



Regular Meeting
Moab Area Travel Council Advisory Board
Grand County Commission Chambers 125 East
Center Street, Moab, Utah

AGENDA
June 13, 2023

Zoom And Youtube Meeting Information

Join Zoom Meeting:

<https://us02web.zoom.us/j/89815394356?pwd=MIormwzlwlziz1bmszv1mzbxofgydz09>

Call-In: 669-900-6833

Meeting ID: 898 1539 4356

Passcode: 384971

Call To Order - 3PM

Opening Items

- Welcome
- Introductions
- Conflicts Of Interest, Disclosures, Or Ex-Parte Communication
- Citizens To Be Heard
- Presentations, If Any

Discussion And Action Items

A. Board Member Reports

Est. 3:05-3:25 PM | 20 Mins

B. Love Communications Updates

Est. 3:25-3:55 PM | 30 Mins

B1. Data Projects

Est. 3:25-3:40 PM | 15 Mins

B2. Fall '22 / Spring '23 Marketing Campaign Report
Est. 3:40 - 3:55 PM | 15 Mins

C. Letter Of Support For EDD's Round 2023 Application To The Utah Office Of Tourism's Co-Operative Marketing Grant
Est. 3:55 - 4:25 PM | 30 Mins

D. 2023 TRT Budget Amendment
Est. 4:25-4:55 PM | 30 Mins

E. Discussion Of Future Agenda Items
Est. 4:55-5:00 PM | 5 Mins

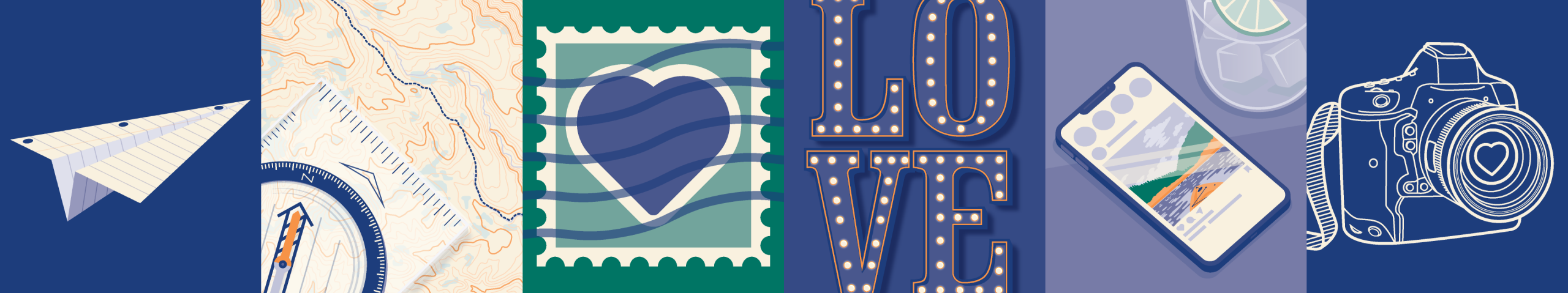
Adjourn

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It is hereby the policy of Grand County that elected and appointed representatives, staff and members of the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees may participate in meetings through electronic means. Any form of telecommunication may be used, as long as it allows for real time interaction in the way of discussions, questions and answers, and voting.

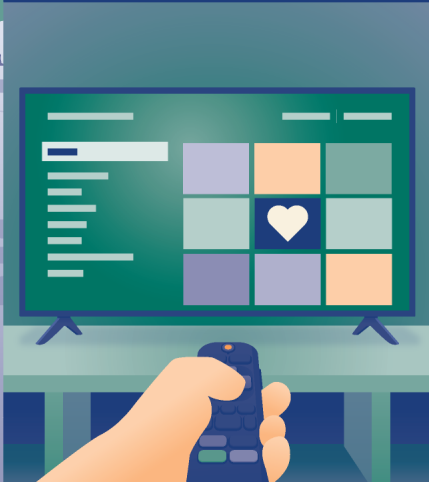
At the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees any citizen, property owner, or public official may be heard on any agenda subject. The number of persons heard and the time allowed for each individual maybe limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute time limit per person to allow maximum public participation. Upon being recognized by the Chair, please advance to the microphone, state your full name and address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings.

Requests for inclusion on an agenda and supporting documentation must be received by 5:00 PM on the Wednesday prior to a regular Commission Meeting and forty-eight (48) hours prior to any Special Commission Meeting. **Information relative to these meetings/hearings may be obtained at the GrandCounty Commission's Office,125 East Center Street, Moab, Utah; (435)259-1346.**

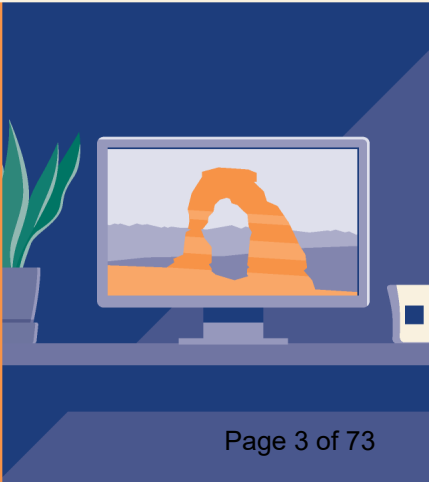


Love

Discover Moab 2022/23
Fly Campaign
Wrap-Up Report



LOVE



Report Outline

Section 1: Campaign Parameters

An overview of the campaign at a high-level, inclusive of goals, geo's, audience and targeting information, the media mix, and more.

Section 2: Campaign Performance

Detailed slides on campaign performance, first leading with an executive summary of insights followed by more granular information by data source.

Section 3: Appendix

Appendix level information includes metric definitions, benchmarks, screenshots, and any other supplementary materials.

Campaign Parameters



Campaign At-A Glance



Goal: The three main goals of this campaign are to 1) maintain and/or surpass key marketing performance indicators of brand awareness and inspire travelers to book vacations in Moab, 2) drive economic impact within the community during shoulder season, and 3) ensure continued air service to Moab via the regional airport.



Geo's: Main markets are Denver, Los Angeles, Salt Lake, Chicago. We have some national presence on TripAdvisor.



Audiences: Shoulder-Season Empty Nesters, Middle-Aged Camping Buffs, Adventure-Driven Planners



Campaign Flighting: 10.24.22 – 3.31.23

Campaign Parameters

Campaign Flow

	Markets	October Impressions	2022												2023								BUDGET			
			October		November				December				January				February				March					
			24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20		
Media Channels																										
(Can adjust in market based on dashboard insights)																										
Paid Search/Google Ads																										
Utilize Google Search and display to target real time keyword searches around Arches National Park and Moab																										
We will more narrowly target our national audience using in-market signals, traveler interests, and targeting Moab's most opportune markets.																										
Sojern																										
Partnering with a proven programmatic partner that has expert experience in the tourism space, we will be able to leverage their data and in-market insights that tie ad exposure to hotel bookings.																										
We will A/B test creative messaging that includes sustainable language so that we are attracting visitors who will spend more, stay longer and be stewards of the land.																										
Connected TV																										
We can layer in data such as past travel patterns, interests, demographics and behavioral traits.																										
We recommend allocating more budget to the Los Angeles market based on size and being a less versed market.																										
Tripadvisor																										
We are using display ads and native units on this platform where audiences can be inspired, informed and influenced to visit Moab responsibly. We want a tactical presence on Tripadvisor, marketing to our travel intenders looking at Moab and competitive destinations.																										
Total Estimated Impressions																										

Channels

- Sojern – Programmatic display and video
- Viant – Connected TV
- Trip Advisor – OTA display and native
- Google – Paid Search ads



Key Performance Indicators

Building Awareness

- Impressions
- Post impression rate
- Video view rate
- Reach / frequency
- Post Campaign CTV study


Generating Engagement

- Sessions
- New user traffic
- Avg. time on page
- Pages / Session
- CTR (Paid Search)
- Avg. CPC (Paid Search)

Driving Action


- Enriched bookings
- Revenue
- CTV Website Conversion lift

3. Kings
 National Parks • Canyons
 By rcm-ca
 I think it offers everything in Sequoia and more: **big trees**, river and waterfalls, plenty of hikes, a lake, mountain...

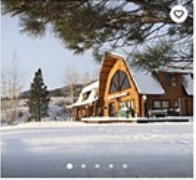







Sponsored by Discover Moab

Discover Desert Treasures in Moab
 Dreaming of desert sun without the summer heat? With multiple flights arriving daily, Moab is more accessible than you might think.



4. Santa Monica Mountains
 Mountains • National Parks
 By E1527Bmpatriciag
 We had a great time hiking in Topanga State Park.

Traveler rating <input type="radio"/> 5 stars 1687 <input type="radio"/> 4 stars & up 2792 <input type="radio"/> 3 stars & up 2980 <input type="radio"/> 2 stars & up 2980 Hotel class <input type="checkbox"/> 5 stars 6 <input type="checkbox"/> 4 stars 43 <input type="checkbox"/> 3 stars 287 <input type="checkbox"/> 2 stars 262 Style <input type="checkbox"/> Budget 237 <input type="checkbox"/> Mid-range 615 <input type="checkbox"/> Luxury 54 <input type="checkbox"/> Family-friendly 550 Show more Brands <input type="checkbox"/> Hampton by Hilton 28 <input type="checkbox"/> Holiday Inn Express 28 <input type="checkbox"/> Best Western 26 <input type="checkbox"/> Comfort Inn 20 Show all	 3. Snowberry Inn Bed & Breakfast TripAdvisor \$166 View deal View all 6 deals from \$166
	 4. Red Mountain Resort Agoda.com Hotels.com Expedia Only 2 left at \$221 View deal View all 9 deals from \$221
	 5. Goulding's Lodge & Campground eDreams \$215 View deal View all 9 deals from \$215
	 6. Sundial Lodge Agoda.com Hotels.com Expedia \$159 View deal View all 8 deals from \$159
	 7. Noor Hotel Booking.com TripAdvisor Agoda.com \$87 View deal View all 9 deals from \$87
	 8. Zermatt Utah Resort & Spa, Trademark Collection by Wyndham Booking.com eDreams ZenHotels.com Agoda.com \$216 \$172 View deal View all 9 deals from \$172 Reserve now, pay at stay

elite traveler
 RESPONSIBLE LUXURY LIFESTYLE



Travel Food & Drink Style Design & Culture Cars, Jets & Yachts More +

Home / Cars, Jets & Yachts / Aviation / Top Private Jet Tips for First-time Fliers

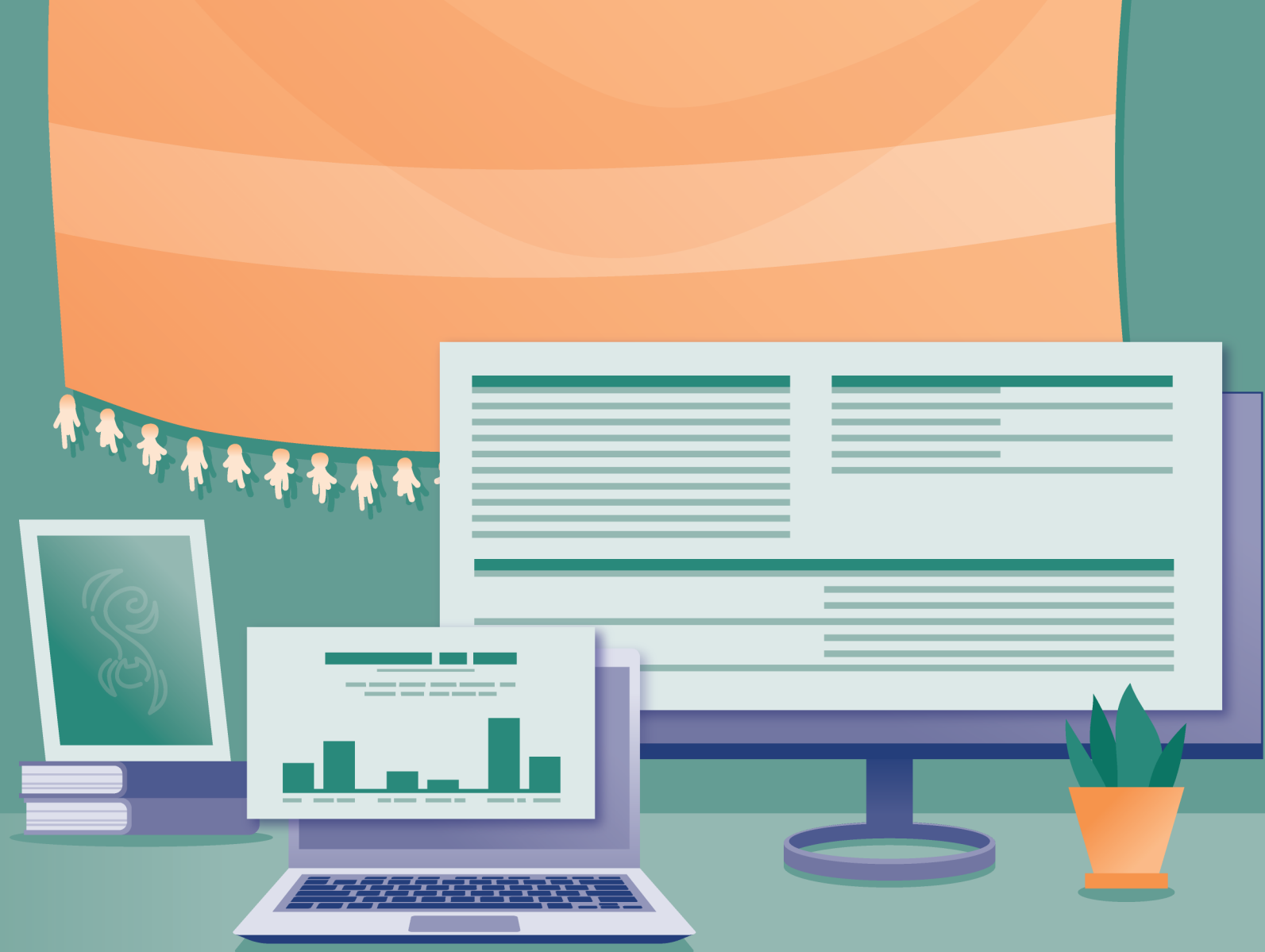
Top Private Jet Tips for First-time Fliers

With these tips in mind, it should be easy to fully enjoy your first time on a private jet.

