



# 2024 Traditional Co-op

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Community & Partner Relations

LIFE  
**UTAH**  
ELEVATED



Governor's Office of  
Economic Opportunity

# Meet the Team



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# The Basics

*Introduction, Sections 3-5*

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## What It Is

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

## Purpose

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

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## Eligible Co-op Projects

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 either the [Utah-Life Elevated official logo](#) or the official [Forever Mighty logo](#) if you include responsible travel in your campaign. The most common campaigns include some or all of the following:

- Digital Media - PPC, email marketing, connected TV, banner ads, social media
- Print - Fliers, direct mail
- Broadcast Media - Spot and/or CableTV & radio
- Publications - Magazines, newspapers, guides, playlists
- Website - Design or redesign and launch, updates, native content & photography (hosting is not eligible)
- Out-of-Home - Static and/or video ads on gas station TV, digital displays in restaurants, bars and entertainment venues, static gas pump toppers, billboards, buses, posters
- Postage - Postage for new marketing reach only
- Conventions - Promoting attendance of the contention to visitors
- Research for effective marketing
- Public Relations- Agency fees, activation costs, and communication plans (excludes any travel expenses)
- Registration for one or more staff and booth space rentals for the following trade shows only:
  - Collinson Media Shows (Collaborate Marketplace, Connect Marketplace, Connect Assoc., Connect Sports, Rejuvenate Marketplace, Diversity Summit)
  - National Association of Sports Commissions Annual Convention
  - Helms Briscoe Annual Business Conference
  - ASAE
  - IMEX
  - Smart Meetings
  - Meetings Focus Live
  - TEAMS
  - SportsLink
  - National Tour Association
  - Go West Summit

## Eligible Co-op Applicants

Cities, counties, non-profit destination marketing organizations (DMOs), and similar public entities can apply if they have been exempt from federal income tax under Section 501 for at least one year and aim to attract and retain visitors to Utah. (See *Section 3*)

## Eligible Co-op Projects

With the Utah Co-op program, you have the freedom to choose the type of marketing that works best for your area. (See *Section 4 - Includes a list of project ideas.*)

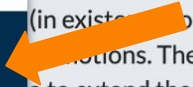
- Content Collaborations
- Advertising and Collaboration Requests
- Public Relations Collaborations
- Traditional Co-op Marketing Program**
- Forever Mighty® Co-Op Marketing Program
- Partner Toolkits
- Destination Development Grants & Support
- Scenic Byways
- Statewide Tourism Partners

# Ineligible Co-op Projects

Examples include: (1) Administrative costs, (2) FAM tours, (3) tangible personal property, (4) reduction of deficits or loans, (5) scholarship/endowments/cash awards, (6) facility funding, (7) projects that violate State or Federal laws, and (8) projects already in progress. (See Section 5)

**IMPORTANT** - Carefully review the guidelines before submitting your project. If your project DOES NOT meet the guidelines, your application could be denied and ineligible for Committee review.

**HELPFUL HINT** - Connect with Kevin Blomquist, Grants Specialist, before EOD Friday, June 21st for review of extreme breaches in eligibility and ROI concerns.



