

LIFE  
**UTAH**  
ELEVATED<sup>®</sup>

A person stands in the center of a natural rock arch, looking out at a night sky filled with stars and the Milky Way galaxy. The arch is made of reddish-brown sandstone. The person is a small silhouette against the bright light of the galaxy.

Cooperative Marketing Grant  
Round 2025 Guidelines



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**Questions?**  
[uotgrants@utah.gov](mailto:uotgrants@utah.gov)  
[Co-op Webpage](#)



## PREPARATION

### (1) Background

#### *Purpose*

Utah's Cooperative Marketing Grant is a collaborative initiative designed to leverage both state and partner funding to enhance the visitor economy and increase tax revenue. The grant supports destinations in maintaining or expanding their market position through strategic marketing efforts.

#### *History*

Established in 2005, Utah's Cooperative Marketing Grant has funded 1,093 applications with a total of \$65,398,453.46, boosting the state's brand to \$130,796,906.92 million in marketing dollars. This program partners the Utah Office of Tourism (UOT) with local tourism organizations, such as convention and visitor bureaus and non-profit events, to enhance visitor spending through competitive match marketing grants.

#### *2025 Funding Breakdown*

Non-DMO Funding Available: *Up to \$750,000*

DMO Funding Available: *TBA*

Total Co-op Funds Available: *TBA*

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

Each entity can apply for up to \$250,000 annually. To ensure that sufficient cooperative marketing dollars are available to Utah's Destination Marketing Organization (DMO) partners, the funding available for eligible non-DMOs is capped at \$750,000.

Entities classified as a Destination Marketing Organization (DMO) may apply **25% or \$50,000, whichever amount is greater**, of their applications to in-state marketing efforts. All other types of eligible applicants may apply **15% or \$35,000, whichever amount is greater**, of their application to in-state marketing efforts. Applications exceeding these caps may be disqualified. Applicants are required to identify the total amount of cooperative marketing dollars to be spent in-state versus out-of-state on their application and on the final report.

#### *Partnering with DMOs*

Nonprofits and events are strongly encouraged to partner with their local Destination Marketing Organization (DMO) to be included in the DMO's overall grant request or to be referred to other applicable grants. At the very least, non-DMO applicants must submit a letter of support from their local DMO or, if no DMO exists, from the County Commission.



## **(2) Eligible & Ineligible Applicants**

### ***Eligible Applicants***

To qualify, applicants must be cities or counties in Utah, non-profit destination marketing organizations (DMOs), or similar public entities focused on tourism promotion in Utah. They must be exempt from Federal Income Tax under Section 501 of the IRS Code for at least one year. Eligible organizations include DMOs, Chambers of Commerce, Convention and Visitors Bureaus, Regional Tourism Organizations, federally recongnized tribes, or public sector entities like events, festivals, associations, attractions, and entertainment venues.

Key requirements include:

- Entities cannot act as fiscal agents for non-qualified groups.
- For applications involving multiple partners, the largest financial contributor must be the primary contact, and the qualified entity must match this contributor's amount. Partnership applications count toward each entity's funding cap.
- Co-op funds cannot be matched with other state funds. Please note that the Utah Sports Commission is NOT an eligible funding partner.
- Applicants must disclose their matching funds and any state support received.

### ***Ineligible Applicants***

For-profit organizations and individuals are ineligible to apply for this grant and are kindly requested to refrain from submitting applications.

## **(3) Eligible & Ineligible Projects**

### ***Eligible Projects***

With the Utah Cooperative Marketing Grant, applicants can select the type of marketing that best suits their area. All marketing projects funded with Co-op dollars must feature either the Utah-Life Elevated official logo.

### ***Examples of Eligible Projects***

- 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)
- Trade Shows - Registration for one or more staff and booth space rentals for trade shows that broaden the applicant's market reach (**justification for the trade show must be provided in the scope of work section of the application**)

#### ***Ineligible Projects Examples***

- Activities or materials which violate State or Federal laws
- Administrative costs (i.e. salaries, travel, food and beverages, lodging, gift/awards, web hosting, memberships, or entertainment for personal and/or volunteers of organizations, retainers)
- Direct funding to acquire, construct, extend, or maintain a facility
- FAM Tours (i.e. travel, food and beverages, lodging, gifts/awards, or entertainment)
- Interest, reduction of deficits or loans
- Projects already in progress (contract must be signed before beginning the project)
- Scholarships, endowments, or cash awards of any description
- Tangible personal property (i.e. office furnishings or equipment, a permanent collection or individual pieces of art, etc.)

