



Utah Governor's Office of Economic Development

Publicity Toolkit

Utah COVID-19 Impacted Businesses Grant Program – “Shop In Utah”

Date: July 23, 2020

Background

The \$25 million “Shop In Utah” initiative provides grants to businesses negatively impacted by the COVID-19 pandemic.

To qualify for a “Shop In Utah” grant, businesses must offer a discount or other offer with an estimated value to consumers of at least 50% of the grant amount. The Governor’s Office of Economic Development (GOED) must award at least 75% of grant funds to Utah small businesses (companies with 250 or fewer full-time employees).

As outlined by the Utah Legislature, the Governor’s Office of Economic Development (GOED) administers the program.

Suggested Social Media Text

These are suggested posts for social media sharing. Follow and like GOED [@BusinessUtah](#) and the In Utah [campaign channels](#) to re-share content in the coming weeks.

Suggested social publishing image location:

https://business.utah.gov/wp-content/uploads/2020/07/Shop_in_UT_v1a.jpg

Twitter, Facebook and LinkedIn

The COVID-19 Impacted Businesses Grant Program, or ‘Shop In Utah,’ is an initiative that provides grants to businesses negatively impacted by COVID-19. Businesses must offer a discount or other offer to consumers. Learn more: <https://utahgoed.info/shop-in-utah>

Webinar

A [recorded webinar about the program](#) is available on GOED’s YouTube channel. We invite you to share the video with your constituents.

Podcast

The [latest episode](#) of the Business Elevated podcast is focused on the COVID-19 Impacted Businesses Grant Program. We invite you to share the podcast. It’s available wherever you get your podcasts.

Questions about this publicity toolkit should be directed to GOED’s digital media specialist, Tim Haslam, at timhaslam@utah.gov. Questions about the Utah COVID-19 Impacted Businesses Grant Program can be sent to Dane Ishihara, dishihara@utah.gov.