

# Executive Director's Report

- Sponsored Fare for Certain Special Events as part of COVID Rider Recovery Initiative Resolution Report
- Executive Director Team Award
- Mass Transit 40 Under 40 Award



# **Sponsored Fare for Certain Special Events as part of Covid Rider Recovery Initiative Resolution Report**



## RESOLUTION R2021-07-04

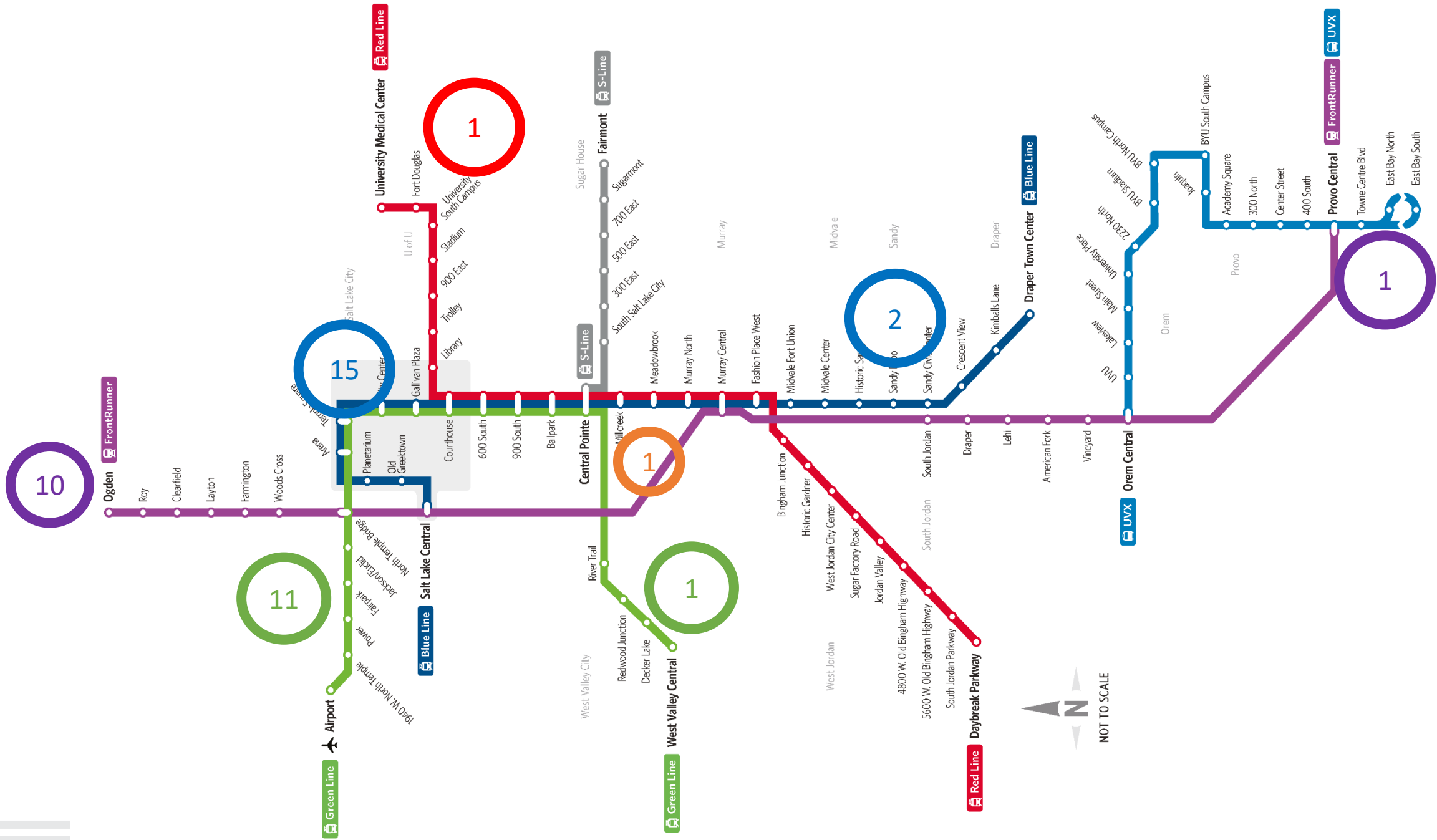
- In July 2021, the Board approved a resolution authorizing the authority to enter into certain sponsored fare agreements for special events as part of the authority's COVID recovery efforts:
  - Supporting the economy, including events and hospitality
  - Strengthening future relationships with past partners and generating new partners
  - Opportunity to cross promote events and transit



# EVENTS

- Twenty (20) partner contracts lead to forty-five (42) unique events, giving 456,000 individuals access to transit (August 2021 through July 2022)
- Estimated that four to eight percent (4-8%) of attendees utilized their transit benefit, or 36,500 to 72,800 total trips

Partner	No. of Events	Location
Salt Lake City Twilight	5	Downtown
Afro Festival	1	Downtown
FanX (volunteers)	1	Downtown
WASHTO - UDOT Conference	1	Downtown
Best Fest	1	Downtown
Mormon Tabernacle Choir	1	Downtown
LDS General Conference	1	Downtown
Golden Spoke	1	Downtown
Utah Arts Festival	1	Downtown
Pride Festival	1	Downtown
Show Up for Teachers	1	Downtown
Beer Festival	1	Fairpark
State Fair Events	9	Fairpark
Utah Asian Festival	1	Fairpark
Tumbleweeds	1	Midvale
Ogden Twilight	10	Ogden
Latino Heritage Festival	1	Provo
REAL SL	2	Sandy
Salt Lake Marathon	1	U of U
Grizzlies	1	West Valley
<b>TOTAL</b>	<b>42</b>	



# Executive Director Team Award



# Mass Transit 40 Under 40 Award



# Derick Lee

