

Strategic Plan Minute: Building Community Support - Community Advocacy Plan





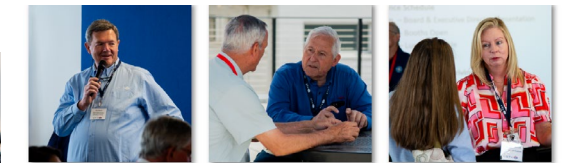
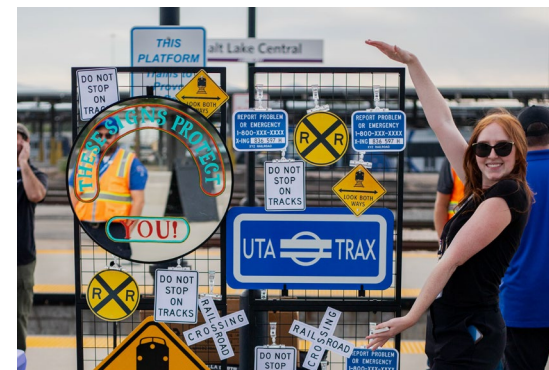
Building Community Support



Strategic Initiative: Community Advocacy Plan

Highlights:

- Ski partnership events
- External Storytelling Plan deployed
- Media events and social collaborations
- Overhaul of memberships & sponsorships
- 100 Digital Stories (goal) with external voice
 - Through September = 80
- 12 Digital Stories (goal) focused on UTA's Economic Value
 - Through September = 15



2025 UTA Experience

