



# Traditional Co-op Guidelines

Round 2021

## Cooperative Marketing Program

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**What it is** Matching marketing money for your marketing campaigns available to non-profit, tourism-related organizations.

**Mission** The mission of the Utah Cooperative Marketing Program is to leverage state and partner funding to attract visitors to increase tourism expenditures.

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The Utah Cooperative Marketing Program (Co-op) was established in 2005 and has since successfully funded 803 applications totaling \$43,561,774 to local non-profit tourism organizations, extending the state's brand to \$87,123,548 in out-of-state marketing dollars.

The co-op fund creates a partnership between the Utah Office of Tourism (UOT) and Utah's local destination marketing organizations, including convention and visitor bureaus, chambers of commerce, events, festivals, and regional tourism organizations, to increase visitor spending in the state through marketing. Applying for co-op dollars is a competitive process and includes identifying measurables that show a return on investment to the state. It is a matching fund and applications are only accepted once per year. We are excited to help you fund your marketing project and see the tourism and economic gains you and your organization can provide to the residents of Utah

In an effort to help jumpstart the state's economy following the COVID 19 Pandemic, the Traditional Co-op Program now allows a portion of every 2021 application to include either 15% of the total project cost or up to \$35,000, whichever amount is greater, to go towards in-state marketing. Our research tells us that when it's safe to recreate again most people will look for activities closer to home. We encourage joint applications as long as no individual contributor goes over the \$275,000 cap. Joint applications are also eligible for the 15% vs. \$35,000 of the project total for in-state marketing.

### Who May Apply for Co-op Marketing Funding

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Cities, counties, non-profit destination marketing organizations (DNOs), and similar public entities (as outlined in the [legislation](#)) are eligible to apply.

Qualified Applicants Must Meet at Least One of the Following Organizational Requirements:

- Be a non-profit organization that has existed for a minimum of one year, in which the primary goal is to attract and retain additional visitors to Utah through tourism promotion.
- Be a DMO, Chamber of Commerce, Convention and Visitors Bureau, or a Regional Tourism Organization.
- Be a Public Sector Organization such as events, festivals, associations, attraction, recreation, or an entertainment venue.
- Be an organization exempt from Federal Income Tax under Section 501 of the Internal Revenue Service Code.

## Additional Requirements

- No qualified entity may serve as a fiscal agent for a non-qualified entity.
- Co-op funds cannot be matched with other state dollars. All applicants will be required to identify the amount and source of their matching funds as well as any state any support they are currently receiving.
- When submitting an application involving multiple partners, the largest financial contributor must be the primary contact on the application. Partnership applications count toward each entity's total cap.

## Eligible Projects

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With the Utah Co-op Program, you have the freedom to choose the type of marketing that works best for your area. All marketing projects funded with co-op dollars must contain the Utah-Life Elevated official logo. The most common campaigns include some or all of the following:

- Digital Media - PPC, email marketing, banner ads, social media
- Print - Newspaper, flyer, direct mail
- Broadcast Media - Cable, TV & radio
- Publications - Magazines, guides, playlists
- Website - Design or redesign and launch, updates, native content & photography (hosting not eligible)
- Out-of-Home - Outdoor advertising, billboards, bus, posters
- Postage - Postage for new market reach only
- Conventions - Marketing attendance of the convention to visitors
- Research for effective marketing
- Registration for one or more staff and booth space rentals for the following tradeshow only:
  - Collinson Media Shows  
(Collaborate Marketplace,  
Connect Marketplace, Connect  
Assoc., Connect Sports,  
Rejuvenate Marketplace,  
Diversity Summit)
  - Sports ETA
  - Helms Briscoe Annual Business  
Conference
  - ASAE
  - IMEX
  - Smart Meetings
  - Meetings Focus Live
  - TEAMS
  - SportsLink
  - National Tour Association
  - Go West
  - American Bus Association
  - North American Journeys
  - IPW
  - MPI
  - US Sports Congress
  - Sports Express
  - TapDance
  - DI Destination Showcase
  - Cvent Convention
  - Springtime in the Park
  - Council of Engineering and  
Scientific Society Executives  
(CESSE)
  - RCMA
  - Conference Direct Show
  - Maritz Travel
  - Aimia
  - Meetings Industry Council
  - Small Market Meetings
  - Mountain Travel Symposium
  - Ski Tops
  - Florida Ski Council
  - Far West Ski Association
  - Crescent Ski Council
  - Paul Webber PRW Shows
  - Meetings Today
  - Destination West

## Ineligible Projects

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Administrative costs (i.e. salaries, travel, food and beverages, lodging, gifts/awards, web hosting, memberships, or entertainment for personal and/volunteers of organizations, retainers).

