

Utah Cooperative Marketing Program Round 9 Application Summaries

Amount Requested	Partner & Co- op Project
\$4,000.00	Bear Lake Valley CVB Re-print the Bear Lake Valley Brochure. National.
\$8,500.00	Bear River Association of Governments / Bear River Heritage Area Promotion of the Bear River area via magazine ads, banner ads, brochures, one-sheet travel itineraries. National & international
\$78,660.00	Davis Area CVB Promoting Davis County as a year-round destination with print ads, insert in Yellowstone Trip Planner, e-mail campaign, banner Ads and brochure distribution. Western US, National and international
\$4,890.00	Emery County Travel Bureau Promote San Rafael Country's State Parks, events, and nearby National Parks with new Mobile application. National & International
\$5,000.00	Emery County Travel Bureau Promote San Rafael Country's State Parks, events, and nearby National Parks via Banner ads. National & International
\$7,500.00	Foothill Cultural District Excel document Promotion of all of Foothill Cultural District locations by updating website. National.
\$10,900.00	Garfield County Office of Tourism Promotion of Garfield County as a destination via Sunset Magazine Ads. CA & Pacific Northwest.
\$7,700.00	Garfield County Office of Tourism Promotion of Garfield County as a destination via video, TV spots, billboards. National campaign.
\$15,000.00	Kimball Art Center Promotion of the 2012 Art Festival via sliding billboard & banner ads. Western US
\$175,000.00	Moab Area Travel Council Promotion of Grand County as a destination via radio, TV, direct mail, print ads, banner ads, giveaways, theater direct. Portland OR, southern Washington.
\$12,500.00	Moab Music Festival Promoting the 2012 Moab Music Festival via print, magazine ads, playbill ads, banner ads. Co, CA & NY

- \$25,000.00 Mt. Pleasant City/Heritage Highway 89**
Promotion of Heritage Hwy 89 via travel planner, promotional displays, CD. National & international.
- \$13,100.00 National Ability Center**
Promoting Utah recreational opportunities to consumers with disabilities - Print ad, Banner ads, Promotional video, Tradeshow Booth. National.
- \$37,500.00 Ogden / Weber CVB**
Promotion of Ogden's winter product via magazine ads, PPC, social media, ski council ads. CA, NY, Chicago, FL, AZ, NM
- \$175,000.00 Park City Chamber / CVB**
Promoting Park City winter vacations through Broadcast Network Television. National.
- \$1,850.00 Piute Chamber of Commerce - Staff to review**
E-mail campaign, Social media, Mailout cards & postage
- \$5,997.50 San Juan Co - International Guide Distribution**
Promotion of San Juan's premier destinations via distribution of foreign language guides, e-mail newsletters. UK, Germany, France, Japan, Mexico, Brazil, China and Korea.
- \$18,625.00 San Juan Co - Website**
Marketing of San Juan's premier destinations via website, mobile website, video & PPC. Western US, National & International
- \$25,500.00 Sandy Chamber of Commerce**
Promotion of Sandy and the Ultimate Base Camp. Postcard, banner ads, e-mail campaign, social media, photography, list purchase, magazine ads. National
- \$35,575.00 Splore**
Promotion to increase adaptive recreation tourism in Utah - Print ads, Banner ads, Co-brand booth, Webcast videos. Western US and national.
- \$100,000.00 Tuacahn Center for the Arts**
Promotion of Tuacahn's 2012 season via Newspaper, Magazines, TV, Radio, Direct mail. NV, AZ and southern CA
- \$56,000.00 Utah Association of Destination Marketing Organizations - Meet in Utah**
Promotion of Utah meeting destinations - National & International Design & tracking of print and banner ads, e-mail campaign, booth visual graphics, brochure.
- \$50,000.00 Utah Festival Opera Company Audit**
2012 Opera Season promotion via direct mail, playbill ads, e-mail campaign, print, multi-media, radio, TV, video shorts, website. AZ, ID, CA, CO, NV.

- \$112,241.00 Utah Shakespeare Festival**
Marketing and Promotion of 51st Shakespeare Festival. Newspaper, TV, banner ads, e-mail, radio, magazine ads, printed material. Western US, National
- \$175,000.00 Utah Ski & Snowboard Assoc / Ski Utah - Financials**
Promotion of Utah's winter product via broadcast TV, banner ads, interactive. National, Los Angeles, NY Chicago
- \$56,815.50 Utah Valley CVB**
Promotion of Utah Valley's tourism market via brochure, banner ads, radio, video, billboard, microsite, PPC, social media. Western US
- \$53,325.62 Utah Valley CVB**
Awareness campaign for new convention center. Brochure, press releases, SEO, PPC, print ads, banner ads, social media, magazine ads. National. Western region, US national market.
- \$173,500.00 Visit Lake CVB**
Ski Salt Lake Super Pass Campaign - TV, print ads, banner ads, brochures, social media. National & spot markets.
- \$100,000.00 Wasatch Area Econ Dev Agency & Visitors Bureau / Wasatch Tourism**
Fall, Spring & Summer campaign promoting Wasatch County. TV, PPC, social media, video, promotional materials. Western US
- \$21,525.00 Wayne County Travel Council**
Promotion of Wayne County - Create new website section, mapping, promotional materials, PPC. National & international.
- \$5,887.50 Western Legends Round Up**
Promotion of the 2012 Western Legends Round-up via magazine ads, radio, rack cards, website, social media. National & Europe
- \$7,500.00 Zion National Park Foundation**
Marketing 3rd Annual Plein Air Festival - Magazine ads, Radio, Rack cards, Posters. Regional & National
- \$1,579,592.12**