BY SOPHIE KILLIP

Campaign Performance





Sojern,
Connected TV, &
Trip Advisor

Executive Summary



56,140,218

Impressions



0.08%

Post Impression Rate



18,605

(2,777 from CTV)

Impact Hotel Bookings

- The campaign delivered over 56M impressions over the course of the campaign and registered a display post impression rate of 0.08% which steadily improved over the campaign prior to remaining stable in February and March.
- TripAdvisor's exposed audiences booked a \$18 higher ADR than unexposed audiences, **influencing a Moab traveler to spend more.**
- Sojern's first party data shows us that Sojern drove 1,219 flight bookings, 1,105 hotel night stays, 878 foot traffic visits, and 3,170 confirmed travelers to Moab. **Sojern's ROAS is \$11.83: \$1.**
- Connected TV reached 3.8M households, yielding **1,970,864 video completions**, 116,247 ad exposed website visits and drove \$1.1M in hotel revenue.
- Our top four booking markets were the four main fly markets we were focusing on. TripAdvisor had a small portion of funds targeting national travel intenders to Utah and competitive destinations.
- At a creative level, we saw stronger post impression rates with video assets relative to display banners across all partners.

Impact: Ad Exposed Bookings Summary

18,605

Impact hotel bookings generated

\$9.5M

*Dollars generated in revenue
from our campaign efforts*

\$217

*Average daily rate amongst ad-
exposed bookers*

The Average booking window was 55.9 days and was largely stable throughout the campaign.

Impact: Market and Audience Performance

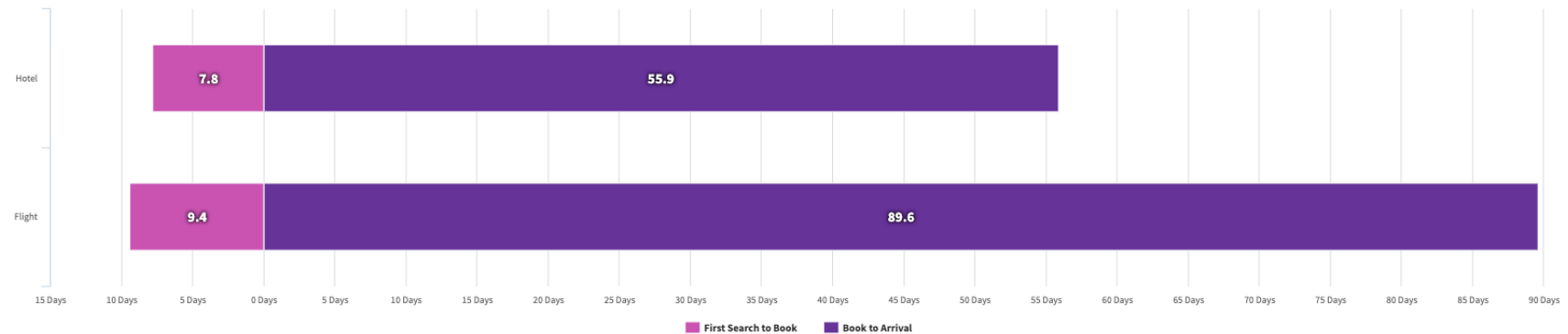
With focus on Chicago, Denver, L.A. and Salt Lake, you are seeing that our efforts drove top performance from these markets, as well as others where we had some national presence.

We also saw that this audience was planning their trip 60 days out on average from search to arrival.

Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Denver, CO, US	18.0
2	Salt Lake City, UT, US	16.8
3	Chicago, IL, US	5.2
4	San Francisco Bay Are..., CA, US	4.7
5	New York, NY, US	4.3
6	Los Angeles, CA, US	4.0
7	Washington, DC, US	2.4
8	Phoenix, AZ, US	2.3
9	Boston, MA, US	2.1
10	Philadelphia, PA, US	1.8

Trip Planning Window ?

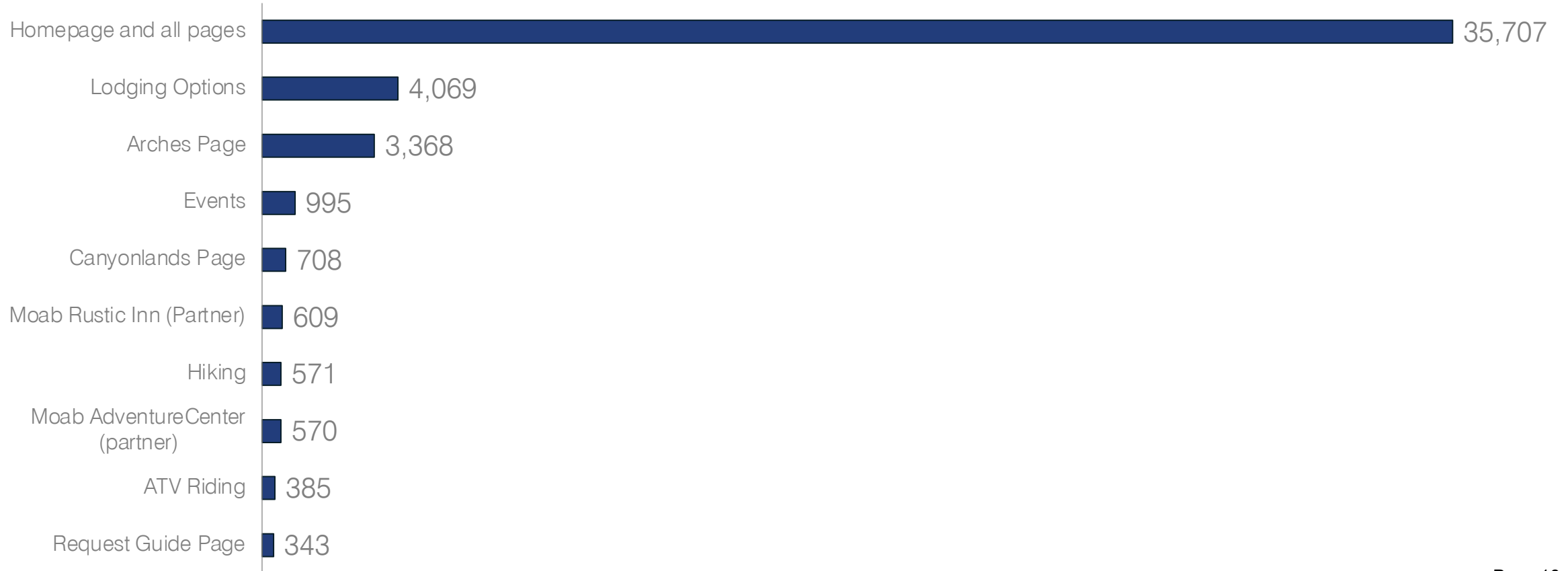


Campaign Performance

Pageviews Distribution

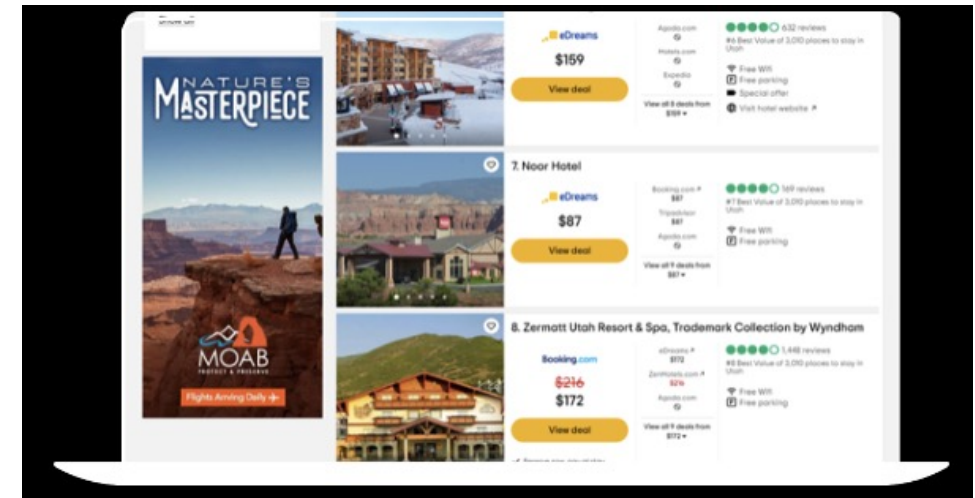
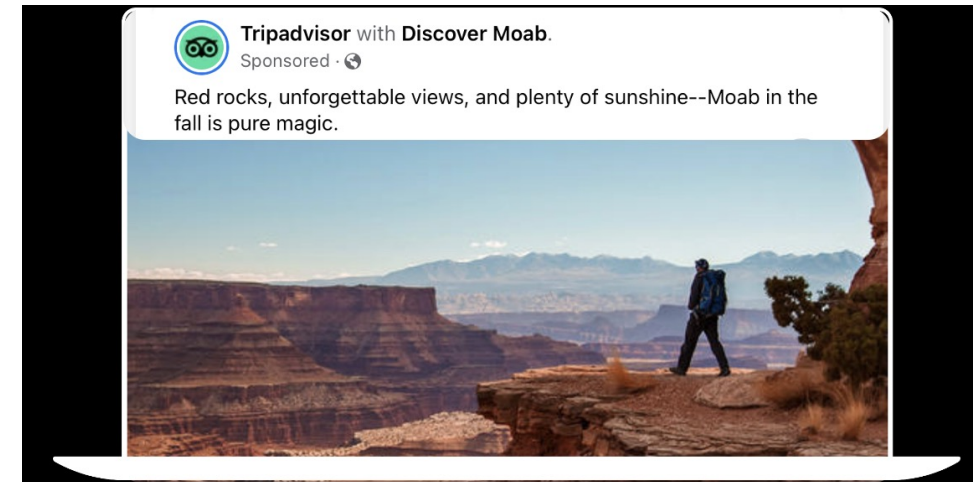
Ad-Exposed Pageviews

■ Pageviews



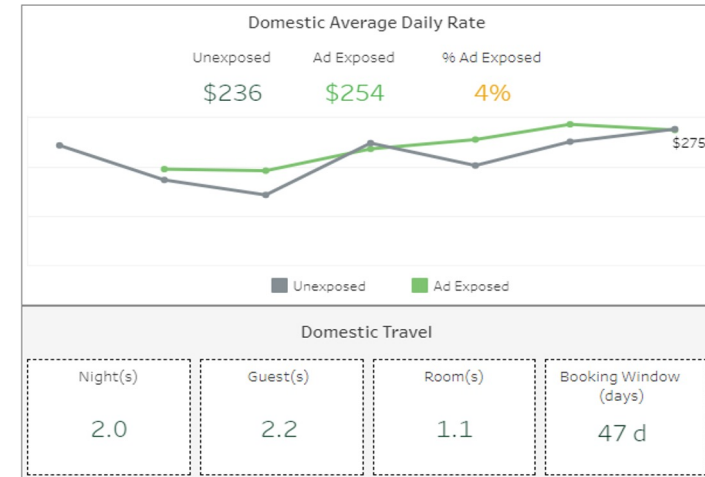
Trip Advisor Performance Overview

- TripAdvisor delivered roughly 12 million impressions, with an average CTR of .15%.
- 5.8 million of those impressions were delivered via our social connect units.
 - This unit generated an additional 30,620 link clicks for a CTR of .84%.
- In addition to the direct response, TripAdvisor's PIR was .15%



Trip Advisor: On Platform Metrics

- TripAdvisor provides us additional insight into how our campaign is impacting audiences on their platform.
- After ad exposure of our Moab units,
 - 1,267 bookings
 - 2,535 room nights booked
 - **ADR: \$254**
 - This is the highest across all partners and January really increased this number from previous months
 - This audience is spending more compared to other media partners audiences.
 - Based on TripAdvisor platform data, they are seeing a slightly shorter booking window on site of roughly 47 days vs Impact's 55 days.



- Tripadvisor users exposed to Moab ads:**
- Viewed **50% more** pages of Moab content
 - Clicked through to **50% more** pages of Moab Content
 - Viewed **30% more** Moab points of interest
 - Booked **110% more**
 - Viewed **30% more** Moab Accommodation Content
 - Viewed **50% more** Moab Attraction Content
 - Viewed **70% more** Moab Restaurant Content
- ...compared to unexposed users in the same audiences**

Sojern Performance Overview

- Sojern ultimately delivered just over 18.5M impressions by the campaign's conclusion.
- They also have access to real time travel data, so they can report back return on ad spend. Our current **ROAS is \$11.83** for every \$1 spend.
- In addition to our pre-roll spots having a strong **VCR of 73%** (70-75% benchmark), we also saw that the :30 pre-roll spot drove a very high CTR of .20%% to the Discover Moab site.