# Important Dates for Round 2024

## *Sections 1*

## Mark Your Calendar

**Application Opens** - May 31st, 2024 at 9:00 a.m. MT

**Optional Review Deadline** - June 21st, 2024 at 5:00 p.m. MT

**Application Deadline** - June 28th, 2024 at 5:00 p.m. MT

**Oral Interviews** - July 29th & 30th, 2024

**Awards Announced** - August 9th, 2024



# What's New in 2024

## *Section 2*

# New Updates & Important Reminders

## Funding Breakdown

Non-DMO Funding Available: \$750,000

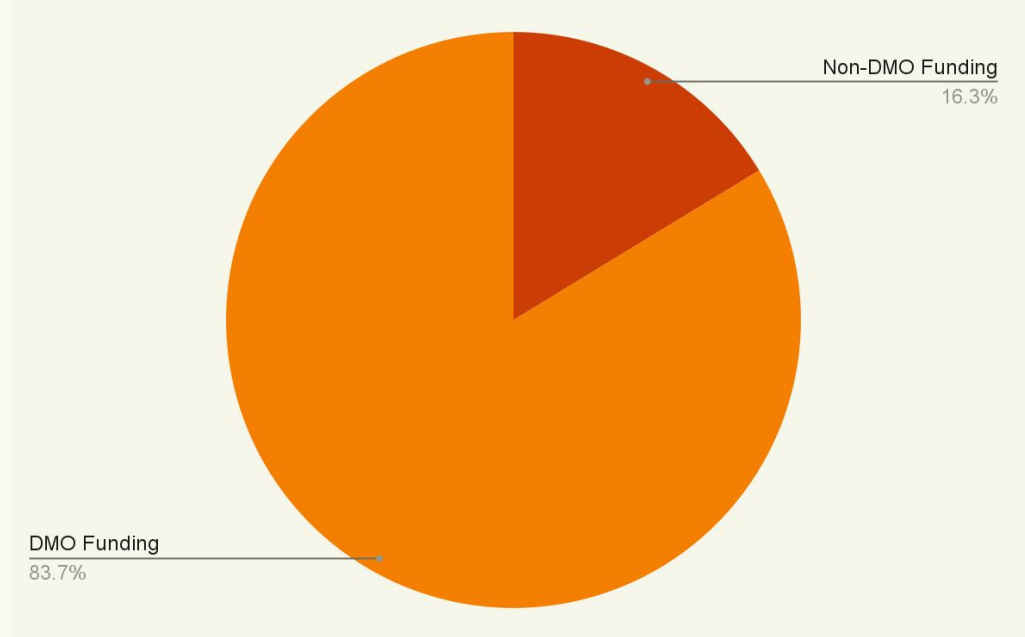
DMO Funding Available: \$3,848,560

Total Co-op Funds Available: \$4,598,560

## In-State vs. Out-of-State Marketing Reminder

Since 2020, the co-op program allows a portion of every application to include in-state marketing. If you are classified as a Destination Marketing Organization (DMO) you may apply 25% or \$50,000, whichever amount is greater, of your application to in-state marketing efforts. All other types of eligible applicants may apply 15% or \$35,000, whichever amount is greater, of your application to in-state marketing efforts.

You will be required to identify the total amount of cooperative marketing dollars to be spent in-state versus out-of-state on your application and on your final report.





UOT

# Forever Mighty® Style Guide



Utah Office  
of Tourism

Forever Mighty  
Style Guide

April 2021  
Version 1.0

## New Updates & Important Reminders

### **Forever Mighty® - Adjusted to Five Possible Points**

Continuing from Round 2022, we have incorporated Forever Mighty® into our traditional co-op program. Demonstrating how you will apply the principles of Forever Mighty and responsible travel into your marketing efforts has been reduced from 10 points (maximum) to 5 points (maximum) towards your total application score.

To learn more about Forever Mighty, visit

[www.visitutah.com/forever](http://www.visitutah.com/forever) and

[www.visitutah.com/prepare](http://www.visitutah.com/prepare).

### **Burgeoning Destinations/Organizations - New Point Category**

A new point category was added to allow up to 5 points to account for need.

# New Updates & Important Reminders

## **Encourage Non-Profits/Events to Partner with DMO's**

We encourage non-profits/events to partner with their DMO. This is not required.

## **Optional Review Deadline**

To take advantage of the optional review by our Grant Specialist, you must request a review by emailing [uotgrants@utah.gov](mailto:uotgrants@utah.gov) by 5:00 pm on June 24th. Your application must be complete upon requesting a review, but do not submit it officially through Salesforce as this will eliminate your ability to make any recommended editing. A review by the Grant Specialist does not ensure a final score or guarantee funding.

## **Salesforce Platform Reminder**

In 2023, the Utah Office of Tourism transferred the application process of the Traditional Cooperative Marketing Program to Salesforce in alignment with the other grants offered by the Governor's Office of Economic Opportunity. The format of the application remains the same as years prior, the hosting platform and URL link to apply has changed. See the [How to Apply section](#) for more details and links.

# How to Apply

## *Section 6*

# Applying Through Salesforce

Access the application portal by visiting <https://goed.my.salesforce-sites.com/ec on>.

Select “New User” if you have not applied for a grant opportunity with GOEO before.

If you encounter any trouble logging into Salesforce, try resetting your password or contact [econsfsupport@utah.gov](mailto:econsfsupport@utah.gov).

(See Section 6)

## Portal Home

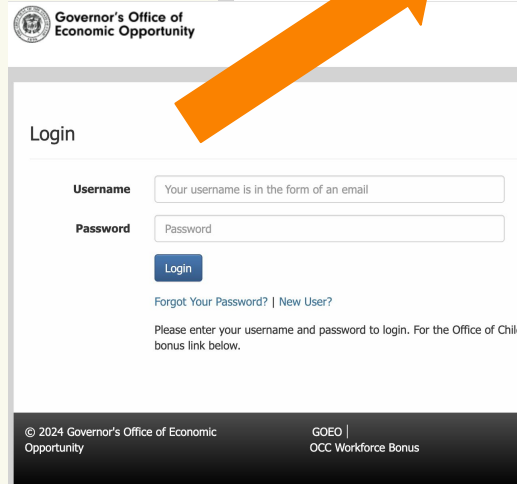
### Utah Governor's Office of Economic Opportunity


This portal is used to manage grant, incentive, and loan applications. Please click on the 'My Applications' tab to view your applications in progress.

