

Traditional Co-op 24/25 Marketing Summary

Total Funds Requested - \$6,216,572.35

Total Award Amount Available - \$4,598,560.93

FY 24/25 Appropriation: \$4,364,560

Carry Over from FY 23/24: \$234,001

Shortfall amount- \$1,618,011.42

Total Amount Awarded - \$4,598,350.09

DMO award amount - \$3,848,373.58

Non DMO award amount - \$749,976.51

Balance - \$210.91

Will be carried over into FY 25/26

Summary

A total of **58** applications were received requesting \$6,216,572.35 . Five (5) of those applications came in asking for \$10,000 or less and were reviewed and scored by UOT staff. Three of these five applications were recommended for funding. .

The committee held oral interviews over two days with the **53** applications asking over \$10K. Interviews were performed in-person and on ZOOM. Immediately following the interviews, the committee met to review the scores and budgets and recommended funding **50** applications over \$10k and three applications under \$10K. A total number of **53** applications were recommended to be funded.

Special thanks to the Co-op Committee (LESHA COLTHARP, KYM BUTTSCHARDT, KEVIN SMITH and JARED BERRETT) for the enormous amount of time they put into reviewing and scoring the applications as well as spending several days away from their offices for the interviews.

**Utah Co-op Marketing
ROUND 2024 TRADITIONAL CO-OP AWARDS FY 24/25
AWARDED 8/06/2024**

APPLICANT	AWARDED	APPLICANT	AWARDED
Ballet West	\$30,000.00	Moab Museum	\$10,991.51
Beaver County Travel Council	\$42,500.00	Moab Music Festival, Inc.	\$22,500.00
Blanding City	\$11,050.00	Morgan County Economic Development	\$59,925.00
Box Elder County Government	\$58,395.00	National Ability Center	\$105,000.00
Brian Head Town	\$175,950.00	Navajo Tourism Department	\$7,700.00
Cache Valley Chamber	\$7,000.00	Ogden First, Inc.	\$19,250.00
Cache Valley Visitors Bureau	\$58,093.20	Ogden Friends of Acoustic Music (OFOAM)	\$12,750.00
Carbon County Office of Tourism	\$170,000.00	Ogden Valley Adaptive Sports	\$21,660.00
Discover Davis	\$155,250.00	Ogden/Weber Convention and Visitor Bureau	\$225,000.00
Discover Davis	\$77,500.00	Park City Ski & Snowboard	\$16,000.00
Emery County Tourism Office	\$67,500.00	Park City Ski & Snowboard	\$16,000.00
Envision Escalante	\$8,085.00	Park City Chamber/Convention & Visitors Bureau	\$225,000.00
Explore Utah Valley	\$150,300.00	Piute County Government	\$21,250.00
Explore Utah Valley	\$70,550.00	San Juan County Office of Economic Development & Visitor Services	\$225,000.00
Flaming Gorge Chamber of Commerce	\$14,875.00	Sevier County Economic Development	\$48,535.00
Friends of the Moab Folk Festival	\$7,500.00	Ski Utah	\$250,000.00
Garfield County Office of Tourism	\$225,000.00	Sportsmen for Fish and Wildlife	\$97,500.00
Grand County Government	\$212,500.00	Tuacahn Center for the Performing Arts	\$145,380.00
Greater Zion Convention & Tourism Office	\$225,000.00	Uintah County Travel and Tourism	\$191,250.00
Hale Center Foundation for the Arts and Education	\$24,500.00	Utah Arts Alliance	\$5,760.00
Heber Valley Office of Tourism	\$212,500.00	Utah Cultural Alliance	\$18,750.00
Joe's Valley Fest	\$13,600.00	Utah Symphony & Opera	\$37,500.00
Juab County Tourism and Travel	\$70,125.00	Visit Salt Lake	\$212,500.00
Kane County Office of Tourism & Film Commission	\$212,500.00	Wayne County Office of Tourism	\$95,325.38
Kayenta Arts Foundation	\$26,250.00	Weber Cultural Legacy Foundation dba GOAL Foundation	\$22,800.00
Kimball Art Center	\$63,000.00	Zion Natural History Association	\$10,500.00
Millard County Tourism	\$85,000.00	<i>Thank you, from The Utah Office of Tourism</i>	