# Requester Information

**Legislator Name:** McKell, Michael K.

**Created Date:** January 28th 2025          **Submitted Date:** January 29th 2025

# Section 1: Requester Details

**Description:**

Taste Utah is a marketing campaign to make Dining the Destination. Taste Utah educated and engaged all those within the borders of Utah, Daily reminders, weekly TV programming featuring authentic Utah restaurants and farms, website with interactive dining guide and videos, views on every airport screen, social media viewers, millions are all invited to "Taste Utah". The Taste Utah Road Tour is also part of the campaign featuring restaurants with travel in mind.

**Legislative designee contact information:**

**Name:** Melva Sine

**Organization:** Utah Restaurant Association

**Position:** President/CEO

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# Section 2: Funding Information

**How will the appropriation be used?**

| Category | One-time | | Ongoing |
|---|---|---|---|
| **Personnel Services** | 2025:<br>2026: | $0.00<br>$0.00 | $0.00 |
| **In-State Travel** | 2025:<br>2026: | $0.00<br>$0.00 | $0.00 |

| Category | One-time | | Ongoing |
|---|---|---|---|
| **Out-of-State Travel** | 2025:<br>2026: | $0.00<br>$0.00 | $0.00 |
| **Supplies and Equipment** | 2025:<br>2026: | $0.00<br>$0.00 | $0.00 |
| **Technology Purchases** | 2025:<br>2026: | $0.00<br>$0.00 | $0.00 |
| **Infrastructure/Capital Investments** | 2025:<br>2026: | $0.00<br>$0.00 | $0.00 |
| **Other Charges/Pass Thru** | 2025:<br>2026: | $0.00<br>$450,000.00 | $0.00 |

## Expenditure Total

| One-time 2025 | One-time 2026 | Ongoing 2026 |
|---|---|---|
| **$0.00** | **$450,000.00** | **$0.00** |

## Funding Sources:

### General Fund

**Amount Requested:**

| | |
|---|---|
| **2025 (One-time)** | $0.00 |
| **2026 (One-time)** | $450,000.00 |
| **2026 (Ongoing)** | $0.00 |

## Revenue Total

| One-time 2025 | One-time 2026 | Ongoing 2026 |
|---|---|---|
| **$0.00** | **$450,000.00** | **$0.00** |

**Is this a multi-year project?**

No

**Is this project scalable if the Legislature does not fund the full requested amount?**

Yes

**A short explanation describing how the project might be scaled?**

Less funding would mean less business for our restaurants who cannot afford to advertise, and less tax revenue generated for state and local governments. Restaurants collect state and local sales taxes and the 1% restaurant tax.

# Section 3: Agency Information

**Subjects:**

Economy

02605u

**Agency:**

710 / Cultural and Community Engagement

**Type of entity to receive pass-through funding:**

Private Not for Profit

**Grant recipient**

No

**Requested Direct Award Grant Recipient**

# Section 4: Performance Outcome Measurement

## Who would benefit the most from this request (who is the target audience)?

Everyone-visitors and residents. Restaurants are the third largest economic engine in the state and our goal is to have people Eat Out Often. Everyone benefits from this program! We educate people about their food and we engage them to visit our restaurants often. Over 111,000 people in Utah are employed in Utah's restaurants are the largest private sector employer in Utah. Win-Win-Win!

## What is this project or program intended to accomplish?

Taste Utah is designed specifically to promote the success of the restaurant industry. Taste Utah showcases restaurants, chefs, artisans, craftsmen, farmers, and ranchers in a "farm to table" education and entertaining format. The goal: Maintain a strong and viable restaurant industry to create additional tax revenue at the state tax rate and local governments plus the 1% TRCC tax.

## How will the Legislature know whether the project or program achieved its intended purpose?

Taste Utah reaches every corner of the state and is measured by the audience reach. Taste Utah continues to be the highest rated local TV program in the state and has received several Emmy nominations. The marketing campaign Taste Utah invites consumers to enjoy Utah's over 5,200 restaurants. Data from viewership is calculated to prove ROI which is triple the investment.

# Section 5: Other Supporting Documents

**Intent Language Documents**

**Previous Funding Documents**

**Other Notes**

2025-2026 SCOPE OF WORK- INTENT LANGUAGE, PURPOSE AND USE OF FUNDS TASTE UTAH RESTAURANT MARKETING CAMPAIGN

• Taste Utah 2025-26 Budget.docx

**Full Time Employees**

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