

Rep. Stenquist

Request Name: Taste Utah Marketing Campaign

Description: Marketing and promotion of Utah's restaurant industry. There is always a reason to Eat Out, Eat Out Often - Taste Utah. 52- week marketing campaign that consists of marketing the above messages. Taste Utah specifically targets dining destinations in a 30 minute program airing weekly and telling Utah's food story from farm to table highlighting local farms and locally produced products that can be found in many of Utah's restaurants.

Agency: Economic Development

Funding Amount: General Fund - \$200,000 – 2021 (One-time)