



June 11, 2018

Amy Winder Newton, Chair
Salt Lake County Council
200 South State Street
Salt Lake City, Utah

Dear Councilmember Newton:

The Council approved a \$115,000 contribution to Visit Salt Lake in the 2018 budget to be used to promote the Tour of Utah.

Because the Tour is only spending one day and a half in the County this year, instead of hosting a Stage, we will only be contributing \$36,000 to be used to market and promote the County during the Summer of Cycling and all seven stages of the Tour of Utah.

Of these funds, \$35,000 will be used for advertising, including listing of the County logo on all sponsorship materials for the Summer of Cycling, television and radio spots, logo placement on the Summer of Cycling Jerseys, Logo placement in Tour of Utah materials and logo placement in the final "thank you advertisement". In addition, the County will receive a complimentary booth at all Summer of Cycling events and at each of the seven stages of the Tour of Utah. This booth will be used by the County's Active Transportation team. The remaining \$1000 will be used in support of the Active Transportation booth for marketing materials.

In accordance with Policy 1200, enclosed please find Visit Salt Lake's completed Policy 1200 form, 5(01)c(6), and a copy of their 2017 audited report. This contribution of \$36,000 represents .03% of their budget as indicated on the completed form.

Also enclosed is an "approved as to form" Resolution.

Please do not hesitate to contact me if I can answer further questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alison Weyher', with a long, sweeping horizontal line extending to the right.

Alison Weyher
Senior Policy Advisor