

NEWS RELEASE

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Contact: Tracie Cayford, (801) 538-8777
(801) 541-3352, cell

Utah Tourism Board Approves \$1.45 Million in Cooperative Marketing Funding

Salt Lake City – Members of the Utah Board of Tourism Development have approved over \$1.45 million in funding from Utah’s Cooperative Marketing program. The board approved 32 of 52 applications submitted to the Utah Office of Tourism by non-profit tourism entities from around the state. The program is now in its fifth year and seventh 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. “Since the program was launched five years ago, funding has been provided to promote destinations in nearly all of Utah’s 29 counties.”

Applicant	Amount Approved
Bear Lake Valley CVB	\$3,600.00
Bear River AOG	\$9,000.00
Box Elder County Tourism Office	\$7,876.80
Cedar City/Brian Head Tourism Bureau	\$19,125.00
Davis Area CVB	\$71,175.00
Foothill Cultural District	\$4,500.00
Heber Valley Chamber CVB	\$27,000.00
Kane County - Office of Tourism	\$8,550.00
Kimball Art Center	\$9,000.00
Moab Area Travel Council	\$157,500.00
National Ability Center	\$11,025.00
Ogden Valley Business Association	\$4,950.00
Ogden Weber CVB	\$12,675.00
Ogden Weber CVB	\$42,795.00

Park City CVB	\$175,000.00
Red Rock Golf Trail	\$38,700.00
Salt Lake CVB	\$132,300.00
Salt Lake CVB-Meet in Utah	\$36,090.00
San Juan County Econ. Dev. & Visitors Bureau	\$20,547.00
San Juan County Econ. Dev. & Visitors Bureau	\$13,709.25
Sandy Chamber of Commerce	\$22,950.00
Sevier County Tourism	\$2,587.50
Ski Utah	\$175,000.00
Snowbird Renaissance Center	\$18,000.00
St. George Area CVB	\$90,000.00
Sunparks, Inc.	\$38,997.50
Thanksgiving Point	\$52,200.00
This is the Place Foundation	\$64,800.00
Utah Shakespearean Festival	\$112,183.00
Utah Valley CVB	\$3,375.00
Wayne County Travel Council	\$37,242.07
Zion Country Action Tours/St. George Area CVB	\$28,000.00
Total:	\$1,450,453.12

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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