



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



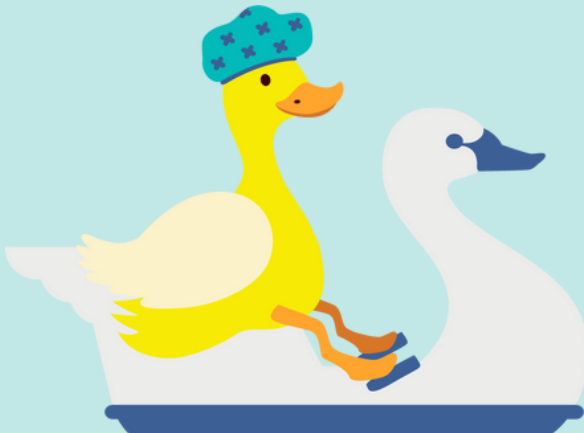
FESTIVAL REVENUE & USES

- 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

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

- 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



The Jordan River
FOUNDATION