



Traditional Cooperative Marketing Guidelines

Round 2024

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.

Round 2024 - Application Questions

Please note that your application answers must officially be submitted through the [salesforce portal](#).

Account Information

1. *COMPANY REQUEST FOR CONFIDENTIALITY* The information that I provide to the Governor's Office of Economic Development (GOEO) is subject to the Government Records Access & Management Act (Utah Code § 63G-2-309). As a result, some of the information will be available to the public, including the name of my company and the amount of assistance received. However, to receive maximum protection under the law, I hereby claim business confidentiality for all commercially or financially sensitive information provided to GOEO, now and in the future, in connection with this application. The records covered by this claim should be considered, and classified as, "protected" because they are comprised of commercial information or non-individual financial information and their disclosure could reasonably be expected to impair the ability of GOEO and its programs to obtain necessary information in the future.

I understand that claiming confidentiality as outlined here is strongly encouraged and that my decision regarding confidentiality will not impact my eligibility for funding under the program.

2. Federal Tax EIN Number
3. Organization Name
4. Primary Phone



5. Street Address
6. City
7. State
8. County
9. Zip/Postal Code
10. Website

Contact Information

1. Primary Contact - First Name
2. Primary Contact - Last Name
3. Primary Contact - Title
4. Primary Contact - Email
5. Primary Contact - Phone Number
6. Secondary Contact - First Name
7. Secondary Contact - Last Name
8. Secondary Contact - Title
9. Secondary Contact - Email
10. Secondary Contact Phone Number

Non-Profits

1. Is your organization exempt from federal taxation under section 501 of the Internal Revenue Code? (If your organization is not a non-profit, select no and move onto the next section.)
2. If yes, under what subsection?
3. Does the non-profit have a parent or controlling organization?
4. If yes, name the parent or controlling organization
5. Provide a copy of the non-profit's articles of incorporation and bylaws including its mission statement. Provide a copy of the non-profit's conflict of interest policy if one exists.
6. Provide a list of board members for the non-profit. Provide a copy of the non-profit's organization chart if one exists.



7. List the top five highest paid employees working exclusively for the non-profit along with their job titles and a summary of their responsibilities for the non-profit.
8. List the specific activities - outside of marketing and advertising - your non-profit organization has engaged in over the past twelve months to promote the long-term tourism development of your community or stakeholders.
9. List the top ten sources of funding for your non-profit. What percentage of the non-profit's funding comes from each entity?
10. For non-profits receiving greater than 35% of funding from a single for-profit entity, list all individuals who are employees of or otherwise affiliated with the for-profit corporation.

Project Information

1. Application Name
2. Provide a short summary of what you will be marketing and the mediums used.
3. Co-op funds cannot be matched with other state dollars. Please identify the source of the matching funds and list any state support you are currently receiving.
4. List all partner logos (including your own) that will appear with the state logo.
5. What destination, event, attraction or area will you be marketing or promoting with these funds, if awarded?
6. Who is your target market? Describe the demographics of the visitor you are trying to attract.
7. Please list the assets that will be funded by this grant to reach your target market. (i.e., magazines, newspaper, TV, digital, radio, etc.).
8. In what geographic area(s) will you be marketing?
9. What is your project start date?
10. When will your project/promotion be "in-market"?
11. When will your project/promotion be complete?
12. List a start date of your event, if applicable.
13. What are your primary goals and objectives with this campaign. Please be very specific.
14. How will you measure the success of your campaign/project/event. Please be very specific. Preference will be given to measurables that will demonstrate increased expenditures in your area.



15. Demonstrate how the community supports or is involved with the project. List any partners, sponsors, number of volunteers and their contributions.
16. Forever Mighty is a position, an initiative, and an ethic that ensures resilient destinations and responsible travel in Utah. How will your campaign demonstrate this ethos beyond your normal/traditional marketing efforts?
17. What percentage (%) of this project is aimed at your shoulder season? Describe when your shoulder season occurs.
18. Please summarize anything else you would like the committee to consider when evaluating your application.

Budget & Return on Investment

1. Total Amount Requested up to \$250,000:
2. Amount proposed for in-state marketing:
3. Amount proposed for out-of-state marketing:
4. List all entities contributing matching funds for this project including the organization name, county, and total contribution amount.
5. Please upload your completed Round 2023 Budget Sheet, ROI and History worksheet. (See above header for link to required budget sheet)
6. How many total hotel rooms are available in your area/county?
7. What was the average occupancy % rate for the past year?

Required Documents

1. List of Current Board Members
2. Organization Bylaws
3. Copy of Federal IRS Tax Exemption Letter
4. Financial Statement/Balance Sheet
5. Letter of Financial Commitment
6. Letter of Project Support
7. Other



Grant Agreement

1. Grantee acknowledges Grantee’s responsibility to submit audit reports, respond to legislative or Governor inquiries, and comply with other reporting rules to receive final payment. Any misrepresentation or fraud made in connection with this application may result in criminal prosecution, civil liability, and/or other penalties, including disqualification from this program. The electronic signature below indicates my intent to be bound by the terms of this program and has the same force and effect of a non-electronic signature (see Utah Code § 46-4-201).
Do you agree to the above state Program Terms?
2. Type your name as signature attesting to the preceding statement.

Round 2024 - Scoring

Please refer to the [2024 Traditional Cooperative Marketing Program Guidelines](#) for additional details.

PROJECT DESIGN	
Clearly defined goals and objective 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 application	5 points
Total points	40 points

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

Scoring / Ranking