Requester Information

Legislator Name: McKell, Michael K.

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Section 1: Requester Details

Description:

Taste Utah is a marketing campaign to make "Dining the Destination." Messaging: Let's Eat Out, Eat Out Often and There's always a reason engages all those within our borders to "Taste Utah"! Daily reminders, weekly TV programming featuring authentic Utah restaurants, and farms are used along with websites, social media, an interactive dining guide to encourage everyone to Taste Utah. Millions of viewers at the airport are reminded to enjoy the wide variety of offerings at the airport that can also be found in our local communities.

Legislative designee contact information:

Name: Melva Sine

Organization: Utah Restaurant Association

Position: President/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

Category	One-time		Ongoing
Supplies and Equipment	2026: 2027:	$0.00 $0.00	$0.00
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 $450,000.00	$0.00

Expenditure Total

One-time 2026	One-time 2027	Ongoing 2027
$0.00	**$450,000.00**	**$0.00**

Funding Sources:

General Fund

Amount Requested:

2026 (One-time)	$0.00
2027 (One-time)	$450,000.00
2027 (Ongoing)	$0.00

Revenue Total

One-time 2026	One-time 2027	Ongoing 2027
$0.00	**$450,000.00**	**$0.00**

Is this a multi-year project?

Yes

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

No

A short explanation describing how the project might be scaled?

Section 3: Agency Information

Subjects:

Economy

01938

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)?

All those who live in and visit Utah. Utah's restaurant industry is the third largest economic engine in the state. Our goal is to have people "Eat Out Often." Everyone benefits from Taste Utah. We educate people about food and we engage them to visit the state's over 5,400 restaurants. Over 120,000 people are now employed in Utah's restaurants and we are the largest private sector

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" educational and entertaining format. The goal: maintain a strong and viable restaurant industry to create additional tax revenue for the state and local governments at the state rate plus the 1%

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

Taste Utah reached every corner of the state is measured by the audience reach. Taste Utah continues to be the highest rated local TV program in the state and has several Emmy nominations. Data from viewership is calculated to prove ROI which is over triple the RFA request.

Section 5: Other Supporting Documents

Intent Language Documents

Previous Funding Documents

Full Time Employees

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