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## Tooele County Council Agenda Item Summary

**Department Making Request:**  
Economic Development

**Meeting Date:**  
November 4, 2021

**Item Title:**  
Ratification – Memorandum of Understanding 2021 Co-op marketing grant

**Summary:**  
Tooele County received a \$37,400 grant to hire a consultant to create a Tourism website and social media campaign from the Utah Office of Tourism. Tooele County will receive ½ of the funds now and the remaining funds after the project is completed and proper reporting submitted.



Contract # 22063C0061  
Vendor # 70651B  
Start Date: 8/11/2021  
End Date: 9/30/2023

### Memorandum of Understanding

#### Utah Cooperative Marketing Program (Traditional and/or Forever Mighty®) – Round 2021

Whereas the Utah Office of Tourism (UOT) conducts a public/private partnership program known as the Utah Cooperative Marketing Program. The Traditional and Forever Mighty applications are both part of this program.

And whereas, an objective of the Utah Cooperative Marketing Program is to leverage state and co-op partner funding to attract both in and out-of-state visitors to Utah to increase tourism expenditures.

And whereas, Tooele County, has been qualified by the Board of Tourism Development (Board) to receive \$37,400 as follows: 50% of funds upon UOT receiving signed MOU from the applicant, and the remaining 50% of funds upon completion of the project final report.

Therefore, be it resolved that the UOT and Tooele County, hereby enter into a public/private partnership in the amount of \$37,400 as outlined below:

The Utah Office of Tourism pledges the following to the partnership:

1. 50% of the Board approved amount will be paid upon receiving signed MOU and invoice from the applicant; remaining 50% will be paid upon completion of said project and submission of required reports and vendor invoices.
2. To review submitted projects within 5 business days.

The Tooele County pledges the following:

1. To comply with the Utah Cooperative Marketing Program [Guidelines](#).
2. In the event of modifications due to matching funding, media availability, or any other circumstance resulting in any change of the approved project or any change of person(s) responsible for the project, to provide UOT with a written summary of such changes immediately for approval before implementing requested changes.
3. To provide projects (i.e. copy of advertisement, CD, DVD, mock-up of art work, etc.) to UOT for approval prior to publication.
4. To provide all project related vendor invoices and a written final report of results within 90 days of completion of the project as outlined in the guidelines.

It is understood and accepted that should the proposed project not be completed as outlined in your application and according to the program guidelines, all Cooperative Marketing funds for this project must be returned to the UOT immediately.

Agreed to this on the 1 day of November, in the year 2021.

By:

David M. Williams  
Associate Managing Director  
Utah Office of Tourism

Andy Welch  
Tooele County

Please return one signed copy via email to:

Kelly Day, Cooperative Marketing Manager  
[kday@utah.gov](mailto:kday@utah.gov)

Utah Office of Tourism  
Council Hall/Capitol Hill  
300 North State Street  
Salt Lake City, UT 84114

**APPROVED AS TO FORM:**

**Colin R. Winchester**  
Deputy Tooele County Attorney