#### **(4) Matching Funds**

UOT will match 50% of the total project cost, with a maximum of \$250,000 in Co-op funds available per entity. All matching funds from a single entity count towards this \$250,000 limit. Multiple applications are allowed for different campaigns, as long as the total does not exceed the cap.

Applicants must match their Co-op request with non-state funds. In-kind gifts are acknowledged but not counted as part of the match. Financial commitment letters must be signed and submitted on the contributor's letterhead.

#### **(5) Deadlines**

**2025 Guidelines are Released** - March 2025 (Partner Newsletter & [Co-op Website](#))  
**Applicant Webinar** - May 6th, 2025 at 1:00 p.m. (Virtual - Details on Website)  
**Application Opens** - May 19th, 2025 at 9:00 a.m. MT  
**Application Deadline** - June 27th, 2025 at 5:00 p.m. MT  
**Oral Interviews** - July 28th & 29th, 2025



Awards Announced - August 8th, 2025

## APPLICATION & SCORING

### **(6) Application**

#### ***Applying Via the Salesforce Portal***

In 2023, the Utah Office of Tourism moved the Cooperative Marketing Grant application process to Salesforce, aligning it with other GOEO grants. The application format is similar to what applicants experienced in Simpleview, but the URL and login details have changed. The old Simpleview Extranet link and login credentials will no longer work.

If applicants have applied for a GOEO grant before (like the Utah Outdoor Recreation Grant), they should use their existing login information. New users should select "New User?" to create an account.

Access the application portal at: [goed.my.salesforce-sites.com/econ](https://goed.my.salesforce-sites.com/econ)

#### ***Introducing the Tri-View***

Introducing the [Tri-View](#), a pivotal tool designed to illuminate the interconnectedness of the Cooperative Marketing Grant (Co-op) process. This resource serves as a comprehensive tool for applicants, committee members, and staff, providing a clear and concise understanding of how the grant guidelines, application questions, and evaluation scorecard work in unison. By visualizing the relationship between these three critical components, the Tri-View clarifies the application process, ensuring transparency and fostering a more equitable evaluation.

For Co-op applicants, the Tri-View is an invaluable asset for crafting stronger, more compelling applications. It empowers applicants to directly align their responses with the grant guidelines, demonstrating a clear understanding of the program's objectives. Furthermore, it reveals how each application question will be assessed and scored, enabling applicants to strategically allocate their efforts and maximize their potential for success. By providing a holistic view of the Co-op process, the Tri-View facilitates a more informed and strategic approach to grant applications, ultimately leading to more impactful and successful marketing initiatives.

#### ***ROI Worksheet & Narrative and Campaign Budget Sheets***

Please note that the (1) ROI Worksheet & Narrative and (2) Campaign Budget have been separated into two worksheets to provide clarity for the scoring breakdown. Both must be completed. For the Campaign Budget, applicants are encouraged to provide a detailed budget breakdown rather than one line item. This is the comprehensive budget so applicants must be thorough.



## **(7) Interview**

### ***Purpose***

An interview is required for all applicants asking over \$20,000. The purpose of the interview is to provide the Co-op Committee with an overview of the campaign proposal and provide additional clarification/information as requested.

### ***How to Prepare***

Applicants should come prepared to give the Committee a five minute overview of their application - keeping in mind that the Committee has already read through the application- and five minutes of Q&A. Questions may pertain to ROI, guideline restrictions, additional clarification, etc.

## **(8) Scoring Parameters & Process**

### ***≥ 70%***

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.

### ***Point System***

Applications will be scored based on the following point system:

<b>Scope of Work</b> - 38 points
<b>Deliverables &amp; Outcomes</b> - 48 points
<b>Budget</b> - 14 points
<b>Interview</b> - Additional points possible
<b>Total Points Possible</b> - 100 points

Please refer to the [Tri-View](#) for a more detailed breakdown of how questions will be assessed and scored.

