2011
San Juan County Econ Dev & Visitors Bureau Radio	\$43,700.00	Radio ads	AZ, NV, CO, NM	2011
San Juan County Econ Dev & Visitors Bureau Sales Missions	\$29,907.53	Sales Missions	Japan, South Korea,, Russia, India, China, Asia, Australia, Indonesia & Malaysia	2011
San Juan County Econ Dev & Visitors Bureau Trade Shows	\$824.50	Print ads	European Union	2010 & 2011
Sandy Chamber of Commerce	\$22,950.00	Magazine, post cards, interactive, photography	CA, NY, NJ, CT	Winter 2010/11

Ski Utah	\$169,750.00	Print, interactive, production, photos	National	Winter 2010/2011
Tuacahn Center for the Arts	\$2,425.00	Direct mail, newspaper	NV, CA	June & July 2011
Tuacahn Center for the Arts	\$76,500.00	Print, Magazines, Radio, Direct Mail & Billboards	NV, AZ, CA, ID & WT	Jun - Oct 2011
Utah Shakespearean Festival	\$108,873.77	Print, TV, Website, email, Radio, Trade shows, magazine, brochures, consumer shows	NV, CA, AZ, ID	Jun 23 - Oct 29, 11
Utah Valley CVB	\$56,943.88	Website, interactive, magazine ads, tradeshow	Nationally & western region	2011
Wayne County Travel Council	\$29,394.00	Website redesign, photos/video, social media, brochure	Globally/national	2011
Zion Country Action Tours/St. George Area CVB	\$27,600.00	Video creation, PPC, interactive	National, CA, Co	Feb-11
Zion National Park Foundation	\$2,182.50	Magazines & Posters	National	Nov 1-7, 2010
Total:	\$1,429,749.98			