



SAN JUAN COUNTY ECONOMIC DEVELOPMENT & VISITOR SERVICES

Co-Op Guidelines

The purpose of the San Juan County Office of Economic Development and Visitor Services (EDVS) Co-Op Program is to assist in stretching your out-of-county marketing dollars. This program is overseen by the San Juan County EDVS office, and awarded by the San Juan County Tourism Tax Advisory Board (TTAB). Cities, towns, communities, business groups, and community organizations can apply for up to \$5,000 for out-of-county tourism marketing efforts.

Qualified applicants must meet one of the following requirements:

- Located in San Juan County, Utah
- City
- Town
- Communities
- Business groups
- Community organizations

Application: Applicants can apply for up to \$5,000 per project. There is no limit to how many projects an applicant can apply or co-apply for. In the instance that multiple entities are applying cooperatively, please select one entity as the primary point of contact.

Eligible Projects: This program allows you the freedom to choose the type of marketing that works for you. All marketing projects must contain the Utah's Canyon Country official logo and be directed towards out-of-county visitors. Campaigns can include items such as:

- Digital Media: PPC, email marketing, banner ads, social, Google ad words, social
- Print: newspaper, flyer, direct mailer
- Broadcast Media: cable, TV, radio
- Publications: magazines, guides
- Website: Design or redesign & launch, updates, native content, photography
- Out-of-Home: Billboards, outdoor advertising, bus, posters
- Tourism enhancement project inside San Juan County

Ineligible Projects:

- Administrative costs (i.e. salaries, travel, food and beverages, lodging, gifts/awards, web hosting, memberships or entertainment for personal and/volunteers of organizations, retainers).
- FAM tours (i.e. travel, food, beverages, lodging, gifts/awards or entertainment)
- Tangible personal property (i.e. office furnishings or equipment, permanent collection of 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 facility
- Activities or materials which violate State or Federal laws
- Projects already in progress, or completed prior to application

Scoring & Ranking: Scoring and ranking will be based on your ability to complete your application as well as your ability to clearly articulate your project in the oral interview. Please see Scoring & Ranking sheet.

Payment and Reporting: A Memorandum of Understanding (MOU) will be issued to all recipients of co-op funding. Upon San Juan County Office of Economic Development & Visitor Services' (EDVS) receipt of MOU it will be filed with an ending date of 30 days following the date entered in the application as the project end date. This end date can be no later than **December 31, 2019**.

Payment is made in two installments.

1. After award of grant and completion of MOU, recipient can invoice "San Juan County Economic Development & Visitor Services" for 50% of the grant award amount. This request must be made within 30 days of the grant award. If the request is not made, all funds for this application will be forfeited.
2. The remaining 50% will be awarded upon completion of the project and completion of the final report. The final report must be completed within 30 days of the final report to receive the reimbursement of expense. Failure to complete a project may affect applicant's eligibility for future funding.

Changes to Project: In the event that applicant has unforeseen changes to project, the applicant must notify San Juan EDVS for approval of project change.

2019 Timeline:

- **SUBMISSION DEADLINE:** June 1, 2019, 12:00 AM
- Oral Interview Schedule: June 28, 2019
- Grant Award Announcement: July 2, 2019

To apply: www.utahscanyoncountry.com/co-op-program

