

SEPTEMBER 2023 - 10TH ANNIVERSARY

GET TO THE RIVER FESTIVAL

Summary Report



Presenting Sponsor (\$15,000+)



Gold Sponsors (\$5,000–14,999)



Silver Sponsors (\$1,000–4,999)



FESTIVAL REVENUE & USES

Mighty Penguin Consulting

- Raised over \$61,000 in Festival revenue, with carryover to support needed web site updates and 2024 Festival seed funding
- 12 sponsors/contributors for 2023 (Including Jordan River Commission and Jordan River Foundation)
- Helped JRC build new, and renew previous, ongoing sponsorships, and general JRC programming support and partnership
- Played an integral role on coordinating and organizing the Celebration & Recognition Event
- Submitted 28 additional applications for private funding of the 2023 GTTR Festival for a total of 42.

MEDIA SPOTLIGHTS



Earned Media

KTVX - ABC 4 Good Things Utah	2 Segments	10 mins airtime	\$30,000 to \$70,000 value	77,000 followers \$770 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		16,000 followers \$150 value

1,150,000 Households in the market





FESTIVAL SUMMARY

31 Days

41 Scheduled Events/Activities

28 Partner Organizations

Community Engagement

14 Cities

3 Counties

Thousands of Participants

TONS of Fun!



JRC EVENTS



Festival Kickoff



Commission Field Trip -
Mosquito Abatement Districts



Trail Cleanups



Canoe Cleanups

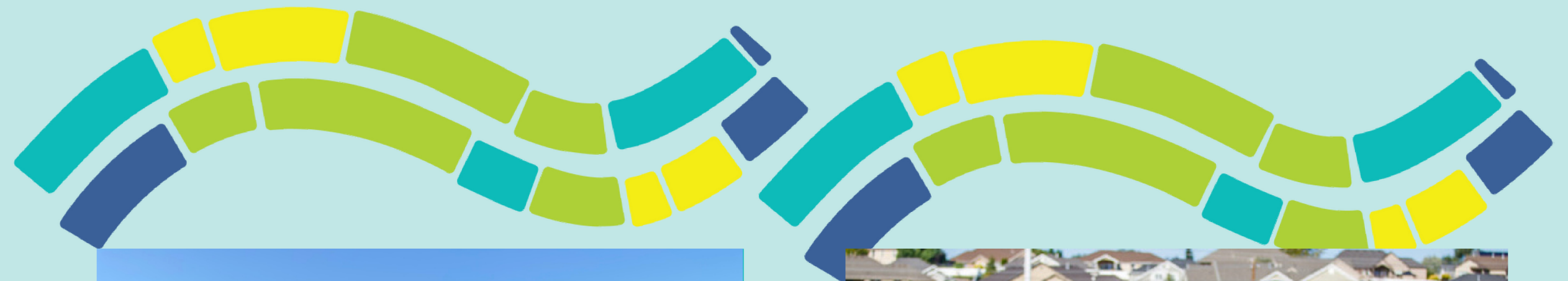


Puncturevine Pulls



Friday Paddle Series

PARTNER EVENTS



Bluffdale Walk and Kayak
with the Mayor



Bluffdale Scarecrow Walk and
River Rock Search



9/11 National Day of Service
(West Jordan, Murray, Lehi)



Fisher Mansion Beer Garden



Murray Chalk Art Contest



North Salt Lake Paddle

PARTNER EVENTS



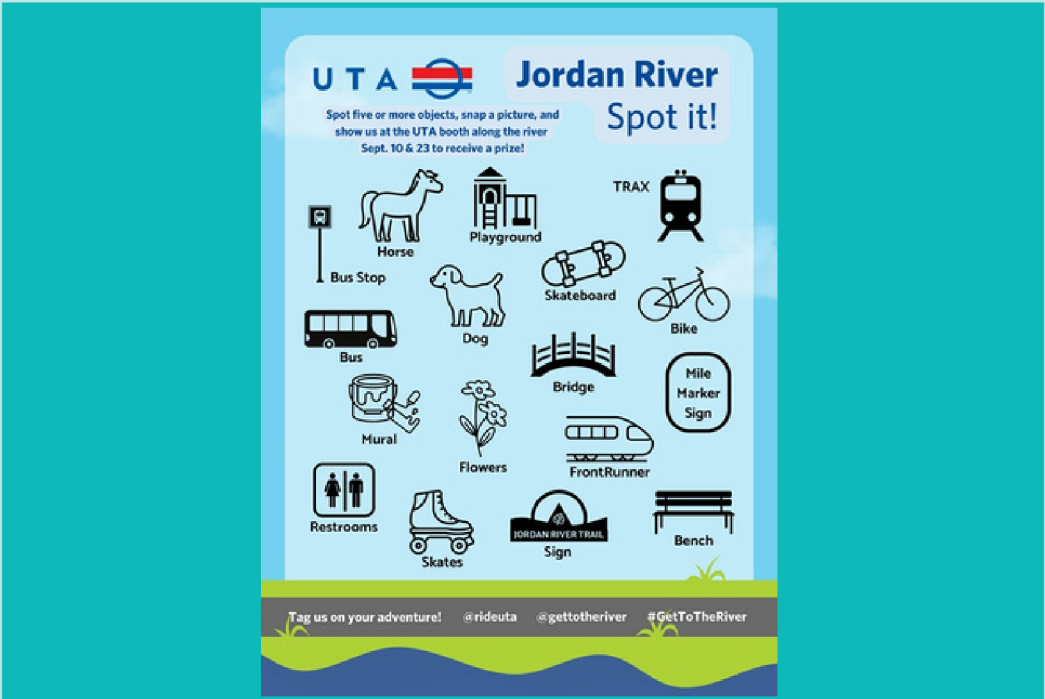
South Jordan Fishing, Mini Golf, Plein Air Art Competition