ROAS (Return On Ad Spend)

Total Est. Traveler Spend / Media Spend = ROAS

11.83 : 1 USD

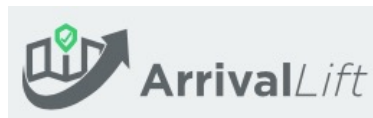
	Total Events	Total Travelers	Total Events	Total Travelers	Hotel Night Stays	
Flight Search	32,803	13,483	Lodging Search	3,179	2,534	9,311
Flight Booking	1,219	1,258	Lodging Booking	509	598	1,105

Event Type	Total Events	Total Travelers	Avg. Lead Times In Days	Avg. Length of Stay In Days
Flight Search	32,803	13,483	49.66	3.62
Flight Booking	1,219	1,258	32.22	2.13
Lodging Search	3,179	2,534	50.40	2.88
Lodging Booking	509	598	41.05	2.15
Car Search	710	484	36.39	5.54
Car Booking	565	472	22.74	4.18
Vacation Search	23	39	68.09	4.35
Foot Traffic Visits	878	878	0.00	0.00
Grand Total	39,886	19,746	37.57	3.46

	Total Events	Total Travelers	Hotel Night Stays
Total Bookings	3,171	3,170	1,105

Sojern Performance Overview

- Sojern negotiated to include Arrivalist tracking to their campaign for Moab. We are still waiting on the final Arrivalist information.
- What we are seeing, is that
 - Devices exposed to Moab's display ad units were **2.5x** more likely to visit Grand County
 - Devices exposed to Moab's video were **3.4x** more likely to visit



Viant Performance Overview (CTV)

- There were more than 25.6M million CTV impressions delivered on living room screens of our targeted HHI's in our key markets, both in display units and pre-roll
 - **3.8M households reached at a 6.92x frequency**
 - 96.1% video completion rate (95% *benchmark*)
- Based on placing a pixel on the Discover Moab website, **we can tie 116,247 website visits** back to households that were exposed to Moab's commercial, which is a 23% conversion rate.

Top Site Name
Pluto TV
Lifetime
Newsy
Cooking Channel
XUMO
MLB
FX Now
Tubi TV
TLC
Crackle

Website Conversions by Geo

<i>Market</i>	<i>Conversions</i>
Chicago	15,504
Denver	37,199
Los Angeles	17,957
Salt Lake City	40,043
TOTAL	116,247

Viant Performance Overview (CTV)

Based on placing a pixel on the Discover Moab website, we can tie ad exposure to website traffic. By comparing a control audience to our ad exposed audience, we have tracked a website lift of .26%. This means that audiences who have seen our ad on Connected TV are more likely to come to the website at a higher rate.

Sunday is the highest conversion day, which means before the work week starts, our ad exposed audience is going to the website at the highest rate after watching TV.



Campaign Takeaways

- Overall, this campaign drove a strong ROAS, driving a quality traveler that spends more.
- Trip Advisor native was arguably our strongest unit in the whole campaign so potentially consider using that again in future campaigns.
- Pre-roll and CTV drove strong PIR and website visitation, so continuing this creative tactic is critical.
- We have seen higher PIR for Moab display in the sequential campaigns such as Time Entry so this creative tactic is one that we will continue to improve.

Future Recommendations:

- A revised Adara contract can provide lift-based metrics, so our Adara metrics aren't being reported on in a vacuum.
- Continue CTV at a budget threshold that allows us to tie back Adara hotel bookings.



Paid Search

Paid Search Summary



635,650

Impressions Deliv.



20.7%

Click-Through Rate

3.17% benchmark



\$0.37

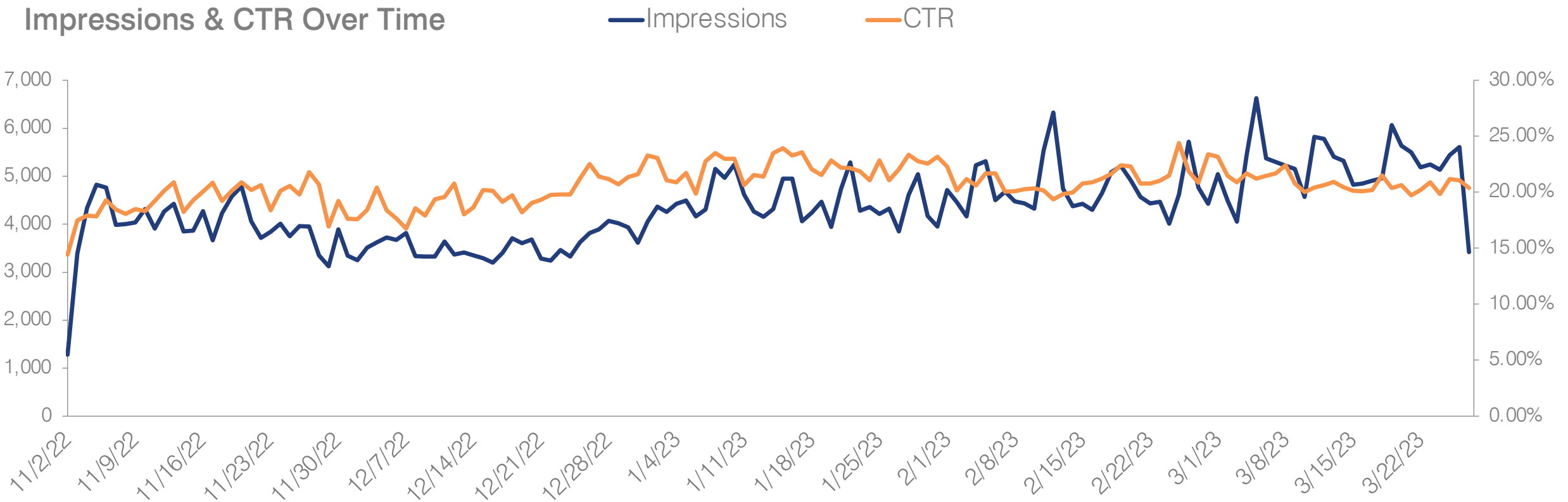
Avg. Cost per Click

\$2.69 benchmark

- The Paid Search component of our campaign delivered just over 635k impressions and boasted a 20.7% click-through rate alongside a \$0.37 average cost per click, both of which were steady or consistent over the course of the flight.
- January and February were the two strongest months of the campaign in terms of CTR, while March was the most efficient by Avg. CPC.
- The top performing campaigns, ad groups, and keywords related to terms surrounding Arches National Park.

Impressions & CTR Over Time

As shown by the orange line below, our CTR was strongest in January and February and well into March.

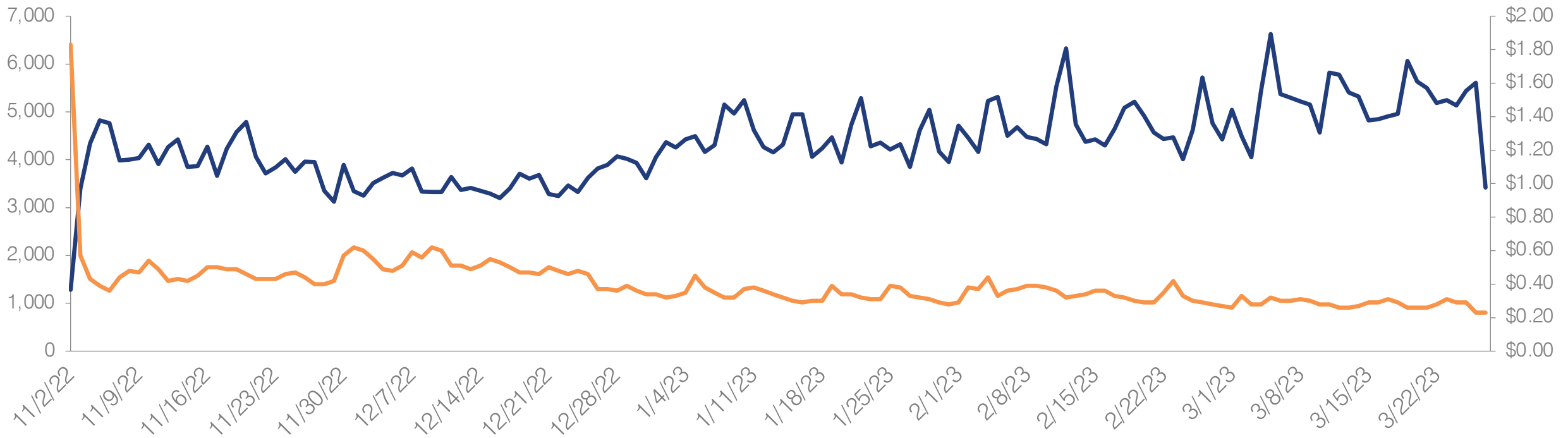


Impressions & Avg. CPC Over Time

Similarly, average cost per click went down each passing week in the campaign and registered its lowest levels in March.

Impressions & Avg. CPC Over Time

— Impressions — Avg. CPC

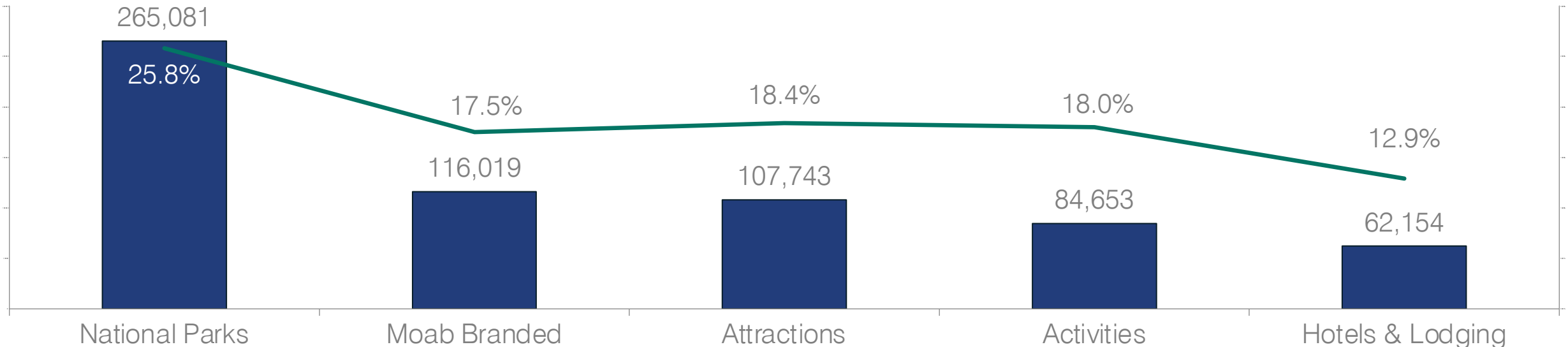


Campaign Performance

The National Parks campaign was top performing by both impressions delivered and click-through rate.

Impressions & CTR by Campaign

■ Impressions — CTR

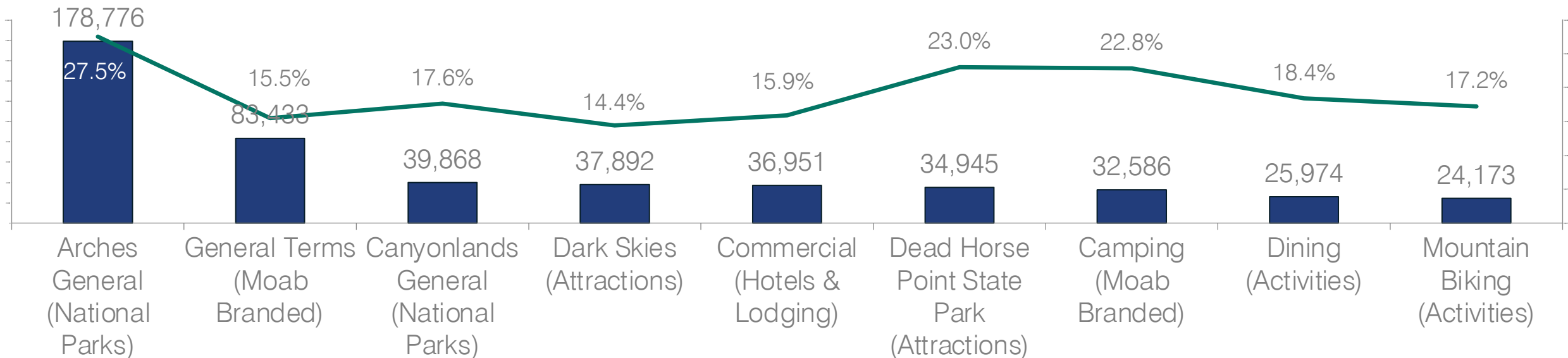


Ad Group Performance

At an ad group level, we see a good mix of our various campaigns being present in both impressions and click-through rate.

Impressions & CTR by Ad Group

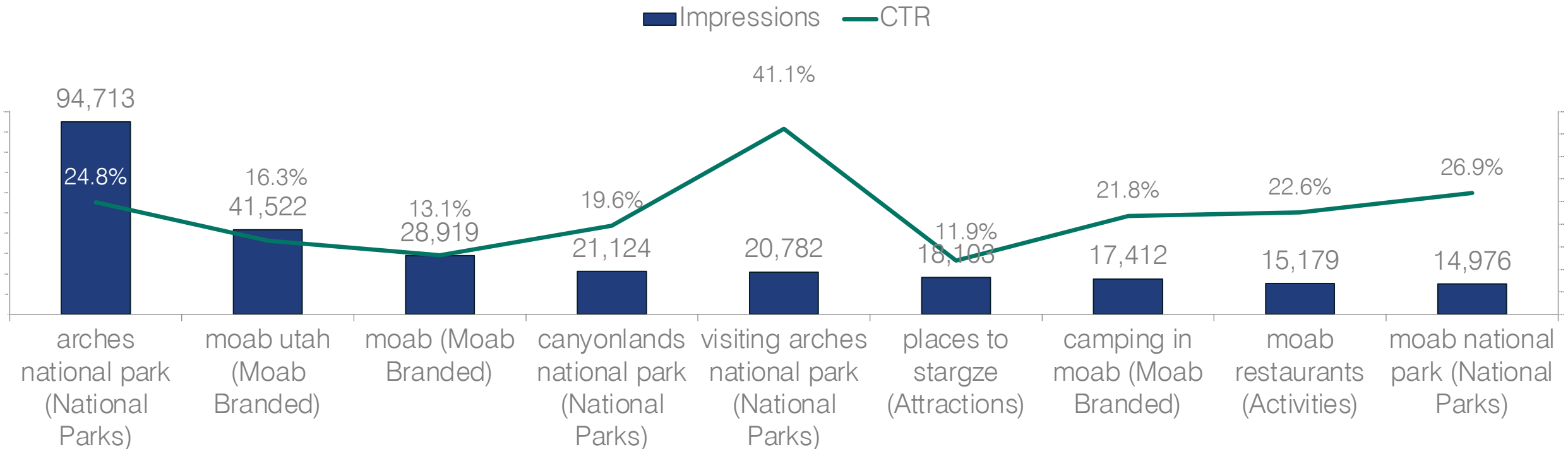
■ Impressions — CTR



Keyword Performance

Our top performing keyword was “visiting arches national park” in terms of click-through rate at 41.1%.

