



Forever Mighty® Co-Op Guidelines

2021 Pilot

Cooperative Marketing Program

What it is Forever Mighty? The Utah Office of Tourism developed the [Red Emerald Strategic Plan](#) to attract quality visitation and to encourage thoughtful, responsible and safe travel to the state. Forever Mighty is the public-facing initiative to accomplish these goals.

Forever Mighty also aims to inspire residents, visitors, businesses and stakeholders to take an active role in preserving and enriching Utah through advocacy, ambassadorship and stewardship opportunities.

Why do we need Forever Mighty messaging? As Utah grows as a destination and visitation to the state rises, it is increasingly important to manage and protect Utah's tourism assets, communities and cultures. Ensuring that visitors and residents are aware of and educated in proper ways to engage in responsible visitation, respect Utah's communities and minimize their impact on the state's natural and cultural resources is an important step in managing the destination. Increasing education and awareness on the proper treatment of Utah's tourism product will help maintain and sustain Utah's experience for generations to come — for residents and visitors alike.

We call this effort “Forever Mighty,” and encourage consumer-facing use of this brand, and have content at visitutah.com/forever for education and inspiration surrounding this travel ethic.

Forever Mighty travel ethics (listed in priority order):

- Practicing responsible and prepared travel and [Leave No Trace principles](#).
 - Fostering pride in place, as locals and visitors.
 - Supporting local businesses and immersing yourself in communities while traveling.
 - Welcoming travelers from all backgrounds, races and abilities, and ensuring they feel comfortable, safe and inspired during their visit.
 - Visiting off-the-beaten path destinations.
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Who May Apply for Co-op Marketing Funding

Cities, counties, non-profit destination marketing organizations (DMOs), 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.

Eligible Projects

All projects funded by the Forever Mighty Co-Op would need to clearly promote one or more of the Forever Mighty travel ethics. Applicants must demonstrate how the project will promote Forever Mighty travel ethics beyond the applicants' normal/traditional marketing efforts. Final project deliverables must include UOT's Forever Mighty logo and, in some cases, a link to visitutah.com/forever per the guidelines below. Projects may target in-state visitors, out-of-state visitors, or a combination of both.

Examples of Eligible Forever Mighty Co-Op Marketing Programs include:

- Traditional marketing campaigns/initiatives to promote Forever Mighty principles and travel ethics
- Social media campaigns or influencer/ambassador collaborations that promote responsible travel initiatives in your region
- Development of videos, photo assets or website content that promote Forever Mighty travel ethics
- Diversity and Inclusion marketing initiatives that celebrate diversity of communities and visitors, such as social media collaborations
- Promotion of stewardship events or voluntourism opportunities
- Local campaigns to celebrate how tourism supports communities
- Development and/or promotion of maps/itineraries, content and initiatives that encourage visitation to lesser-known destinations in your region
- Traveler safety and preparedness campaigns
- Collateral developed in partnership with public land management agencies intended to educate visitors and influence positive visitor behavior

Ineligible Projects

- Infrastructure projects
- Staffing and administrative costs
- Operational costs
- Hard costs related to service projects
- Projects that do not specifically promote Forever Mighty travel ethics and concepts
- All other ineligible projects as specified in the traditional marketing co-op program

Project Scoring and Committee/Approval Process

New UOT staff will initially evaluate all applications to determine if they meet the Forever Mighty Co-Op Guidelines. Co-Op Committee will then evaluate all applications \$10,000 or above based on the FM guidelines and make recommendations of funded Forever Mighty co-op projects to UOT staff and ultimately to the full UOT board.

Scoring for the projects will be based on 1) project design, 2) community impact and 3) the incorporation of Forever Mighty travel ethics.

Award Information

Funding for the 2022 Forever Mighty Marketing Co-Op in its pilot phase would be a 2 to 1 match, with a minimum of \$1,000 and a maximum of \$50,000 UOT match (\$75,000 total project cost) per application. Half of the UOT match will be provided to the applicant up front, with the remaining half provided upon completion of the project.

To receive the second half of funding, applicants must demonstrate traditional KPIs and metrics of campaigns and initiatives. Secondly, the applicant must show a measurable community impact related to the project, demonstrated by visitor/resident survey results, qualitative feedback from land managers or reduction in negative impacts such as EMS calls, etc.

Funding for these projects must be to be used by August 31, 2023.

How to Apply

Applications will be accepted on the Utah Office of Tourism's industry website travel.utah.gov.

If you are interested in applying for Forever Mighty co-op funding please send an email to Celina Sinclair, csinclair@utah.gov.

Application Review Process

1. Staff reviews all applications for compatibility with the Forever Mighty 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 11, 2021, UOT Board Meeting.

Scoring / Ranking Parameters

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 - 60 total points

- Clearly defined and achievable goals and objectives —20 points
- Incorporates at least one of the Forever Mighty ethics (above) - 20 points
- Strong community support and involvement—15 points
- Multi-county partnership and joint applications— 5 points

Accountability / Community Impact - 45 total points

- Expected community impact generated— 20 points
- Reliable tracking mechanism—15 points
- Reasonable cost/benefit ratio— 10 points

Forever Mighty Co-op Funding Policy

Forever Mighty Co-Op applicants are required to display the following on their website:

- Forever Mighty logo
- Link the logo to the Forever Mighty page on UOT website, www.visitutah.com/forever. Nofollow links are not allowed.

The Forever Mighty 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 partner investment 2 to 1 of the total project cost up to \$75,000 (maximum \$50,000 UOT match).

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

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

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.

Forever Mighty Written, Digital Logo & Linking Guidelines

In written form, Forever Mighty® must include a registered trademark ® in its first use on each printed page or webpage.

Visitutah.com/forever is the central hub for the Forever Mighty brand and a hub for responsible travel resources. In the following cases, a link to visitutah.com/forever is required:

Digital Ads—Realizing that digital ads are usually too small to include the Forever Mighty logo, the UOT requires the Utah logo with a link to www.visitutah.com/forever to be included on the landing page that the digital ad links the visitor to. Nofollow links are not allowed.

Websites and Website Content—Websites, as well as website content and articles, created or revised using Forever Mighty Co-op dollars must contain the official Forever Mighty logo prominently displayed in a place the web visitor will likely view (homepage) for a minimum of one year. The Forever Mighty logo should also link to www.visitutah.com/forever. Co-op funds cannot be used for web hosting or general maintenance. Nofollow links are not allowed.

Forever Mighty Logo Guidelines

All partner Forever Mighty projects must utilize the Forever Mighty brand and have a call-to-action. All press releases pertaining to Forever Mighty Co-op projects must also include the Forever Mighty 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 Forever Mighty logo must include the ™ as part of the brand lockup. The Forever Mighty logo must not be altered in any way. Partners must use the [Forever Mighty Brand Style Guide](#) for other logo use guidelines.

Drafts of all projects, ads, assets, and event materials are required to be approved by UOT prior to print, distribution, public release, publication, etc. Please send drafts via email to Celina Sinclair at csinclair@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.

Billboards—Billboards must display the official Forever Mighty 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 Forever Mighty logo. Generally, the size of the 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 Forever Mighty 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 Forever Mighty 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.

Helpful Hints

- Gather all required attachments so they are handy when 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

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 Forever Mighty Co-op Program, please visit our website at <https://travel.utah.gov/news/forever-mighty-co-op> or contact Celina Sinclair at csinclair@utah.gov.