



Requester Information

Legislator Name: Fiefia, Doug

Created Date: January 31st 2025

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Section 1: Requester Details

Description:

The Retail Collective, LLC is a convention/event organizing company that establishes, organizes, and hosts small and large convention expos. Most recently they assisted the Silicon Slopes Tech Summit to host 140 local retail companies to showcase their business and products as part of the Summit. After discussion with Governor Spencer Cox and Executive Director of the Governor’s Office of Economic Opportunity as part of the Summit, and through their encouragement, the Retail Collective is requesting this appropriation to put on and host a National Retail Convention here in Utah sometime over the next 24 months. This appropriation will allow the Retail Collective to accomplish this convention, which will bring tens of millions of dollars to the State during a single event.

Legislative designee contact information:

Name: Jeremy Brockbank

Organization: The Retail Collective LLC

Position: President

Section 2: Funding Information

How will the appropriation be used?

Category		One-time	Ongoing
Personnel Services	2025:	\$0.00	\$0.00
	2026:	\$960,000.00	
In-State Travel	2025:	\$0.00	\$0.00
	2026:	\$0.00	



Economic Opportunity: Retail Convention Organization Services

Economic and Community Development

Category	One-time	Ongoing
Out-of-State Travel	2025:	\$0.00
	2026:	\$0.00
Supplies and Equipment	2025:	\$0.00
	2026:	\$0.00
Technology Purchases	2025:	\$0.00
	2026:	\$0.00
Infrastructure/Capital Investments	2025:	\$0.00
	2026:	\$0.00
Other Charges/Pass Thru	2025:	\$0.00
	2026:	\$0.00

Expenditure Total

One-time 2025	One-time 2026	Ongoing 2026
\$0.00	\$960,000.00	\$0.00

Funding Sources:

General Fund

Amount Requested:

2025 (One-time)	\$0.00
2026 (One-time)	\$960,000.00
2026 (Ongoing)	\$0.00

Revenue Total

One-time 2025	One-time 2026	Ongoing 2026
\$0.00	\$960,000.00	\$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?

Yes, but the minimum that could be allocated before becoming unfeasible is \$500,000.00. The convention will simply be smaller and less effective.

Section 3: Agency Information

Subjects:

Economy

02605u

Agency:

063 / Governor's Office of Economic Opportunity

Type of entity to receive pass-through funding:

State Government

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)?

Utah and National Retail Businesses



What is this project or program intended to accomplish?

To bring 1,000 State and National Retail organizations to the State and help mark Utah and the leader for Retail Business in the Nation.

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

The metrics are based upon three factors: 1. The total number of participating organizations both locally and nationally, 2. The total number of participant registrants to attend the convention, and 3. The total amounts of money spent in the State leading up and including the convention, and the estimated tax revenue generated as a result.

Section 5: Other Supporting Documents

Intent Language Documents

- The Retail Collective RFA Budget.xlsx

Previous Funding Documents

Full Time Employees

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