



# 2024 Festival Summary Report

## October 3, 2024



## Presenting Sponsor (\$15,000+)



## Gold Sponsors (\$5,000-14,999)

Chevron • Larry H. Miller Real Estate  
Loveland Living Planet Aquarium  
Salt Lake County ZAP Tier II Grant

## Silver Sponsors (\$2,500-4,999)

Jordan River Foundation  
Jordan Valley Water Conservancy District  
Rocky Mountain Power • Swire Coca-Cola

## Festival Supporters (\$500-2,499)

Big Blue Swim School • Kodiak Cakes  
River Restoration • Swire Water  
Utah Division of Forestry, Fire & State Lands  
Utah Division of Outdoor Recreation  
Utah Division of Water Quality  
Utah's Hogle Zoo • Utah Reclamation,  
Mitigation & Conservation Commission • Utah  
Transit Authority



# FESTIVAL REVENUE & USES

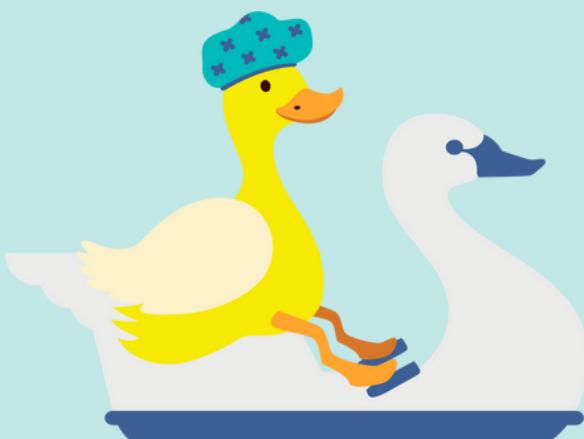
- 20 total sponsors & financial supporters including Jordan River Commission and Jordan River Foundation. This is an increase from 12 sponsors/supporters secured in 2023.
- \$73,500 total in sponsorship revenue, a \$12,500 increase from 2023
- Additional funding was used to:
  - Increase festival visibility through promotional materials
  - Hire additional seasonal JRC staff for event support
  - Increase support from Mighty Penguin for Festival coordination and project management,
  - Support planning partners with increased seed funds/mini grant for their events.

# MEDIA COVERAGE

## Earned Media

KTVX - ABC 4 Good Things Utah	1 Segments	5 mins airtime	\$15,000 to \$30,000 value	80,000 followers \$800 value
KSTU - Fox 13 Good Day Utah	6 Segments	12 mins airtime	\$36,000 to \$84,000 value	185,000 followers \$2000 value
KRCL - 90.9 FM RadioActive	1 segment	25 mins airtime	\$3,600 value	16,000 followers \$150 value

**Community Calendar Coverage:** Salt Lake City Magazine, The City/Valley Journals, Utah Cultural Alliance, Visit Salt Lake, Salt Lake City Weekly, West Valley News, Valley Journals, ZAP Summer Passport Celebration



# FESTIVAL SUMMARY

33 Days of Events

54 Total Events

30 Community Partners

14 Cities

3 Counties

Thousands of community participants!!



# Jordan River Commission Events

- Media Kick-Off Event at Big Bend Project
- Jordan River Walk and Talk Series (Weekly)
- Pedal the Parkway Series (Weekly)
- Paddle the Jordan River Series (Weekly)
- Floating Clean-Up (with Utah's Hogle Zoo)
- Two Film Screenings
- Pre-Film Reception (with Midvale City)
- Commission Field Trip
- #Loveyourwatershed Event
- Jordan River Friends Celebration & Recognition Event



# PARTNER EVENTS



- **Thanksgiving Point:** Community Partner Night, Guided Nature Walk and Journaling Session
- **West Jordan City:** Scavenger Hunt, One Mile Fun Walk
- **Wasatch Adaptive Sports:** Hustle Challenge
- **Chevron:** Chevron Mile Trail and River Clean Up

# PARTNER EVENTS

- **Tracy Aviary:** Musical Performance and Writing Workshop at Pia Okwai, Camina de Naturaleza, Pack It Out Utah, Let's Go Birding Together, Planting Good Relations
- **South Jordan City:** Fishing and Mini Golf, Plein Air Competition
- **Utah's Hogle Zoo:** Floating River Clean-Up



# PARTNER EVENTS



- **Bluffdale City:** River Rock Search, Clean the Trail Day of Service, Walk with the Mayor, Scarecrow Walk Along the River (All Month)
- **South Salt Lake/Tracy Aviary:** Something's Brewing, Tree Planting
- **West Valley City:** Nature and Rhythm Drum Circle

# PARTNER EVENTS

- **Gardner Village:** Witch Fest, Witch Run
- **Sageland Collaborative:** Arroyos y Raices Para Polinizadores
- **Salt Lake City:** Fisher Mansion Beer Garden
- **Riverton City:** Education Walk with Passport
- **Living Planet Aquarium:** Community Science Workshops (Weekly)





## PARTNER EVENTS

- **South Salt Lake:** Monday's with the Mayor
- **Marathon:** Refinery Tours
- **Murray City:** Chalk Art and Games
- **North Salt Lake:** Jordan River Paddle
- **Swire Water:** Service Project



# CELEBRATION & RECOGNITION EVENT

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Thursday, October 3, 2024  
Loveland Living Planet Aquarium  
Theme : “Connections”

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- Daytime Aquarium Tickets for all participants
- Pre-Reception with presentation by Aquarium staff on river otters
- Keynote Speaker: Heather May, Great Salt Lake Collaborative
- Short Film Presentations: “Big Bend” from Center for Documentary Expression and Art and “Jordan River Sweep” from KUED’s This Is Utah
- Recognition of 2024 Jordan River Friends Honorees: Stan Porter, Eric McCulley, Todd Munger, Salt Lake County Park Planning & Development, Natural History Museum of Utah, and State of Utah (Division of Outdoor Recreation, Division of Forestry, Fire & State Lands, and Division of Water Quality)

**THANKS TO OUR PARTNERS  
FOR A GREAT FESTIVAL!**



JORDAN RIVER  
COMMISSION