- Fam Tours: (i.e. travel, food, beverages, lodging, gifts/awards, or entertainment)
- Tangible personal property (i.e. Office furnishings or equipment, a permanent collection or individual pieces of art, etc.)
- Interest, reduction of deficits or loans
- Scholarships, endowments or cash awards of any description
- Direct funding to acquire, construct, extend, or maintain a facility
- Activities or materials which violate State or Federal laws
- Projects already in progress

## How to Apply

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New applicants must attend a short webinar in order to gain access to the application program. Returning applicants are also welcome to participate in the training webinars.

If you are interested in applying for co-op funding please send an email to Kelly Day, [kday@utah.gov](mailto:kday@utah.gov) noting your intent to apply and you will be notified of the webinar training schedule.

## Application Review Process

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1. Staff reviews all applications for compatibility with the Co-op Guidelines. Staff will score and determine the level of funding for applications requesting \$10,000 or less. Only one application per Federal Tax ID number is allowed in this category. Additional applications under \$10,000 from the same entity will be reviewed and scored by the Co-op Committee.
2. Co-op Committee members will individually review and score the qualified applications requesting more than \$10,000. Applicants will be notified of and invited to participate in an oral interview with the Co-op Committee during the application review process.
3. Entities that received substantial appropriations from the Utah State Legislature in the same year they are applying for matching co-op money are subject to additional review and consideration by the Co-op Committee to ensure the proposals meet the intent of the program.
4. Applicants will be notified of the Board's funding decision following the August 13, 2021, UOT Board Meeting.

## Scoring / Ranking Parameters

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Applications must receive a score of 70 or higher by the majority of the committee members to be eligible for funding. Applications receiving an average score of less than 70 will not be considered for funding.

An objective review to score each application will be based on the following point system:

#### Project Design - 45 total points

- Clearly defined goals and objectives that are realistic—20 points
- Ability to attract and/or target new markets or promote new products—5 points
- Strong community support and involvement—10 points
- Multi-county partnership and joint applications—10 points

#### Accountability / Economic Impact - 55 total points

- Expected revenue and positive economic impact generated—15 points
- Reliable tracking mechanism—15 points
- Reasonable cost/benefit ratio— 20 points
- Projects aimed at attracting more visitors during the shoulder season—5 points

### Co-op Funding Policy

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Regardless of the type of project funded, all applicants receiving funding from the UOT are required to display the following on their website:

- Utah-Life Elevated logo, linked to the logo to UOT's official consumer website, [www.visitutah.com](http://www.visitutah.com)

The UOT logo and link must be displayed in a reasonably prominent position for the duration of the co-op marketing project for which the funding was received.

The UOT will match 50% of the total project cost up to \$275,000. Qualified entities may apply for up to \$275,000 in co-op funds. All matching funds contributed by a single entity count towards its \$275,000 limit. Multiple applications will be accepted from the same entity, (for separate campaigns), that don't exceed the \$275,000 per entity cap.

Required match—The applicant must demonstrate that it can match its co-op request with non-state funds. In-kind gifts will be acknowledged, but are not considered as part of the match. Letters of financial commitment must be signed by and submitted on the contributor's letterhead.

### Please Note

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There is no guarantee that all applicants will be awarded funds. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Any and all decisions regarding awarding of funds are at the discretion of the Co-op Committee, Board of Tourism Development, and the Utah Office of Tourism, and are final.

The Co-op Committee reserves the right to adjust funding parameters in accordance with the number of proposals received and available funds. Greater consideration will be given to projects that demonstrate the highest potential for economic impact from visitors.

### Payment and Reporting

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A Memorandum of Understanding (MOU) will be issued to all recipients of co-op funding. Upon UOT's receipt of the signed MOU, it will be submitted for a contract number and will have an ending date of 90

days following the date entered in the application as the project ending date. The typical MOU/Contract will last two years.

Payment on the award is made in two installments. For the initial payment, 50% of the award amount will be paid no earlier than 120 days prior to the project start date as indicated in the application.

The remaining 50% of the award will be issued when the applicant has successfully executed its program/campaign/event and completed the required final report. All applicants must complete the final report form in the application portal within 90 days of completion of the project. Applicants who have failed to complete and submit their final report within the 90 day period following completion of their project are not eligible to apply in future funding rounds until the report has been submitted.