Impressions & CTR by Keyword



Google Analytics Campaign Performance Overview

- 136,149 sessions
- 107,801 users
- 101,507 new users
- 1.48 pages per sessions (*1.51 sitewide*)
- 3:13 avg. time on page (*2:55 sitewide*)

Campaign	Sessions	Pages per Session	Avg. Time on Page
National Parks	74,289	1.44	3:16
Attractions	19,711	1.31	3:24
Moab	18,898	2.05	2:23
Activities	15,915	1.34	3:51
Hotels Lodging	7,325	1.24	8:30

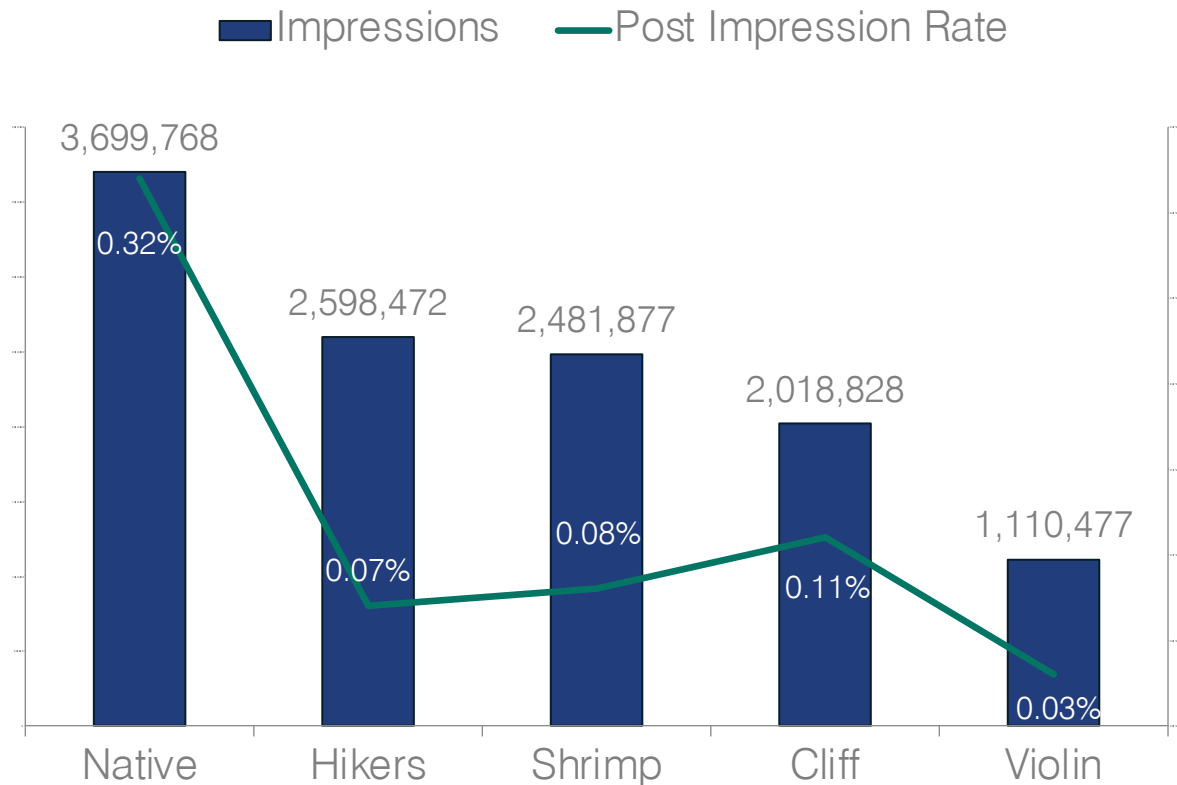


Additional Media Information

Trip Advisor Performance Overview

- 11,909,422 display/native impressions
- 18,285 post impressions
- 0.15% post impression rate (*0.14% prev. report*)
- 17,509 clicks
- **0.15%** click-through rate (*0.08% benchmark, 0.15% prev. report*)
- *56,864 website sessions*
- **3 minutes 1 second** on the site.
- **10,775 enriched hotel bookings**
- **3.47% booking efficiency** (*3.10% prev. report*)
- **\$6,554,688 revenue generated**

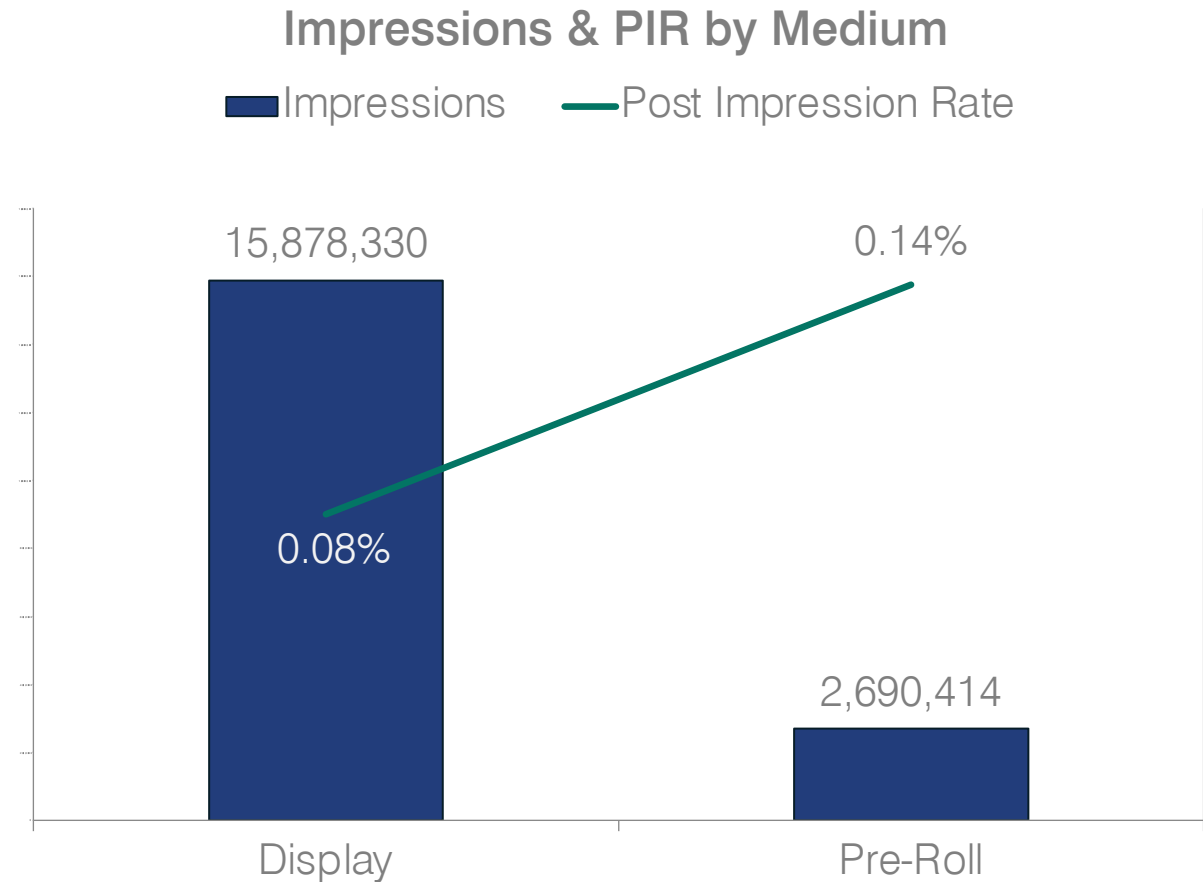
Impressions & PIR by Display Creative



PIR's stayed relatively flat across the board compared to our last report.

Sojern Performance Overview

- 18,568,744 impressions
- 16,506 post impressions
- 0.09% post impression rate (*0.08% prev. report*)
- 1,955,734 video completions
- **72.8%** video completion rate (*70-75% benchmark, 72.5% prev. report*)
- 14,737 website sessions
- **1 minute 43 seconds on site**
- **5,223 enriched hotel bookings**
- **0.33% booking efficiency** (*0.28% prev. report*)
- **\$1,936,187 revenue generated**

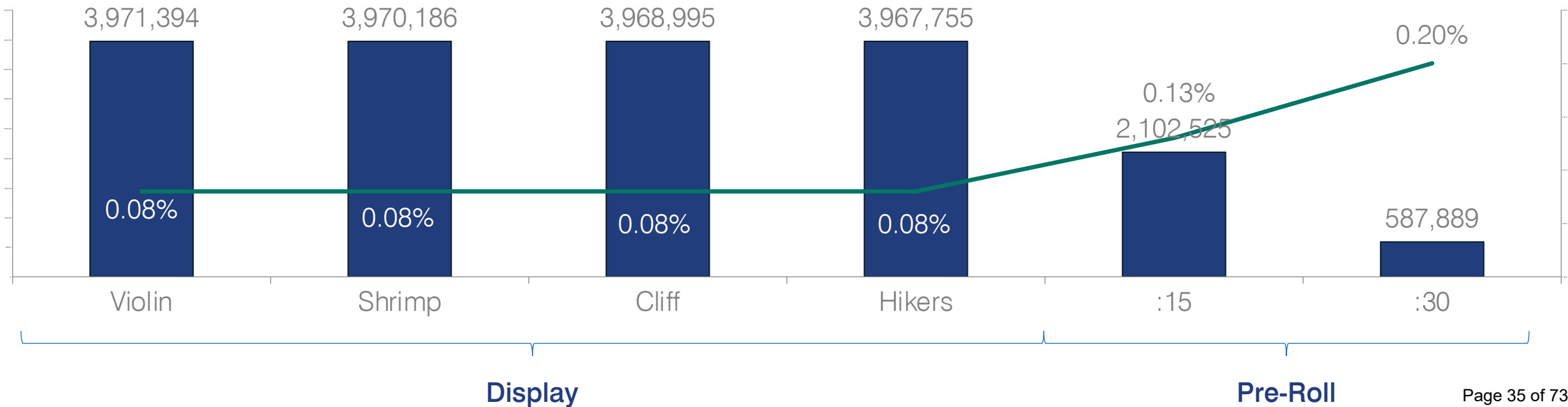


Sojern Performance by Creative

All of our display units ultimately ended up having the same post impression rate at the end of the campaign, while the :30 pre-roll was the highest.

Impressions & PIR by Creative

■ Impressions — Post Impression Rate

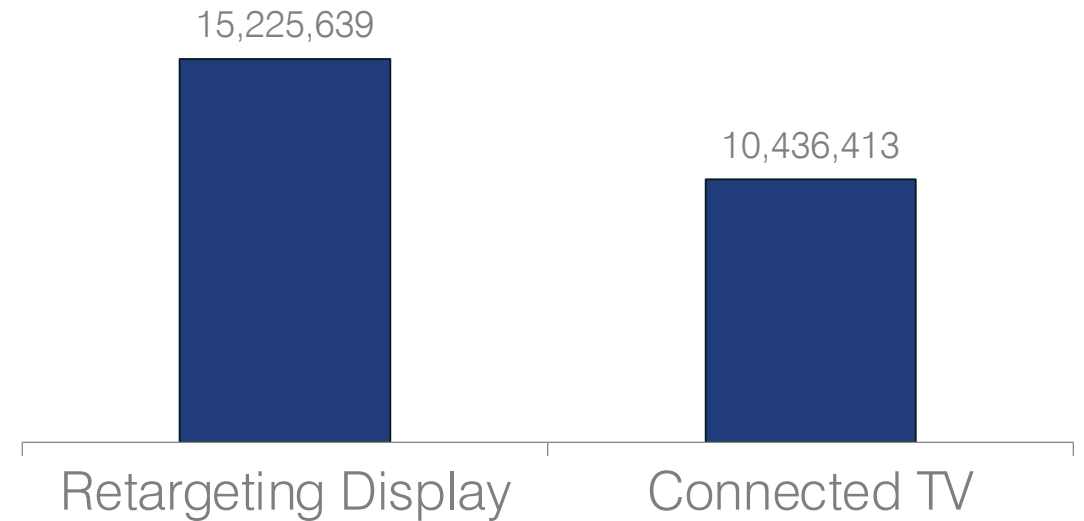


Viant Performance Overview (CTV)

- 25,662,052 CTV and display impressions
- Retargeting CTR:
 - Chicago (0.03%)
 - Denver (0.02%)
 - Salt Lake City (0.03%)
 - Los Angeles (0.03%)
- 2,095 post impressions
- 96.1% video completion rate *(95% benchmark)*

Impressions by Placement

■ Impressions



Appendix



Metric Definitions & Benchmarks – Display

- **Impressions:** The number of times that a user saw an ad.
- **Post Impressions:** A post impression occurs when someone sees one of our ads and later visits a website that we have pixelated, inclusive of both those who click on an ad or those who see the ad, don't click, and later visit said website.
- **Post Impression Rate (PIR):** The sum of post impressions divided into impressions.
 - Benchmark: Varies
- **Clicks:** The number of times that users clicked on a creative during the specified reporting period. A click is recorded even if the user does not actually reach the landing page.
- **Click-through Rate (CTR):** Sum of all clicks divided by the total impressions delivered.
 - Benchmark: 0.08% - 0.30%

Metric Definitions & Benchmarks – Video

- **Impressions:** The number of times that a user saw an ad.
- **Post Impressions:** A post impression occurs when someone sees one of our ads and later visits a website that we have pixelated, inclusive of both those who click on an ad or those who see the ad, don't click, and later visit said website.
- **Post Impression Rate (PIR):** The sum of post impressions divided into impressions.
 - Benchmark: Varies
- **Clicks:** The number of times that users clicked on a creative during the specified reporting period. A click is recorded even if the user does not actually reach the landing page.
- **Click-through Rate (CTR):** Sum of all clicks divided by the total impressions delivered.
 - Benchmark: 0.08% - 0.30%
- **Video Views:** The number of impressions for which a video clip was played.
- **Video View Rate:** The number of video views divided by the total impressions delivered by video ads.
 - CTV Benchmark: 98% - 99% | Pre-Roll & YouTube Benchmark: 60%
- **Video Completion Rate:** The number of video completions divided by the number of video views.
 - CTV Benchmark: 95% | Pre-Roll & YouTube Benchmark: 90% for 6 second ad, 50% for 15 second ad, 40% for 30 second ad, 20% for 60 second ad or longer.