### ***Applications \$20K and Under***

Utah Office of Tourism staff score and determine the level of funding for applications requesting \$20,000 or less. Only one application per Federal Tax ID number is allowed in this category. Additional applications under \$20,000 from the same entity will be reviewed and scored by the Co-op Committee.

### ***Applications Over \$20K***

The Co-op Committee reviews and scores qualified applications requesting more than \$20,000.



### ***Additional Review***

Entities that receive 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 proposals meet the intent of the program. Please alert the staff by email [uotgrants@utah.gov](mailto:uotgrants@utah.gov) if this is relevant.

## **(9) Helpful Hints**

### ***Start Early***

- Gather all the required attachments beforehand to make filling out the application easier; Required attachments include:
  - List of Board Members
  - Federal Tax Exemption
  - Project Budget, ROI and Co-op History (New Required Spreadsheet)
  - Financial Audit/Balance Sheet
  - Letters of Financial Commitment
  - Letters of Project Support

### ***Stay on Track***

- Save the application often while working on it.
- Do not submit the application until it's 100% complete as changes can no longer be made once it's submitted.

### ***Leverage the [Tri-View](#)***

- Understanding the Co-op guidelines and scoring breakdown as you answer each question will help you craft a stronger application.

## **(10) Funding Decision**

### ***Award Announcement***

The Board of Tourism Development's funding decision will be announced at the August board meeting. Details on the Utah Office of Tourism's board meeting dates and locations can be found [here](#).

### ***No Guarantee of Funding***

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.





## NEXT STEPS

### (11) Memorandum of Understanding

If the applicant is awarded less than the original requested amount, they may be required to submit a statement adjusting their scope of work and budget to reflect the amount being awarded. A Memorandum of Understanding (MOU) will then 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 MOU/contract will last up to 19 months. Round 25 will be due 90 days from the project completion or no later than **April 1, 2027**.

### (12) Payment & Reporting

#### *Initial Payment*

Payment on the award is made in two installments. For the initial payment, **75%** of the award amount will be paid no earlier than 120 days prior to the project start date as indicated in the application.

#### *Final Payment & Report*

The remaining 25% of the award will be issued when the applicant has successfully executed its program/campaign/event and completed the final report. All applicants must complete the final report form in the application portal within 90 days of completion of the project or no later than April 1, 2027. Applicants who have failed to complete and submit their report by April 1, 2027 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.

### (13) Utah Logo Guidelines

All projects must use the state brand and include a call to action. Press releases related to Co-op projects must feature the state logo. The Cooperative Marketing Program aims to promote both the applicant's project and Utah's brand, therefore UOT's logos must be used in accordance with UOT's [Brand Guidelines](#). **Drafts of all materials require UOT approval before printing or publication.** Send drafts to [uotgrants@utah.gov](mailto:uotgrants@utah.gov) and allow at least five business days for approval. UOT reserves the right to use applicants' Co-op ads in its own marketing.



UOT may deny Co-op funding or logo use if the content is deemed inappropriate or negative towards Utah. In such cases, denied funds may be reallocated or reduced as necessary.

All applicants who receive funding from the Utah Office of Tourism must display the Utah-Life Elevated logo on their website, linked to [www.visitutah.com](http://www.visitutah.com). The UOT logo and link should be prominently placed and visible for the entire duration of the Co-op marketing project.

### **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.

### **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  $\frac{1}{3}$  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.

### **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) in your application, be included on the landing page linked to the digital ad. Nofollow links are not allowed. Screenshots of the landing pages linked to the digital ads are required for logo approval.

### **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 either the Utah-Life Elevated 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-Life Elevated Logo Guidelines](#). Applicants must specify the newspaper/publication name, size of the ad, market reach, and anticipated issue dates.

### **Radio Ads**



Radio ads must constrain 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.

### ***TV Ads***

The products must display the official Utah-Life Elevated logo for a minimum of 5 seconds, typically just 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.

### ***Websites and Website Content***

Websites, as well as website content and articles, 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). Native content must also contain the official Utah-Life Elevated logo linked to [www.visitutah.com](http://www.visitutah.com). Co-op funds cannot be used for web hosting or general maintenance. Nofollow links are not allowed.