Riverton Jordan River Family Night



West Valley City Plein Air Pop-up



UTA Spot It!



Range 2 River Relay



GTTR Festival with SSL, JRNC

PARTNER EVENTS



Parleys Trail Connector
Ribbon Cutting



Millcreek Canoe Cleanup



Chevron Facilities Tour



West Jordan Scavenger Hunt



West Jordan 1 mile Fun Walk



West Jordan Bike w/ the Mayor

JORDAN RIVER FRIENDS CELEBRATION AND RECOGNITION EVENT

Outstanding Jordan River Friends

Center for Documentary Expression & Art

Community Education Partner

Sorenson Legacy Foundation

Business Partner

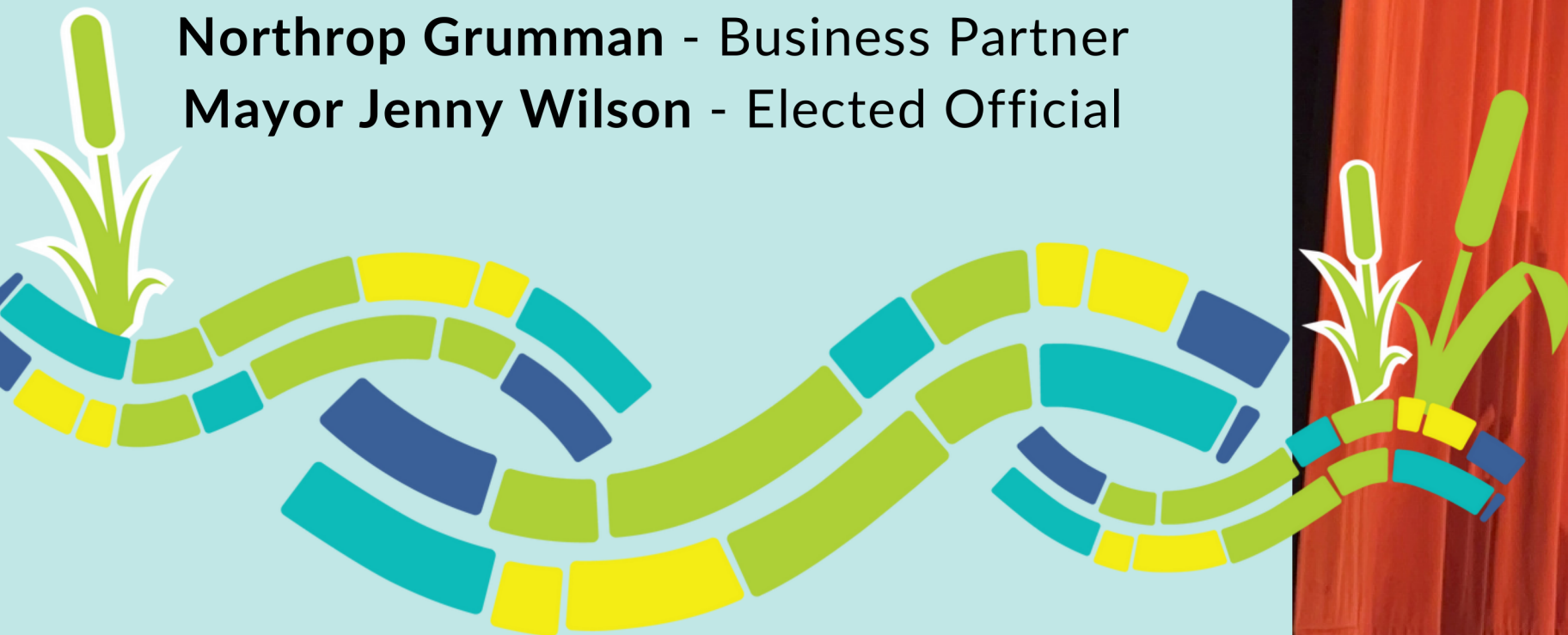
Elliott Mott - Volunteer

Troy Adair - Volunteer

Jordan River Champions

Northrop Grumman - Business Partner

Mayor Jenny Wilson - Elected Official





THANKS TO OUR PARTNERS FOR A GREAT FESTIVAL!



JORDAN RIVER
COMMISSION