Metric Definitions & Benchmarks – Paid Search

- **Impressions:** The number of times that a user saw an ad.
- **Clicks:** The number of people who clicked on an ad.
- **Click-Through Rate (CTR):** Sum of all clicks divided by the total impressions delivered.
 - Benchmark: 3.17% (dependent on keywords)
- **Avg. Cost Per Click (Avg. CPC):** Sum of link clicks, post reactions, post saves, post comments, and post shares.
 - Benchmark: \$2.69 (dependent on keywords)
- **Top Impression Share:** The percentage of keywords that are ranking in the top 3 results for a given search.
- **Absolute Impression Share:** The percentage of keywords that are ranking as the number 1 result for a given search.

Metric Definitions & Benchmarks – Universal Analytics

- **Sessions:** The number of times user interactions occurring within a given timeframe.
- **Users:** The number of individuals who have initiated a session on your website.
- **New Users:** The number of individuals who have initiated a session a session on your website for the first time within a given timeframe.
- **Pages per Session:** The average number of pages users are visiting during a session.
- **Avg. Time on Page:** The average time users are spending on a page during a session.
- **Bounce Rate:** The percentage of website visitors who are navigating away from the site after visiting only one page.

All you
is need
Love





Traditional Cooperative Marketing Guidelines

Round 2023

What it is

Matching marketing money for your marketing campaigns available to non-profit, tourism-related organizations.

Mission

The mission of the Utah Cooperative Marketing Program is to leverage state and partner funding to attract visitors to increase tourism expenditures.

The Utah Cooperative Marketing Program was established in 2005 and has since successfully funded 944 applications totalling \$53,447,101 to local non-profit tourism organizations, extending the state's brand to \$106,894,202 in both in and out-of-state marketing dollars.

The co-op fund creates a partnership between the Utah Office of Tourism (UOT) and Utah's local destination marketing organizations, including convention and visitor bureaus, chambers of commerce, non-profit events and festivals, and regional tourism organizations, to increase visitor spending in the state through marketing. Applying for co-op dollars is a competitive process and includes identifying measurables that show a return on investment to the state. It is a matching fund of up to **\$250,000** per entity and applications are only accepted once per year. We are excited to help you fund your marketing project and see the tourism and economic gains you and your organization can provide to the residents of Utah.

Since 2020, the co-op program allows a portion of every application to include in-state marketing. If you are classified as a Destination Marketing Organization (DMO) you may apply **25% or \$50,000**, whichever amount is greater, of your application to in-state marketing efforts. All other types of eligible applicants may apply **15% or \$35,000**, whichever amount is greater, of your application to in-state marketing efforts.

We encourage joint applications as long as no individual contributor goes over the \$250,000 cap. Joint applications are also eligible for the in-state marketing options.



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New for Round 2023

Kelly Day Has Retired

After 34 years with the State of Utah, Kelly Day has retired as of December 2022. Kelly has been truly foundational to the co-op program and the partners that apply to it. Kelly's email address (kday@utah.gov) is not being closely monitored. Please direct all Round 2023 co-op inquiries to Celina Sinclair, Partner Relations Lead, at csinclair@utah.gov.

Salesforce Platform

The Utah Office of Tourism has transferred the application process of the Traditional Cooperative Marketing Program to Salesforce in alignment with the other grants offered by the Governor's Office of Economic Opportunity. The format of the application remains the same as years prior, the hosting platform and URL link to apply has changed. See the [How to Apply section](#) for more details and links.

In-State vs. Out-of-State Marketing

Since 2020, the co-op program allows a portion of every application to include in-state marketing. If you are classified as a Destination Marketing Organization (DMO) you may apply **25% or \$50,000**, whichever amount is greater, of your application to in-state marketing efforts. All other types of eligible applicants may apply **15% or \$35,000**, whichever amount is greater, of your application to in-state marketing efforts.

You will be required to identify the total amount of cooperative marketing dollars to be spent in-state versus out-of-state on your application and on your final report.

Forever Mighty®

Continuing from Round 2022, we have incorporated Forever Mighty® into our traditional co-op program. Demonstrating how you will apply the principles of Forever Mighty and responsible travel into your marketing efforts can result in up to 10 additional points towards your total application score.

To learn more about Forever Mighty, visit www.visitutah.com/forever and www.visitutah.com/prepare.

Multi-partnership Matching Funds

In accordance with the cooperative marketing program guidelines, no qualified entity may serve as a fiscal agent for a non-qualified entity. In multi-partnership applications, the applying qualified entity must match the largest partner contributor to the application.



Eligible Co-op Applicants

Cities, counties, non-profit destination marketing organizations (DMOs), and similar public entities (as outlined in the [legislation](#)) are eligible to apply.

Qualified applicants must be an organization exempt from Federal Income Tax under Section 501 of the Internal Revenue Service Code for a minimum of one year, in which a primary goal is to attract and retain additional visitors to Utah through tourism promotion, and meet at least one of the following organizational requirements:

- Be a DMO, Chamber of Commerce, Convention and Visitors Bureau, or a Regional Tourism Organization
- Be a Public Sector Organization such as an event, festival, association, attraction, recreation, or entertainment venue.

Additional Requirements

- No qualified entity may serve as a fiscal agent for a non-qualified entity.
- Co-op funds cannot be matched with other state dollars (i.e. legislative appropriation, other TMPF funds, or funds from other state or quasi-state agencies). All applicants will be required to identify the amount and source of their matching funds as well as any state support they are currently receiving and must be able to show matching funds that are not state-dollar related. **Please note:** The Utah Sports Commission annually receives 10% of funds appropriated to the Tourism Marketing Performance Account and is, therefore, not an eligible funding partner for your application.
- When submitting an application involving multiple partners, the largest financial contributor must be the primary contact on the application.
 - The qualified entity must match the largest partner contributor to the application.
 - Partnership applications count toward each entity's total cap.

Eligible Co-op Projects

With the Utah co-op program, you have the freedom to choose the type of marketing that works best for your area. All marketing projects funded with co-op dollars must contain either the [Utah-Life Elevated official logo](#) or the official [Forever Mighty logo](#) if you include responsible travel in your campaign. The most common campaigns include some or all of the following:

- Digital Media - PPC, email marketing, connected TV, banner ads, social media
- Print - Fliers, direct mail
- Broadcast Media - Spot and/or CableTV & radio
- Publications - Magazines, newspapers, guides, playlists
- Website - Design or redesign and launch, updates, native content & photography (hosting is not eligible)



- Out-of-Home - Static and/or video ads on gas station TV, digital displays in restaurants, bars and entertainment venues, static gas pump toppers, billboards, buses, posters
- Postage - Postage for new marketing reach only
- Conventions - Promoting attendance of the contention to visitors
- Research for effective marketing
- Registration for one or more staff and both space rentals for the following trade shows only:
 - Collinson Media Shows (Collaborate Marketplace, Connect Marketplace, Connect Assoc., Connect Sports, Rejuvenate Marketplace, Diversity Summit)
 - National Association of Sports Commissions Annual Convention
 - Helms Briscoe Annual Business Conference
 - ASAE
 - IMEX
 - Smart Meetings
 - Meetings Focus Live
 - TEAMS
 - SportsLink
 - National Tour Association
 - Go West Summit
 - American Bus Association
 - North American Journeys
 - IPW
 - MPI
 - TapDance
 - DMAI Destination Showcase
 - Cvent Convention
 - Springtime in the Park
 - Council of Engineering and Scientific Society Executives (CESSE)
 - RCMA
 - Conference Direct Show
 - Maritz Travel
 - Aimia
 - Meetings Industry Council
 - Small Market Meetings
 - Mountain Travel Symposium
 - Ski Tops
 - Florida Ski Council
 - Far West Ski Association
 - Crescent Ski Council
 - Paul Webber PRW Shows
 - Meetings Today
 - Destination West

Ineligible Co-op Projects

- Administrative costs (i.e. salaries, travel, food and beverages, lodging, gift/awards, web hosting, memberships, or entertainment for personal and/or volunteers of organizations, retainers)
- FAM Tours (i.e. travel, food and beverages, lodging, gifts/awards, or entertainment)
- Tangible personal property (i.e. office furnishings or equipment, a permanent collect or individual pieces of art, etc.)
- Interest, reduction of deficits or loans



- Scholarships, endowments, or cash awards of any description
- Direct funding to acquire, construct, extend, or maintain a facility
- Activities or materials which violate State or Federal laws
- Projects already in progress

How to Apply

The Utah Office of Tourism has transferred the application process of the Traditional Cooperative Marketing Program to Salesforce in alignment with the other grants offered by the [Governor's Office of Economic Opportunity](#) (GOEO). The format of the application remains the same as years prior, the hosting platform and URL link to apply have changed. The previous Simpleview Extranet URL link will not work and your username and password will not transfer over.

If you have previously applied for a grant with the Governor's Office of Economic Opportunity (Utah Outdoor Recreation Grant, Rural County Grant, etc.) use that login information to access the cooperative marketing program application. If you have not applied for a grant opportunity with GOEO before, select "New User?"

Access the new application portal by visiting the following link:

goed.my.salesforce-sites.com/econ

Application Review Process

1. UOT staff reviews all applications for compatibility with the co-op guidelines. UOT staff will score and determine the level of funding for applications requesting \$10,000 or less. Only one application per Federal Tax ID number is allowed in this category. Additional applications under \$10,000 from the same entity will be reviewed and scored by the co-op committee.
2. Co-op committee members will individually review and score the qualified applications requesting more than \$10,000. Applicants will be notified of and invited to participate in an oral interview with the co-op committee during the application review process.
3. Entities that receive substantial appropriations from the Utah State Legislature in the same year they are applying for matching co-op money are subject to additional review and consideration by the co-op committee to ensure proposals meet the intent of the program.
4. Applicants will be notified of the Board of Tourism Development's funding decision following the August board meeting. Details on the Utah Office of Tourism's board meeting dates and locations [can be found here](#).



Scoring Parameters

Applications must receive a score of 70 or higher by the majority of the committee members to be eligible for funding. Applications receiving an average score of less than 70 will not be considered for funding.

Scoring / Ranking

An objective review to score each application will be based on the following point system:

Project Design - 40 points

- 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

Accountability / Economic Impact - 60 points

- 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 - 10 points
- Projects aimed at attracting more visitors during shoulder season - 5 points

Co-op Funding Policy

Regardless of the type of project funded, all applicants receiving funding from the Utah Office of Tourism are required to display the following on their website:

- Utah-Life Elevated logo linked to the UOT's official consumer website, www.visitutah.com

The UOT logo and link must be displayed in a reasonably prominent position for the duration of the co-op marketing project for which the funding was received.

The UOT will match 50% of the total project cost. Qualified entities may apply for a maximum of **\$250,000** in co-op funds. All matching funds contributed by a single entity count towards its \$250,000 limit. Multiple applications will be accepted by the same entity (for separate campaigns) that don't exceed the \$250,000 per entity cap.

Required match - The applicant must demonstrate that it can match its co-op request with non-state funds. In-kind gifts will be acknowledged, but are not considered as part of the match.



Letters of financial commitment must be signed by and submitted on the contributor's letterhead.

Guarantee of Funding

Please note that there is no guarantee that all applicants will be awarded funds. Even though a project may qualify, limited funds may not allow all projects to receive assistance. Any and all decisions regarding awarding of funds are at the discretion of the co-op committee, Board of Tourism Development, and the Utah Office of Tourism and are final.

The co-op committee reserves the right to adjust funding parameters in accordance with the number of proposals received and available funds. Greater consideration will be given to projects that demonstrate the highest potential for economic impact from visitors.

Payment and Reporting

A Memorandum of Understanding (MOU) will be issued to all recipients of co-op funding. Upon UOT's receipt of the signed MOU, it will be submitted for a contract number and will have an ending date of 90 days following the date entered in the application as the project ending date. The typical MOU/contract will last two years.

Payment on the award is made in two installments. For the initial payment, **75%** of the award amount will be paid no earlier than 120 days prior to the project start date as indicated in the application. The remaining 25% of the award will be issued when the applicant has successfully executed its program/campaign/event and completed the final report. All applicants must complete the final report form in the application portal within 90 days of completion of the project. Applicants who have failed to complete and submit their report within 90 days of completion of their project are not eligible to apply in future funding rounds until the report has been submitted. In the event an applicant cannot complete its project as approved, the applicant is required to notify the UOT staff immediately and submit proposed changes or modifications in writing as soon as possible.

