



SAN JUAN COUNTY ECONOMIC DEVELOPMENT & VISITOR SERVICES

2019 Cafeteria Program

The 2019 San Juan County Economic Development and Visitor Services (EDVS) Cafeteria Program has been designed to help you market your community through creating assets that help your visitors with navigating and getting to know your community. These assets have been hand-selected and crafted to truly showcase your communities.

To apply, please visit: <https://www.utahscanyoncountry.com/cafeteria-program>

PROGRAM 1: Social Media Influencer Program

The San Juan County Office of Economic Development and Visitor Services (EDVS) will be securing influencers to visit the region in 2019. If your community would like to be a part of this program please rank your areas of interest. Please note ranking is 1-10, 1 being of most interest to your community.

- **Deliverables:**
 - At minimum you can expect to receive: 1 blog post, Instagram and Facebook post and story, as well full use of images specific to your community with credit given to the influencer.
- **To Qualify:**
 - You must have a visitor specific Social Media Account for your community. This is to allow for the influencer to tag and promote your community in posts.
 - Identified point of contact for San Juan EDVS staff to reach out while organizing the influencer's visit.

PROGRAM 2: Community Guide

San Juan EDVS will organize a contract to design a community specific guide. With this guide program your community can expect to receive the following:

- **Deliverables:**
 - 1 Community intro
 - 5 Local recommendation profiles
 - 1 Downtown/Community Map
 - 3 Itineraries: ½ day, 1 day, 2 day
 - 3 Listings tables:
 - Lodging
 - Restaurant/Places to Eat
 - Other businesses
 - 1 "Fun Things in Community and Beyond" list
 - Print ready file
 - 4,000 printed guides
 - 1 Events listing page
- **To Qualify:**
 - Your community must have assets to list in each of the deliverables listed above.
 - Identified point of contact for San Juan EDVS staff to reach out while creating the guide. Primary requirements of this individual will include:
 - Providing/facilitating photo asset collection
 - Providing information for content development
 - Proofing creative and content
 - Providing other assets upon requests
 - Maintain regular and timely contact throughout the creative process
- **Maintenance:**
 - The cost of future guide changes will be the responsibility of the community, San Juan EDVS staff will assist to facilitate the changes. This cost will be an added item in future Cafeteria Programs.
 - The community will be responsible for the cost and coordination of re-prints. Upon project completion, San Juan EDVS staff will provide contacts for printing.

PROGRAM 3: Community Rip Map

- **Deliverables:**
 - 8.5" X 11" Community map: this can include businesses, recreational assets (ie parks, trail areas, etc), points of interest
 - 3,000 printed map pads (25 maps/pad)
- **To Qualify:**
 - Identified point of contact for San Juan EDVS staff to reach out while creating the map.

