Requester Information

Legislator Name: McKell, Michael K.

Created Date: January 20th 2026 **Submitted Date:** January 27th 2026

Section 1: Requester Details

Description:

Funding to assist the state in attracting and hosting major national and international sporting events that generate significant economic impact, media value, and/or are of strategic importance in positioning the state as a global sports destination as Utah prepares for the Salt Lake City-Utah 2034 Winter Olympic Games returning to Utah.

Legislative designee contact information:

Name: Jeff Robbins

Organization: Utah Sports Commission Foundation

Position: President and CEO

Section 2: Funding Information

How will the appropriation be used?

Category	One-time		Ongoing
Personnel Services	2026: 2027:	$0.00 $0.00	$0.00
In-State Travel	2026: 2027:	$0.00 $0.00	$0.00
Out-of-State Travel	2026: 2027:	$0.00 $0.00	$0.00
Supplies and Equipment	2026: 2027:	$0.00 $0.00	$0.00

Category	One-time		Ongoing
Technology Purchases	2026: 2027:	$0.00 $0.00	$0.00
Infrastructure/Capital Investments	2026: 2027:	$0.00 $0.00	$0.00
Other Charges/Pass Thru	2026: 2027:	$0.00 $0.00	$2,000,000.00

Expenditure Total

One-time 2026	One-time 2027	Ongoing 2027
$0.00	**$0.00**	**$2,000,000.00**

Funding Sources:

General Fund

Amount Requested:

2026 (One-time)	$0.00
2027 (One-time)	$0.00
2027 (Ongoing)	$2,000,000.00

Revenue Total

One-time 2026	One-time 2027	Ongoing 2027
$0.00	**$0.00**	**$2,000,000.00**

Is this a multi-year project?

Yes

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?

The Utah Sports Commission brings world class athletic events and Olympic preparation to the state of Utah. With more funding, additional events can be secured. Less funding means less events/preparation.

Section 3: Agency Information

Subjects:

Labor and Employment

TOUREC

Agency:

063 / Governor's Office of Economic Opportunity

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)?

The people of Utah, recreation and tourism industries, businesses and organizations who benefit from Olympic preparation to the state of Utah. With more funding, additional events can be secured. Less funding means less events/preparation.

What is this project or program intended to accomplish?

The program is intended to provide sponsorship to national and international sports competitions that generate significant economic impact or media value for the state of Utah. The Utah Sports Commission has a long track record of generating a favorable ROI on the events it partners with and brings to the state of Utah. Through the efforts of the Utah Sports Commission, its events attract thousands of out-of-state event participants , organizers, and fans that have a favorable impact on the local economy. Additionally, the program has assisted Utah in being America's choice for the Salt Lake City-Utah 2034 Olympic Games.

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

The program's success can be measured by several metrics that include: the number of events hosted each year, economic impact generated, estimated hotel room nights, and media value (including profile, exposure, and notoriety of events.)

Section 5: Other Supporting Documents

Intent Language Documents

Previous Funding Documents

Full Time Employees

0