Utah Logo Guidelines

All projects must utilize the state brand and have a call to action. All press releases pertaining to co-op projects must also include the state logo. The Cooperative Marketing Program is intended not only to market your project/event but also to extend the brand of the state. It is important that we work together to make certain that Utah's brand and logo are effectively used in all marketing materials. The use of the UOT logos must be in accordance with the [UOT Brand Guidelines](#) or [Forever Mighty Style Guide](#). **Drafts of all projects, events, campaign materials are required to be approved by UOT prior to print, distribution, public release,**



publication, etc. Please send drafts via email to Celina Sinclair (csinclair@utah.gov) and allow a minimum of five (5) business days for approval. The UOT reserves the right to use co-op partner ads in its marketing materials.

As part of the logo approval process, the UOT and/or co-op marketing committee members reserve the right to deny co-op funding and the use of the Utah logo on marketing materials that may include inappropriate content or content that may portray Utah or Utahns in a negative way. The denied co-op funds and matching funds may be reallocated to other approved projects/materials included in the application for increased exposure. Should this not be feasible or acceptable to the applicant, the UOT will reduce funding for the project accordingly.

Digital Ads - Realizing that digital ads are usually too small to include the official Utah-Life Elevated logo, the UOT requires the Utah logo with a link to www.visitutah.com, or www.visitutah.com/forever if including Forever Mighty in your application, be included on the landing page linked to the digital ad. Nofollow links are not allowed. Screenshots of the landing pages linked to the digital ads are required for logo approval.

Billboards - Billboards must display the official Utah-Life Elevated logo or the Forever Mighty logo at a size that is clearly readable to the passing motorist. Applicants must also specify the location and dates of the billboard display.

Partner Logos - Logos of applicants and partners (including private businesses) must be declared in the application and approved by the UOT. Logos representing alcoholic beverages, tobacco products, and/or sexually-oriented products and services will not be permitted with the Utah logo.

Print and Publications - All print ads must contain either the Utah-Life Elevated logo or the Forever Mighty logo. Generally, the size of the Utah logo should be commensurate with the size of the applicant's logo but not less than 1.25" in length as is required in the [Utah-Life Elevated Logo Guidelines](#). Applicants must specify the newspaper/publication name, size of the ad, market reach, and anticipated issue dates.

TV Ads - The products must display the official Utah-Life Elevated logo or the Forever Mighty logo for a minimum of 5 seconds, typically just at the end of the ad. The logo must be clearly legible and prominently displayed. Generally, the size of the Utah logo should be commensurate with the size of the partner logo. Applicants must include market reach and frequency.

Radio Ads - Radio ads must constrain the credit line "produced in cooperation with the Utah Office of Tourism." The credit line should take 3 to 5 seconds to pronounce and must be clear and easy for the listener to hear. Applicants must also include market reach and frequency.



Booths - Booths purchased or constructed with co-op funds must display the official Utah-Life Elevated logo for a minimum of one year. The Utah logo should be in the top ⅓ of the booth and must be clearly legible to those walking down the aisle past the booth. Realizing that booths come in a wide variety of shapes and sizes, the UOT reserves the right to approve the use of the Utah logo on a case-by-case basis.

Websites and Website Content - Websites, as well as website content and articles, created or revised using co-op dollars must contain the official Utah-Life Elevated logo or Forever Mighty logo prominently displayed in a place the web visitor will likely view (homepage) for a minimum of one year. The Utah logo should also link to www.visitutah.com and Forever Mighty to www.visitutah.com/forever. Native content must also contain the official Utah-Life Elevated logo linked to www.visitutah.com. Co-op funds cannot be used for web hosting or general maintenance. Nofollow links are not allowed.

Helpful Hints

- Gather all required attachments so they are handy when filling out the application.
 - List of Board Members
 - Federal Tax Exemption
 - Project Budget, ROI and Co-op History (New Required Spreadsheet)
 - Financial audit/balance sheet
 - Letters of financial commitment
 - Letters of project support
- Save your application often.
- Do not submit until you are 100% complete as you can no longer make changes to your application once submitted.
- If you are awarded co-op money, please keep **all project-related invoices** in a separate folder as they are required in the final reporting process.

Important Dates for Round 2023

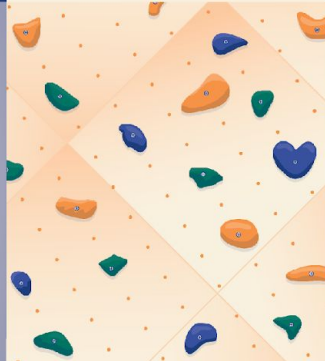
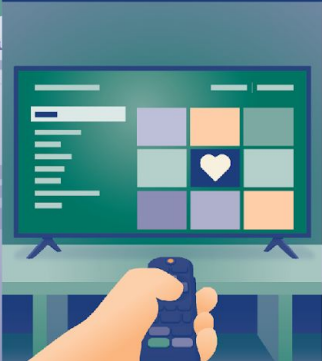
- Application Opens - May 30th, 2023 at 9:00 a.m. MT
- Application Deadline - June 29th, 2023 at 5:00 p.m. MT
- Oral Interviews - July 17th & 18th, 2023
- Awards Announced - August 11th, 2023

For additional information about the co-op program, please visit our website at [Traditional Co-op Marketing Program | Utah Office of Tourism Industry Website](#).

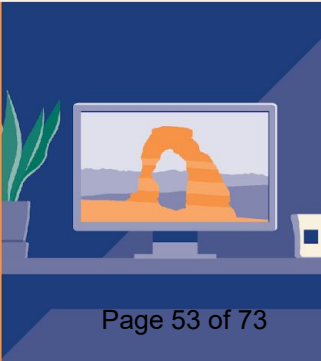


Love

Discover Moab: COOP Strategy FY2024



LOVE



Challenges

- Negative economic impacts on travel, including gas price spikes, especially in summer and air travel costs/travel issues.
- Regional feeder markets are showing to have lower ADR's than longer distance markets and typically have shorter LOS.
- Skywest flights from SLC/Denver into Moab are being reduced or eliminated due to market adjustments by national airlines.
- Full International recovery isn't anticipated until 2026, in summer months historically this would account for 20% of visitation.
- Time Entry data shows July - Labor day has slowed down for visitation, making summer a new shoulder season to push for activity.

Opportunities

- Leverage programmatic display/video, OTA, and native storytelling via digital channels to drive greatest ROAS in the short term from regional and longer distance markets.
- Utilize Adara Impact to track campaign effectiveness while live and to pivot media weight between regional and east coast markets based on real time travel signals.
- Compliment digital efficiencies with strategic OOH placements, potentially in the Phoenix airport and 1-2 east coast airports that are the main feeder markets to promote the connectivity to Moab in specific moments of new flight announcements.
- Allocate a percentage of the COOP funding for a competitive, digitally targeted International campaign to keep Moab top of mind for international recovery in key markets, knowing this window of impact is longer tail and vital for summer visitation.

Media Strategy Recommendation



Objective

We have seen slower consistency of visitation between July 4th and Labor Day, with a reduction of international travelers and higher costs associated with travel. Through compelling and visual storytelling highlighting the landscapes, culture, attractions, outdoor activities and benefit of connecting to nature, our objective is to convince travelers who are in the right state of mind that Moab is the the destination for their summer escape.

Market Focus

Market Selection: We recommend to begin the campaign with domestic and international efforts, focusing on top Adara/G.A. market information. Based on in market performance, we will be flexible to shift and optimize.

Regional: 35%

Include some instate marketing to SLC, but then most to our regional markets that we have been consistent with. Adding Phoenix as a market due to direct flight into Moab.

Markets: Dallas/Houston, Phoenix, Denver, San Fran, L.A., SLC

Feeder Fly Markets: 45%

Based on top long haul markets, and past marketing efforts, we want to continue to motivate travelers to fly into SLC and drive or to promote flights into Phoenix and then directly into Moab.

Markets: Chicago, Atlanta, New York, Philadelphia

International: 20%

Based on full match, we would allocate \$100,000 to Tripadvisor to target active travelers looking at western national parks, competitive destinations and Utah content.

Markets: Mexico, Western Canada, UK, Germany, France

Audiences

Empty Nesters:

These individuals tend to skew older, so will include Gen X and Boomers, who have the highest self-reported spend and length of stay in a destination relative to the other audience segments.

Based on travel trends, this audience is more insulated from negative economic impacts, and the activities they tend to partake in have a minimal impact on the environment (hiking, photography, wildlife viewing, museums et cetera).

Activity-Driven Planner:

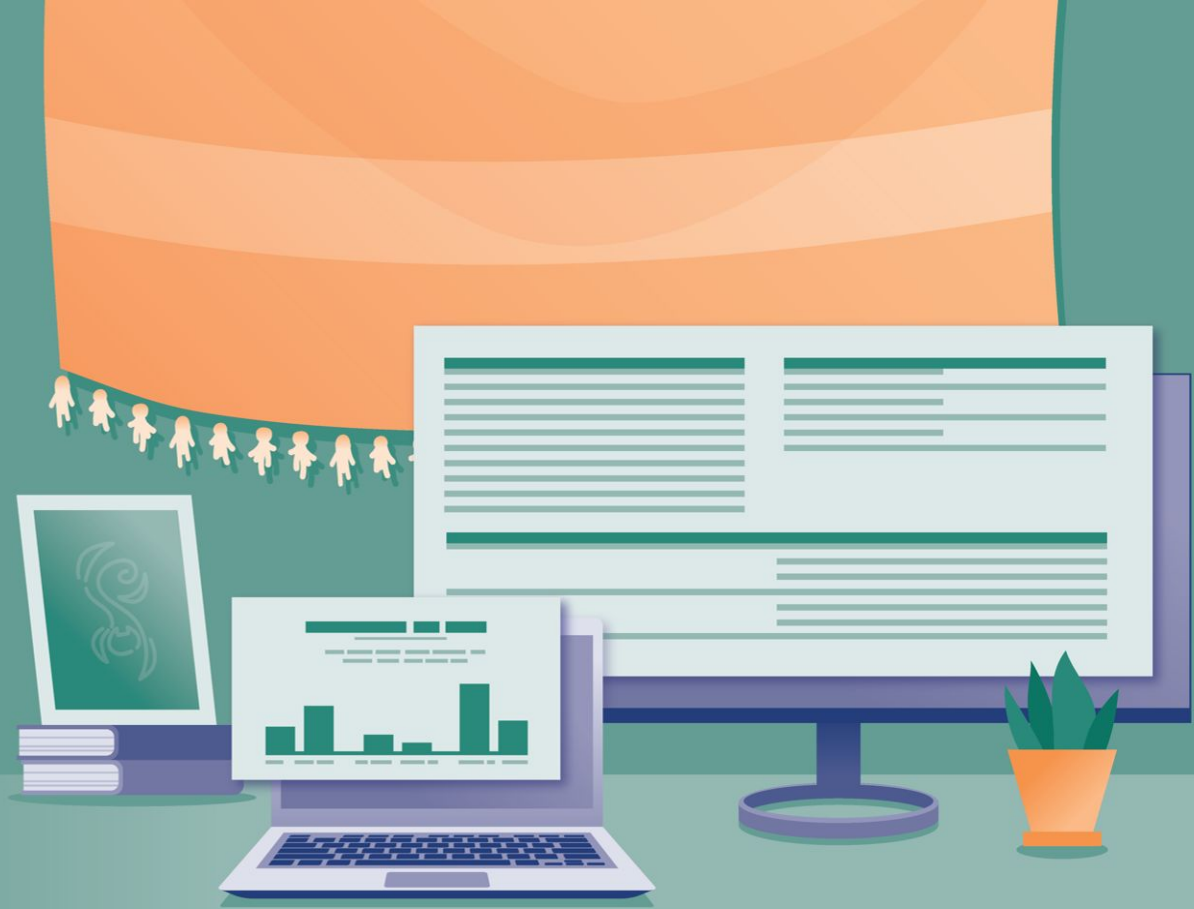
Tends to most often be families and/or friend groups traveling together which results in a large party size. These individuals tend to be between the ages of 25 and 44 and enjoy all sorts of adventure activities that Moab is known for such as mountain biking, hiking, rock climbing, and more.

Current Top hotel bookings for Moab are A40-49.

Real time summer travel intenders, looking at similar destinations or Utah content.

Also include real time travelers in specific airports for our OOH messaging that will be scheduled based around flight announcements.

