

## 1.Request Name: Taste Utah Marketing

Description: Partnership to promote restaurant industry. Taste Utah features local farms and authentic Utah restaurants selling Utah food. Teen chef pro is part of the marketing program to show the value of a career in industry

Agency: Economic Development

Purpose: Educate public on where to eat and what goes into their food preparation. Tell stories about "Farm to Table" and promote dining out in Utah. Increasing dining, more tax revenue.

Funding for: \$50,000. 2020 (Ongoing)

Private Not-for-Profit

## 2.Request Name: Taste Utah Marketing Initiative

Description: Taste Utah is a partnership between state government and the Utah Restaurant Association to promote the restaurant industry throughout the entire state. Taste Utah features local farms and authentic Utah restaurant telling Utah food stories from around the state and promoting Utah as a dining destination. Taste Utah celebrates Utah farmers and craftsman. #Let's Eat Out - #There's always a reason - #Eat Out Often are messages to encourage residents and tourists to take full advantage of Utah's restaurant community in insure the continued growth of our restaurant industry and the skills that are required and being taught to Utah students.

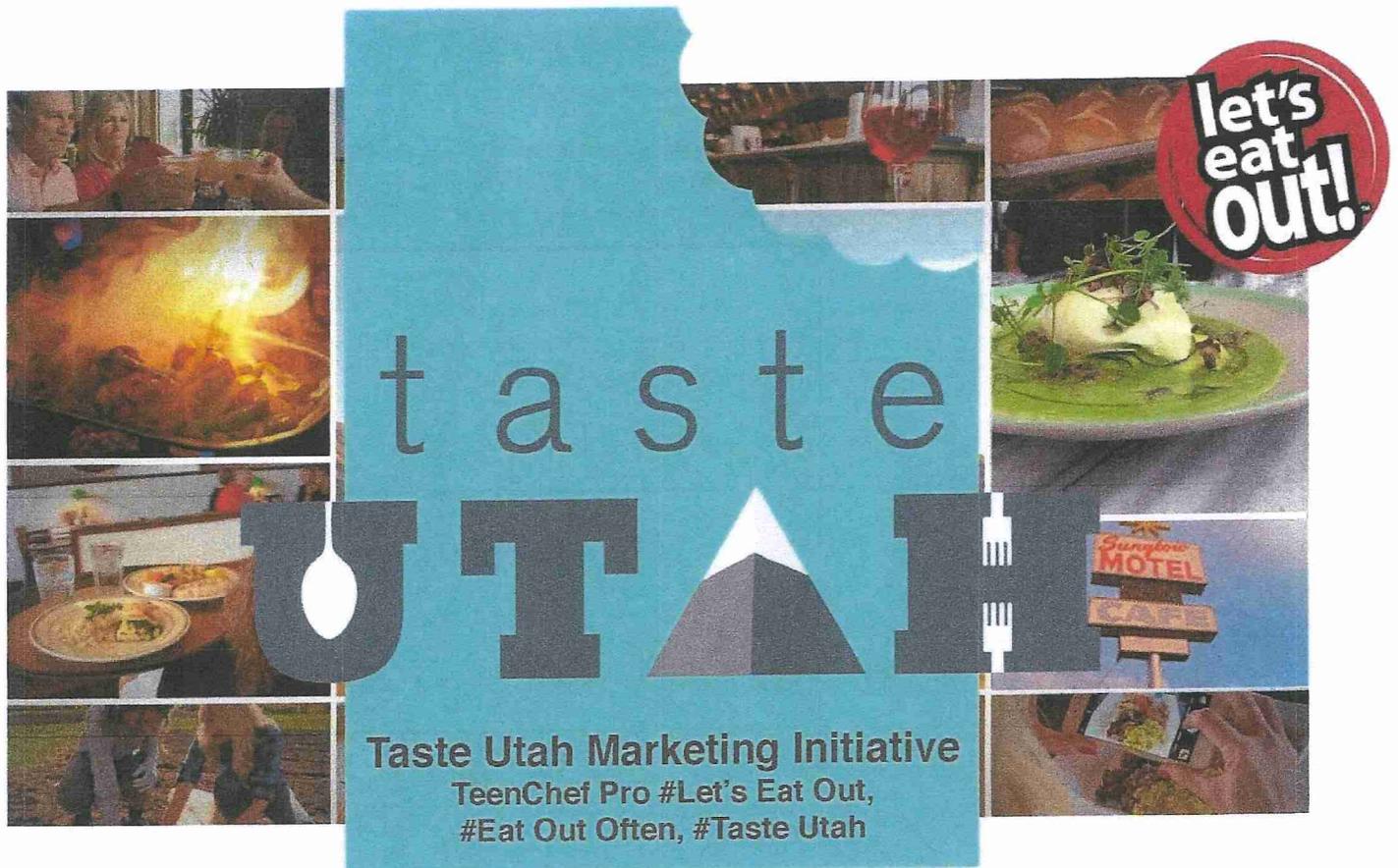
Agency: Economic Development

Purpose: Increase the number of times that people eat out in the state of Utah and encourage them to travel the state for exciting food adventures. We are branding "Utah Dining" as the destination and educating people where to eat and helping them to understand what goes into creating their food. Tell Utah's food stories to promote dining out from "farm to table." Educate citizens about choosing a career path in the ever-growing restaurant and food service industry. The restaurant industry is the industry of opportunity and we are spreading the word about being restaurant (work) ready. We are feeding dream and building futures for the continued success and growth of Utah's economy. Increased dining, increased taxes=Win/Win!

Funding for: \$400,000 2020 (One time)

Government

Private Not-for-Profit



**Taste Utah Marketing Initiative**  
 TeenChef Pro #Let's Eat Out,  
 #Eat Out Often, #Taste Utah

*Perf. measure*  
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## **Utah Dining Is The Destination**

**Over 13 Million Views of Advertisements / Programming**  
**\$1,409,662.00 Additional Tax Dollars Generated**

**Appropriation Request - \$400,000.00**

- Over 6.7 million advertisement views - #Let'sEatOut, #There'sAlwaysAReason, #TasteUtah, #UtahDiningIsTheDestination
- Taste Utah is a 26 episode series highlighting "authentically Utah" restaurants, Utah's own purveyors and their unique stories across the entire state of Utah over 6,592,300 views. TeenChef pro is also a 26 episode series.
- Taste Utah hosts a website featuring an interactive dining guide, map and social media content to educate and engage diners that *Utah Dining Is The Destination*: [www.TasteUT.com](http://www.TasteUT.com)

### **Taste Utah Marketing Initiative Budget**

Restaurant Industry and Sponsorship Investment - \$174,800.00

Including: Food, Food Preparation, Uniforms, Wardrobe, Equipment, Supplies, Tools Of The Trade, Small Wares, Chef Professionals, Judges.

Educational Sponsorship Investment - \$80,000.00

Online Media International Distribution Investment - \$25,000.00

Added Value From Media Investment - \$100,000.00

Total Industry Investment - \$379,800.00



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