

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
SEPTEMBER 6, 2022

TITLE:	Approval of the cooperative marketing program expansion with Canuckiwi and the Utah Office of Tourism.
FISCAL IMPACT:	\$9,000
PRESENTER(S):	Ben Alter, Economic Development Specialist

Prepared By:

Ben Alter

Specialist,
Grand County
Economic
Development

FOR OFFICE USE ONLY:

Attorney Review:

SUGGESTED MOTION:

I move to approve the opt in form and expand Grand County’s cooperative marketing program with Canuckiwi and the Utah Office of Tourism.

BACKGROUND:

This contract builds on the Canuckiwi promotional effort approved by the Grand County Commission during its August 16, 2022 meeting. That previously-approved campaign targets Canadian visitors, whereas this campaign adds the Australian and New Zealand markets. Strategic Development Director Chris Baird has informed the Economic Development Department (EDD) that funds for this additional marketing effort can be taken from the fund balance that will be accessed following a successful budget amendment later this month.

Note that the item, “Utah Regional Partners Keeping Connected Educational Program With Destination Webinars & Charlie Trevana,” will see Assistant Marketing Director Melissa Stocks present to prospective travel partners during a webinar at 5:00 PM on September 19, 2022.

Below are the relevant background sections provided during the August 16, 2022 meeting in which the first part of this contract was discussed and approved.

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The EDD has been informed by the Utah Office of Tourism (UOT) that Canuckiwi is their only vendor contracted to represent Canada, Australia, and New Zealand. Canuckiwi is the only vendor used for travel trade, public relations, and marketing services for the markets provided above. Funding for these marketing services is accomplished through a cooperative agreement with UOT. A sole-source determination has been made; therefore, three informal bids are not required.

Because Canuckiwi is partnering with UOT to distribute its promotional content, advertising for Grand County attractions will fall within the scope of the state’s responsible “Forever Mighty” recreation campaign and align with our own responsible recreation and promotion policies (established in Resolution No. 3248). Grand County will provide input on content that markets attractions in its area.

Though the original Canuckiwi contract lists a due date of July 31st, 2022, Grand County has been given an extension.

ATTACHMENT(S):

1. Utah Office of Tourism Partner Opt In Form 2022

2. Utah Office of Tourism Partner Opt In Form 2022 w/ highlighting (indicates expanded program tiers that the EDD will pay for)
3. Canuckiwi representative notes
4. Expedia Australia Utah Regional Co-op Campaign FY23 Proposal (slide deck)
5. Karryon Travel Trade Engagement 2022 - Utah Office of Tourism (slide deck)