Apply

Update

Review



 Governor's Office of Economic Opportunity

Login

**Username**

**Password**

[Forgot Your Password?](#) | [New User?](#)

Please enter your username and password to login. For the Office of Child & Family Services, click the bonus link below.

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GOEO | OCC Workforce Bonus

# Application Review Process & Scoring

*Sections 7-9, 11*

# Applications \$10k & Under

1. Reviewed by UOT staff - Only one application per Federal Tax ID number is allowed in this category.
2. Reviewed by Co-op Committee - All additional applications under \$10k from the same entity.

# Applications Over \$10k

1. Reviewed by the Co-op Committee - Applications are individually reviewed and scored.
2. Applicants will be invited to participate in an oral interview (July 29th-30th) as part of the review process.

All applicants will be notified of the Board's decision on Friday, August 9th.

(See Section 7)

## 2024 Co-op Committee



**Lesha Coltharp**

*Director, Utah County Tourism*



**Jared Berrett**

*Owner, Bluff Dwellings & Wild Expeditions*



**Kevin Smith**

*CEO & Executive Producer, Tuacahn*



**Kim Buttschardt**

*Owner, Roosters Brewing Co.*





## Scoring 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.

*(See Section 8)*

<b>PROJECT DESIGN</b>	
Clearly defined goals and objective that are realistic	<b>20 points</b>
Ability to attract and/or target new markets or promote new products	<b>5 points</b>
Strong community support and involvement	<b>10 points</b>
Multi-county partnership application	<b>5 points</b>
<b>Total points</b>	<b>40 points</b>

<b>ACCOUNTABILITY / ECONOMIC IMPACT</b>	
Expected revenue and positive economic impact generated	<b>15 points</b>
Reliable tracking mechanism	<b>15 points</b>
Reasonable cost/benefit ratio	<b>15 points</b>
Demonstrates one or more Forever Mighty ethics	<b>5 points</b>
Projects aimed at attracting more visitors during shoulder season	<b>5 points</b>
Burgeoning destination demonstrated need	<b>5 points</b>
<b>Total points</b>	<b>60 points</b>

## Scoring / Ranking

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## Scoring / Ranking



## Guarantee of Funding

Please note that 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. *(See Section 11)*

# Payment & Reporting

*Sections 12-13*



## Contract

A Memorandum of Understanding (MOU) will be issued to all recipients of Co-op funding. The MOU/Contract will last up to 19 months - upon project completion or March 1, 2026.

## Payment

Initial 75% - Paid no earlier than 120 days prior to the project start date.

Remaining 25% - Paid when the applicant has successfully executed its program/campaign/event and completed the final report. The final report must be completed within 90 days of finishing the project.

*(See Section 12)*



UOT

# Life Elevated Style Guide

## Utah Logo Guidelines

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 use of the UOT logos must be in accordance with the [UOT Brand Guidelines](#) or [Forever Mighty Style Guide](#).

IMPORTANT - Drafts of all projects, events, campaign materials are required to be approved by UOT ([uotgrants@utah.gov](mailto:uotgrants@utah.gov)) prior to print, distribution, public release, publication, etc. (See *Section 13*)

# Helpful Hints

*Sections 14*



# Hints - Long Standing

- Gather all required attachments so they are handy when filling out the application:
  - List of Board Members
  - Federal Tax Exemption
  - Project Budget, ROI and Co-op History
  - Financial Audit/Balance Sheet
  - Letters of Financial Commitment
  - Letters of Project Support
- Save your application often. We recommend saving a draft in an additional location to avoid losing your work.
- 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.





## Hints - New

- Plan ahead and DO NOT procrastinate.
  - Know the deadlines (dates & times)
  - Connect w/ Kevin by June 21st for a review of your application
- Subscribe to our Partner Newsletter and watch the industry website for updates & resources.
  - There will be an ROI tutorial coming soon
- Direct ALL grant communications/questions to [uotgrants@utah.gov](mailto:uotgrants@utah.gov) - Kevin & Rachel monitor this email regularly.
- Update your contact information in Salesforce.
- After you have double-checked your work thoroughly, don't forget to press SUBMIT.



## Press Releases & Newsletters

Receive the latest issue of the Utah Office of Tourism "Industry Updates". [Subscribe here](#)

2024 Industry Press Releases, Newsletters & Notices

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