Domestic



Domestic Strategy

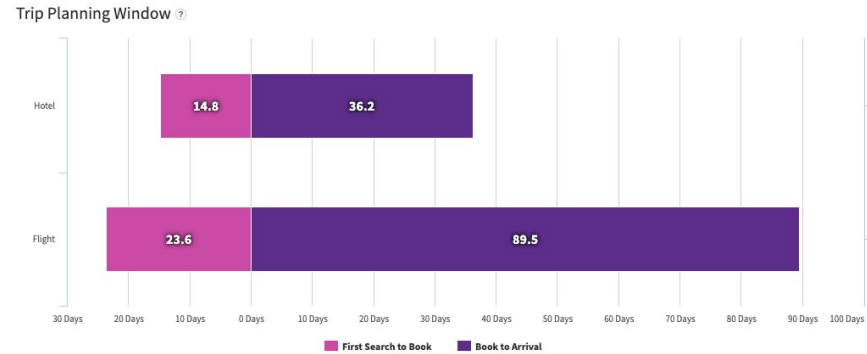
Tactics: Programmatic online video/display, native, OTA

Timing: May 2024- August 2024 (Flexible)

Markets: Regional and Fly mix

Budget: \$300,000

May 2024



Domestic Strategy

Tactics: OOH in airport

Markets: Phoenix, potentially 1 East Coast Feeder market

Timing: Early 2024, Align with main flight announcements

Budget: \$100,000



International



International Strategy

Partner: Tripadvisor

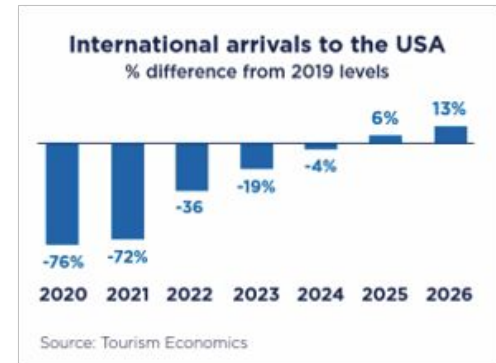
Timing: January 2024-April 2024, (UOT timing historically has been Dec-March so we can piggyback and align for overlap)

Markets: Mexico, Western Canada, UK, Germany, France

Budget: \$100,000

We would create a landing page on Tripadvisor that acts as a traveler guide/listicle for international audiences who are comparing similar destinations in the West.

We would gain inspired pageviews and awareness on OTA and to drive immediate action, keep the consumer journey on site.

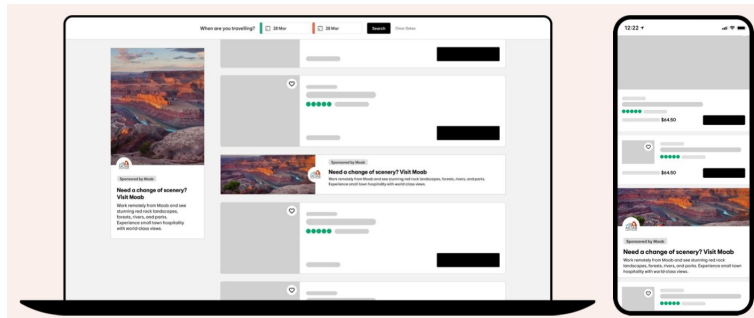


International Strategy

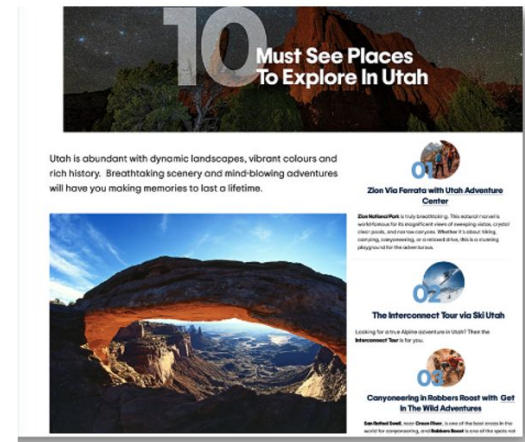
Tactics:

Boost units (cross device image + copy native units)

Standard display (300x600, 728x90, 160x600, 300x250)



UOT International Example:



- 15,003 pageviews
- 12,444 unique visits
- An average time spent of 5 minutes and 22 seconds.

Flow Chart

https://docs.google.com/spreadsheets/d/1viQJf7rwC_2HEpsDBTStF5bBX9e7jufGlOBbH896mvA/edit#gid=1915112363

Love

Caselle Advantage Account Number	Sub-Category (if applicable)	Amount	Quantity	2023 Initial Budget Request	2023 June Budget Amendment	Change
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Forecasted additional TRT post July 1, 2023 \$481,169.80
Left to Allocate \$0.00

Grand Total				\$ 1,833,605.76	\$ 2,314,775.56	\$ 481,169.80
						\$ -
16-4820-110-000. SALARIES	TOTAL			\$ 276,367.00	\$ 276,367.00	\$ -
16-4820-110-001. OVERTIME	TOTAL			\$ -	\$ 78.00	\$ 78.00
16-4820-130-000. BENEFITS	TOTAL			\$ 138,654.00	\$ 138,654.00	\$ -
16-4820-210-000. TRAVEL	TOTAL			\$ 9,000.00	\$ 11,850.00	\$ 2,850.00
16-4820-220-000. PUBLIC NOTICES	TOTAL			\$ -	\$ -	\$ -
16-4820-240-000. SUPPLIES	TOTAL			\$ 2,000.00	\$ 2,000.00	\$ -
16-4820-250-000. ADMIN SERVICES	TOTAL			\$ -	\$ 20,600.00	\$ 20,600.00
16-4820-270-000. UTILITIES	TOTAL			\$ 5,580.00	\$ 5,580.00	\$ -
16-4820-280-000. INSURANCE	TOTAL			\$ 500.00	\$ 500.00	\$ -
16-4820-290-000. FUEL	TOTAL			\$ -	\$ 2,000.00	\$ 2,000.00
16-4820-300-000. EQUIPMENT LEASE	TOTAL			\$ 5,000.00	\$ 5,000.00	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	TOTAL			\$ 159,713.76	\$ 171,488.20	\$ 11,774.44
16-4820-320-000. PERMITS AND LEASES	TOTAL			\$ -	\$ 500.00	\$ 500.00
16-4820-330-000. MEMBERSHIPS	TOTAL			\$ 4,350.00	\$ 5,150.00	\$ 800.00
16-4820-340-000. STAFF ENGAGEMENT	TOTAL			\$ -	\$ 3,445.00	\$ 3,445.00
16-4820-350-000. RESPONSIBLE REC ADVERTISING	TOTAL			\$ 251,445.00	\$ 301,445.00	\$ 50,000.00
16-4820-360-000. CELL PHONE ALLOWANCE	TOTAL			\$ -	\$ 3,000.00	\$ 3,000.00
16-4820-600-000. COMMUNITY ENGAGEMENT	TOTAL			\$ 45,000.00	\$ 77,500.00	\$ 32,500.00
16-4820-800-000. INVENTORY	TOTAL			\$ -	\$ 2,200.00	\$ 2,200.00
16-4820-810-000. MIC CONTRIBUTION	TOTAL			\$ 50,000.00	\$ 55,375.00	\$ 5,375.00
16-4820-820-000. SPECIAL EVENT GRANT	TOTAL			\$ 40,000.00	\$ -	\$ (40,000.00)
16-4820-820-001. COUNTY FAIR	TOTAL			\$ -	\$ 50,000.00	\$ 50,000.00
16-4820-830-000. MOAB! GRANT	TOTAL			\$ 40,000.00	\$ -	\$ (40,000.00)
16-4820-840-000. DATA	TOTAL			\$ 31,000.00	\$ 111,700.00	\$ 80,700.00
16-4820-850-000. EDUCATION - TRAINING	TOTAL			\$ 1,000.00	\$ 1,000.00	\$ -
16-4820-860-000. PAID MEDIA	TOTAL			\$ 504,400.00	\$ 769,191.00	\$ 264,791.00
16-4820-870-000. EARNED MEDIA	TOTAL			\$ 4,096.00	\$ 15,000.00	\$ 10,904.00

16-4820-880-000. OWNED MEDIA	TOTAL			\$ 40,000.00	\$ 49,702.36	\$ 9,702.36
16-4820-890-000. TRAVEL PLANNER POSTAGE	TOTAL			\$ 20,000.00	\$ 20,000.00	\$ -
16-4820-900-000. TRAVEL TRADE SHOWS	TOTAL			\$ 13,500.00	\$ 18,250.00	\$ 4,750.00
16-4820-910-000. INTERNATIONAL SALES MISSIONS	TOTAL			\$ 7,000.00	\$ 10,000.00	\$ 3,000.00
16-4820-920-000. CONTRIBUTION TO FUND SURPLUS	TOTAL			\$ -	\$ -	\$ -
16-4820-920-100. CONTRIBUTION TO OTHER AGENCIES	TOTAL			\$ -	\$ -	\$ -
16-4820-930-000. MERCHANDISE	TOTAL			\$ 5,000.00	\$ 5,000.00	\$ -
16-4820-940-000. PRINTED MATERIALS	TOTAL			\$ 20,000.00	\$ 20,000.00	\$ -
16-4820-950-000. SUNPARKS	TOTAL			\$ -	\$ -	\$ -
16-4820-960-000. SCENIC BYWAYS	TOTAL			\$ -	\$ -	\$ -
16-4820-970-000. LOCATOR BOARDS	TOTAL			\$ -	\$ -	\$ -
16-4820-980-000. VISITOR EDUCATION	TOTAL			\$ -	\$ 200.00	\$ 200.00
16-4820-990-000. FAMILIARIZATION	TOTAL			\$ -	\$ -	\$ -
16-4820-990-001. CREATIVE SERVICES	TOTAL			\$ 100,000.00	\$ 100,000.00	\$ -
16-4820-990-002. STRATEGIC PLANNING	TOTAL			\$ 50,000.00	\$ 50,000.00	\$ -
16-4820-990-003. WEBSITE COSTS	TOTAL			\$ 10,000.00	\$ 10,000.00	\$ -

Caselle Advantage Account Number	Sub-Category (if applicable)	Amount	Quantity	2023 Initial Budget Request	2023 June Budget Amendment	Change
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Forecasted additional TRT post July 1, 2023 \$481,169.80
Left to Allocate \$0.00

Grand Total				\$ 1,833,605.76	\$ 2,314,775.56	\$ 481,169.80
						\$ -
16-4820-110-000. SALARIES	TOTAL			\$ 276,367.00	\$ 276,367.00	\$ -
16-4820-110-001. OVERTIME	TOTAL			\$ -	\$ 78.00	\$ 78.00
16-4820-130-000. BENEFITS	TOTAL			\$ 138,654.00	\$ 138,654.00	\$ -
16-4820-210-000. TRAVEL	TOTAL			\$ 9,000.00	\$ 11,850.00	\$ 2,850.00
16-4820-210-000. TRAVEL	UAC Spring	\$ 1,000.00	1	\$ 1,000.00	\$ 1,000.00	\$ -
16-4820-210-000. TRAVEL	UAC Fall	\$ 1,000.00	1	\$ 1,000.00	\$ 1,000.00	\$ -
16-4820-210-000. TRAVEL	One Utah Summit (South)	\$ 1,000.00	1	\$ 1,000.00	\$ 1,000.00	\$ -
16-4820-210-000. TRAVEL	One Utah Summit (North)	\$ 1,000.00	0	\$ -	\$ -	\$ -
16-4820-210-000. TRAVEL	Utah Tourism Conference	\$ 700.00	3	\$ 1,250.00	\$ 2,100.00	\$ 850.00
16-4820-210-000. TRAVEL	Tourism Day on the Hill	\$ 250.00	2	\$ 500.00	\$ 1,000.00	\$ 500.00
16-4820-210-000. TRAVEL	DMA West Leadership Summit	\$ 2,000.00	1	\$ 2,000.00	\$ 2,000.00	\$ -
16-4820-210-000. TRAVEL	DMA West Technology Summit	\$ 1,000.00	1	\$ 1,000.00	\$ 1,000.00	\$ -
16-4820-210-000. TRAVEL	Outdoor Recreation Summit	\$ 750.00	2	\$ 1,250.00	\$ 1,500.00	\$ 250.00
16-4820-210-000. TRAVEL	ESTO	\$ 1,250.00	1	\$ -	\$ 1,250.00	\$ 1,250.00
16-4820-220-000. PUBLIC NOTICES	TOTAL			\$ -	\$ -	\$ -
16-4820-240-000. SUPPLIES	TOTAL			\$ 2,000.00	\$ 2,000.00	\$ -
16-4820-250-000. ADMIN SERVICES	TOTAL			\$ -	\$ 20,600.00	\$ 20,600.00
16-4820-250-000. ADMIN SERVICES	Accounting Services Contribution	\$ 20,600.00	1	\$ -	\$ 20,600.00	\$ 20,600.00
16-4820-270-000. UTILITIES	TOTAL			\$ 5,580.00	\$ 5,580.00	\$ -
16-4820-270-000. UTILITIES	Moab City (Water, Sewer, and Garbage)	\$ 110.00	12	\$ 1,320.00	\$ 1,320.00	\$ -
16-4820-270-000. UTILITIES	Rocky Mountain Power (Electricity)	\$ 115.00	12	\$ 1,380.00	\$ 1,380.00	\$ -
16-4820-270-000. UTILITIES	Dominion Energy (Gas)	\$ 90.00	12	\$ 1,080.00	\$ 1,080.00	\$ -
16-4820-270-000. UTILITIES	Frontier (Landline and Internet)	\$ 150.00	12	\$ 1,800.00	\$ 1,800.00	\$ -
16-4820-280-000. INSURANCE	TOTAL			\$ 500.00	\$ 500.00	\$ -
16-4820-290-000. FUEL	TOTAL			\$ -	\$ 2,000.00	\$ 2,000.00
16-4820-300-000. EQUIPMENT LEASE	TOTAL			\$ 5,000.00	\$ 5,000.00	\$ -
16-4820-300-000. EQUIPMENT LEASE	Copy/Printer Maintenance (Les Olson)	\$ 1,000.00	1	\$ 1,000.00	\$ 1,000.00	\$ -
16-4820-300-000. EQUIPMENT LEASE	Pitney Bowes Lease	\$ 1,000.00	4	\$ 4,000.00	\$ 4,000.00	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	TOTAL			\$ 159,713.76	\$ 171,488.20	\$ 11,774.44
16-4820-310-000. PROFESSIONAL SERVICES	Bandwango	\$ 10,000.00	1	\$ 10,000.00	\$ 10,000.00	\$ -

