

Additional Requests

Rank in priority order, with highest priority first.

Rank	Org	Object	Short Description	Explanation/Justification	Estimated Cost, including one-time and ongoing expenses				
					2026	2027	2028	2029	2030
1	1810170	540227	2026 Co-op Marketing Campaign (Utah Office of Tourism)	1:1 Matching Grant with the Utah Office of Tourism and B2B Campaigns. Awarded \$182,500- Revenue accounted for in State Reimbursement	\$364,500				
2	1810170	540227	2026 Non Co-op Marketing/Advertising (Agency)	Agency Spend: Covers In-state & out-of-state marketing efforts, website maintenance, creative, HAFB advertising, and all other agency spend outside of co-op etc. Originally had \$170,000 in the budget, but updated the number to equal \$250,000 based on Co-op award and previous year spends.	\$250,000				
3	1810170	555266	Data Service Provider	Contract with Placer.ai and is used by CED/Econ D. Contract to be renewed in 2026. Anticipating \$50,000 - \$55,000 annual cost. \$30,000 was already accounted for in Munis/budget central- but the full requested amount has been updated to reflect the new amount for 2026	\$55,000	\$55,000	\$55,000	\$55,000	\$55,000
4	1810170		Web Hosting	Annual Web Hosting cost for Discoverdavis.com website - Madden Media	\$3,000				
5	1810170	540540	2026 Warriors over Wasatch	Every 2 years - At the request of Commissioner Stevenson and in 2026, this event will be the County's "event" as part of the Utah250 Celebration	\$30,000		\$25,000		\$25,000
6	1810170	555266	Digital Reporting and Tracking Dashboard	Dashboard with Tourism Economics that connects into all our data services, including Website, Social media, IDSS, Advertising Spend, Tourism Tax Revenue, etc. *New for 2026	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
7	181070	540210	Jordan River Commission	We've seen a 45% increase from 2025 to 2020 (billing years), without any warning each year; Not sure what this membership comes with, as Jordan River Commission is not getting back to the County with specifics when asked. This has been a Commission-requested expense (dating back to pre-2019), within Tourism. It's a very high membership with little in return or Communication	\$7,500				
Total					\$735,000	\$80,000	\$105,000	\$80,000	\$105,000