In the event an applicant cannot complete its project as approved, the applicant is required to notify the UOT staff immediately and submit proposed changes or modifications in writing as soon as possible.

## Utah Logo Guidelines

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All projects must utilize the state brand and have a call-to-action. All press releases pertaining to co-op projects must also include the state logo. The Cooperative Marketing Program is intended not only to market your project/event but also to extend the brand of the state. It is important that we work together to make certain that Utah's brand and logo are effectively used in all marketing materials. The use of the UOT logo must be in accordance with the UOT Brand Guidelines which can be found at <https://travel.utah.gov/marketing/the-utah-brand>. Drafts of all projects/event materials are required to be approved by UOT prior to print, distribution, public release, publication, etc. Please send drafts via email to Kelly Day ([kday@utah.gov](mailto:kday@utah.gov)) and allow a minimum of five (5) business days for approval. The UOT reserves the right to use co-op partner ads in its marketing materials.

As part of the logo approval process, the UOT and/or Co-op Marketing Committee members reserve the right to deny co-op funding and the use of the Utah logo on marketing materials that may include inappropriate content or content that may portray Utah or Utahans in a negative way. The denied co-op funds and matching funds may be reallocated to other approved projects/materials included in the application for increased exposure. Should this not be feasible or acceptable to the applicant, the UOT will reduce funding for the project accordingly.

**Digital Ads**—Realizing that digital ads are usually too small to include the official Utah-Life Elevated logo, the UOT requires the Utah logo with a link to [www.visitutah.com](http://www.visitutah.com) to be included on the landing page the digital ad links the visitor to.

**Billboards**—Billboards must display the official Utah-Life Elevated logo at a size that is clearly readable to the passing motorist. Applicants must also specify the location and dates of the billboard display.

**Partner Logos**—Logos of applicants and partners (including private businesses) must be declared in the application and approved by the UOT. Logos representing alcoholic beverages, tobacco products, and/or sexually oriented products and services will not be permitted with the Utah logo.

**Print and Publications**—All print ads must contain the Utah logo. Generally, the size of the Utah logo should be commensurate with the size of the applicant's logo but not less than 1.25" in length as is

required in the [Utah Logo Guidelines](#). Applicants must specify the newspaper/publication name, size of the ad, market reach, and anticipated issue dates.

**TV Ads**—The products must display the official Utah-Life Elevated logo for a minimum of five seconds, typically at the end of the ad. The logo must be clearly legible and prominently displayed. Generally, the size of the Utah logo should be commensurate with the size of the partner logo. Applicants must include market reach and frequency.

**Radio Ads**—Radio ads must contain the credit line “produced in cooperation with the Utah Office of Tourism.” The credit line should take 3 to 5 seconds to pronounce and must be clear and easy for the listener to hear. Applicants must also include market reach and frequency.

**Booths**—Booths purchased or constructed with co-op funds must display the official Utah-Life Elevated logo for a minimum of one year. The Utah Logo should be in the top 1/3 of the booth and must be clearly legible to those walking down the aisle past the booth. Realizing that booths come in a wide variety of shapes and sizes, the UOT reserves the right to approve the use of the Utah logo on a case-by-case basis.

**Websites**—Websites created or revised using co-op dollars must contain the official Utah-Life Elevated logo prominently displayed in a place the web visitor will likely view (homepage) for a minimum of one year. The Utah logo should also link to [www.visitutah.com](http://www.visitutah.com). Co-op funds cannot be used for web hosting or general maintenance.

## Helpful Hints

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- Gather all required attachments so they are handy before filling out the application:
  - List of Board Members
  - Federal Tax Exemption Determination Letter
  - Project Budget
  - Financial audit/balance sheet
  - Letters of financial commitment
  - Letters of project support
- Save your application often
- Do not submit until you are 100% complete as you can no longer make changes to your application once submitted
- If you are awarded co-op money, please keep all project-related invoices in a separate folder as they are required in the final reporting process

## Important Dates

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Applications Open—May 2021  
Application Deadline— June 30, 2021

Oral Interviews—July 26 & 27, 2021  
Awards Announced— August 11, 2021

For additional information about the Co-op Program, please visit our website at <https://travel.utah.gov/opportunities/cooperative-marketing> or contact Kelly Day at [kday@utah.gov](mailto:kday@utah.gov).