16-4820-310-000. PROFESSIONAL SERVICES	Short Term Rental ID and Monitoring	\$ 20,000.00	1	\$ 20,000.00	\$ 20,000.00	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	Email Management Software	\$ 1,300.00	1	\$ 1,200.00	\$ 1,300.00	\$ 100.00
16-4820-310-000. PROFESSIONAL SERVICES	Data Insight Management	\$ 30,000.00	1	\$ 30,000.00	\$ 30,000.00	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	Visitation Research (Wayne USU)	\$ 20,000.00	1	\$ 20,000.00	\$ 20,000.00	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	Visitor/Resident Survey	\$ 25,000.00	1	\$ 25,000.00	\$ 25,000.00	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	ExecutivePulse CRM	\$ 500.00	1	\$ 500.00	\$ 500.00	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	Townfolio	\$ 4,800.00	1	\$ 4,800.00	\$ 4,800.00	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	Adobe Creative Cloud	\$ 1,000.00	2	\$ 2,000.00	\$ 2,000.00	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	Crowdriff 8/21 - 8/23 Contract	\$ 4,606.88	2	\$ 9,213.76	\$ 9,213.76	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	Crowdriff 8/23 - 8/24 Contract	\$ 4,837.22	2	\$ -	\$ 9,674.44	\$ 9,674.44
16-4820-310-000. PROFESSIONAL SERVICES	Wander Maps	\$ 12,000.00	1	\$ 12,000.00	\$ 14,000.00	\$ 2,000.00
16-4820-310-000. PROFESSIONAL SERVICES	Special Event Analysis	\$ 2,500.00	6	\$ 15,000.00	\$ 15,000.00	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	International Market Consulting	\$ 10,000.00	1	\$ 10,000.00	\$ 10,000.00	\$ -
16-4820-310-000. PROFESSIONAL SERVICES	Website Hosting and Domain Costs	\$ 2,000.00	1	\$ -	\$ 2,000.00	\$ 2,000.00
16-4820-320-000. PERMITS AND LEASES	TOTAL			\$ -	\$ 500.00	\$ 500.00
16-4820-330-000. MEMBERSHIPS	TOTAL			\$ 4,350.00	\$ 5,150.00	\$ 800.00
16-4820-330-000. MEMBERSHIPS	US Travel Association	\$ 1,650.00	1	\$ 1,650.00	\$ 1,650.00	\$ -
16-4820-330-000. MEMBERSHIPS	DMA West	\$ 450.00	1	\$ 450.00	\$ 450.00	\$ -
16-4820-330-000. MEMBERSHIPS	Global Sustainable Tourism Council	\$ 2,500.00	0	\$ -	\$ -	\$ -
16-4820-330-000. MEMBERSHIPS	Utah Tourism Industry Association	\$ 1,300.00	1	\$ 1,300.00	\$ 1,300.00	\$ -
16-4820-330-000. MEMBERSHIPS	International Inbound Tourism Association	\$ 700.00	1	\$ 700.00	\$ 700.00	\$ -
16-4820-330-000. MEMBERSHIPS	National Tour Association	\$ 800.00	1	\$ -	\$ 800.00	\$ 800.00
16-4820-330-000. MEMBERSHIPS	National Parks Conservation Association	\$ 250.00	0	\$ -	\$ -	\$ -
16-4820-330-000. MEMBERSHIPS	Leave no Trace	\$ 250.00	1	\$ 250.00	\$ 250.00	\$ -
16-4820-340-000. STAFF ENGAGEMENT	TOTAL			\$ -	\$ 3,445.00	\$ 3,445.00
16-4820-350-000. RESPONSIBLE REC ADVERTISING	TOTAL			\$ 251,445.00	\$ 301,445.00	\$ 50,000.00
16-4820-350-000. RESPONSIBLE REC ADVERTISING	Additional?	\$ 50,000.00	1	\$ -	\$ 50,000.00	\$ 50,000.00
16-4820-350-000. RESPONSIBLE REC ADVERTISING	Advertising Programming	\$ 199,376.00	1	\$ 199,376.00	\$ 199,376.00	\$ -
16-4820-350-000. RESPONSIBLE REC ADVERTISING	Advertising Salaries	\$ 52,069.00	1	\$ 52,069.00	\$ 52,069.00	\$ -
16-4820-360-000. CELL PHONE ALLOWANCE	TOTAL			\$ -	\$ 3,000.00	\$ 3,000.00
16-4820-600-000. COMMUNITY ENGAGEMENT	TOTAL			\$ 45,000.00	\$ 77,500.00	\$ 32,500.00
16-4820-600-000. COMMUNITY ENGAGEMENT	Art Trails	\$ 5,000.00	1	\$ 5,000.00	\$ 5,000.00	\$ -
16-4820-600-000. COMMUNITY ENGAGEMENT	Community Event Grant	\$ 67,500.00	1	\$ 40,000.00	\$ 67,500.00	\$ 27,500.00
16-4820-600-000. COMMUNITY ENGAGEMENT	Community Event Costs	\$ 5,000.00	1	\$ -	\$ 5,000.00	\$ 5,000.00
16-4820-800-000. INVENTORY	TOTAL			\$ -	\$ 2,200.00	\$ 2,200.00
16-4820-810-000. MIC CONTRIBUTION	TOTAL			\$ 50,000.00	\$ 55,375.00	\$ 5,375.00
16-4820-810-000. MIC CONTRIBUTION	New Contract	\$ 55,375.00	1	\$ 38,000.00	\$ 55,375.00	\$ 17,375.00
16-4820-810-000. MIC CONTRIBUTION	Bathroom Hours Extension	\$ 7,000.00	0	\$ 7,000.00	\$ -	\$ (7,000.00)
16-4820-810-000. MIC CONTRIBUTION	MIC Program Technology Upgrades	\$ 5,000.00	0	\$ 5,000.00	\$ -	\$ (5,000.00)
16-4820-820-000. SPECIAL EVENT GRANT	TOTAL			\$ 40,000.00	\$ -	\$ (40,000.00)
16-4820-820-001. COUNTY FAIR	TOTAL			\$ -	\$ 50,000.00	\$ 50,000.00
16-4820-830-000. MOAB! GRANT	TOTAL			\$ 40,000.00	\$ -	\$ (40,000.00)
16-4820-840-000. DATA	TOTAL			\$ 31,000.00	\$ 111,700.00	\$ 80,700.00
16-4820-840-000. DATA	Traditional Lodging (STR)	\$ 5,700.00	1	\$ 5,000.00	\$ 5,700.00	\$ 700.00

16-4820-840-000. DATA	Short Term Rental Lodging	\$ 10,000.00	1	\$ 5,000.00	\$ 10,000.00	\$ 5,000.00
16-4820-840-000. DATA	Spend Data (Visa)	\$ 5,000.00	1	\$ 5,000.00	\$ 5,000.00	\$ -
16-4820-840-000. DATA	Geolocation Data (Placer)	\$ 20,000.00	1	\$ 16,000.00	\$ 20,000.00	\$ 4,000.00
16-4820-840-000. DATA	Dashboard Solution (Symphony)	\$ 71,000.00	1	\$ -	\$ 71,000.00	\$ 71,000.00
16-4820-850-000. EDUCATION - TRAINING	TOTAL			\$ 1,000.00	\$ 1,000.00	\$ -
16-4820-860-000. PAID MEDIA	TOTAL			\$ 504,400.00	\$ 769,191.00	\$ 264,791.00
16-4820-860-000. PAID MEDIA	Co-op Fly Market Campaign	\$ 225,000.00	1	\$ 225,000.00	\$ 301,791.00	\$ 76,791.00
16-4820-860-000. PAID MEDIA	Summer Marketing Campaign	\$ 250,000.00	1	\$ 100,000.00	\$ 250,000.00	\$ 150,000.00
16-4820-860-000. PAID MEDIA	North Maverick Billboard	\$ 6,600.00	1	\$ 6,600.00	\$ 6,600.00	\$ -
16-4820-860-000. PAID MEDIA	South Maverick Billboard	\$ 12,000.00	1	\$ 12,000.00	\$ 12,000.00	\$ -
16-4820-860-000. PAID MEDIA	Fruita Billboard	\$ 4,800.00	1	\$ 4,800.00	\$ 4,800.00	\$ -
16-4820-860-000. PAID MEDIA	Additional Billboards	\$ 10,000.00	3	\$ 30,000.00	\$ 30,000.00	\$ -
16-4820-860-000. PAID MEDIA	Billboard Maintenance	\$ 4,000.00	1	\$ 4,000.00	\$ 4,000.00	\$ -
16-4820-860-000. PAID MEDIA	Unanticipated Cost	\$ 2,000.00	0	\$ 2,000.00	\$ -	\$ (2,000.00)
16-4820-860-000. PAID MEDIA	Timed Entry Visitor Education	\$ 100,000.00	1	\$ 100,000.00	\$ 100,000.00	\$ -
16-4820-860-000. PAID MEDIA	International Marketing	\$ 20,000.00	1	\$ 20,000.00	\$ 60,000.00	\$ 40,000.00
16-4820-870-000. EARNED MEDIA	TOTAL			\$ 4,096.00	\$ 15,000.00	\$ 10,904.00
16-4820-880-000. OWNED MEDIA	TOTAL			\$ 40,000.00	\$ 49,702.36	\$ 9,702.36
16-4820-880-000. OWNED MEDIA	Three Mark Finley Videos	\$ 25,000.00	1	\$ -	\$ 25,000.00	\$ 25,000.00
16-4820-880-000. OWNED MEDIA	Mark Finley Timelapse Content	\$ 5,500.00	1	\$ -	\$ 5,500.00	\$ 5,500.00
16-4820-880-000. OWNED MEDIA	Max Haimowitz Project	\$ 8,000.00	1	\$ -	\$ 8,000.00	\$ 8,000.00
16-4820-880-000. OWNED MEDIA	Tyson Swasey Project	\$ 4,000.00	1	\$ -	\$ 4,000.00	\$ 4,000.00
16-4820-880-000. OWNED MEDIA	Mark Finley 2022 Project Edits	\$ 7,202.36	1	\$ -	\$ 7,202.36	\$ 7,202.36
16-4820-880-000. OWNED MEDIA	Video Content Development	\$ 25,000.00	0	\$ 25,000.00	\$ -	\$ (25,000.00)
16-4820-880-000. OWNED MEDIA	Social Media Content Development	\$ 5,000.00	0	\$ 5,000.00	\$ -	\$ (5,000.00)
16-4820-880-000. OWNED MEDIA	Podcast Content Development	\$ 5,000.00	0	\$ 5,000.00	\$ -	\$ (5,000.00)
16-4820-880-000. OWNED MEDIA	Written Content Development	\$ 5,000.00	0	\$ 5,000.00	\$ -	\$ (5,000.00)
16-4820-890-000. TRAVEL PLANNER POSTAGE	TOTAL			\$ 20,000.00	\$ 20,000.00	\$ -
16-4820-900-000. TRAVEL TRADE SHOWS	TOTAL			\$ 13,500.00	\$ 18,250.00	\$ 4,750.00
16-4820-900-000. TRAVEL TRADE SHOWS	IPW (San Antonio)	\$ 11,500.00	1	\$ 8,000.00	\$ 11,500.00	\$ 3,500.00
16-4820-900-000. TRAVEL TRADE SHOWS	Go West (Anchorage)	\$ 4,100.00	1	\$ 3,000.00	\$ 4,100.00	\$ 1,100.00
16-4820-900-000. TRAVEL TRADE SHOWS	IITA (San Diego)	\$ 2,650.00	1	\$ 2,500.00	\$ 2,650.00	\$ 150.00
16-4820-910-000. INTERNATIONAL SALES MISSIONS	TOTAL			\$ 7,000.00	\$ 10,000.00	\$ 3,000.00
16-4820-910-000. INTERNATIONAL SALES MISSIONS	Canada	\$ 4,500.00	1	\$ 3,000.00	\$ 4,500.00	\$ 1,500.00
16-4820-910-000. INTERNATIONAL SALES MISSIONS	Switzerland and Austria	\$ 5,500.00	1	\$ 4,000.00	\$ 5,500.00	\$ 1,500.00
16-4820-920-000. CONTRIBUTION TO FUND SURPLUS	TOTAL			\$ -	\$ -	\$ -
16-4820-920-100. CONTRIBUTION TO OTHER AGENCIES	TOTAL			\$ -	\$ -	\$ -
16-4820-930-000. MERCHANDISE	TOTAL			\$ 5,000.00	\$ 5,000.00	\$ -
16-4820-940-000. PRINTED MATERIALS	TOTAL			\$ 20,000.00	\$ 20,000.00	\$ -
16-4820-950-000. SUNPARKS	TOTAL			\$ -	\$ -	\$ -
16-4820-960-000. SCENIC BYWAYS	TOTAL			\$ -	\$ -	\$ -
16-4820-970-000. LOCATOR BOARDS	TOTAL			\$ -	\$ -	\$ -
16-4820-980-000. VISITOR EDUCATION	TOTAL			\$ -	\$ 200.00	\$ 200.00

16-4820-990-000. FAMILIARIZATION	TOTAL			\$ -	\$ -	\$ -
16-4820-990-001. CREATIVE SERVICES	TOTAL			\$ 100,000.00	\$ 100,000.00	\$ -
16-4820-990-001. CREATIVE SERVICES	Brand Planning	\$ 65,000.00	1	\$ 65,000.00	\$ 65,000.00	\$ -
16-4820-990-001. CREATIVE SERVICES	General Creative Services	\$ 35,000.00	1	\$ 35,000.00	\$ 35,000.00	\$ -
16-4820-990-002. STRATEGIC PLANNING	TOTAL			\$ 50,000.00	\$ 50,000.00	\$ -
16-4820-990-003. WEBSITE COSTS	TOTAL			\$ 10,000.00	\$ 10,000.00	\$ -
16-4820-990-003. WEBSITE COSTS	Moab Steward Module	\$ 10,000.00	1	\$ 10,000.00	\$ 10,000.00	\$ -