



MEDIA CONTACT: Julie Hollist Terrill
(435) 757-2686

FOR IMMEDIATE RELEASE
24 November, 2021

Cache County Contributes Additional \$150,000 to Logan's Center Block Plaza Project

LOGAN, UTAH — The Cache County Council last night approved a recommendation from the Cache Valley Visitors Bureau Advisory Board to contribute \$150,000 to Logan's Center Block Plaza project. The funds will increase Cache County's support for the plaza to a total of \$347,000, when combined with \$197,000 in RAPZ (Recreation, Arts, Parks and Zoos) tax funds contributed earlier this year to support the plaza's splash pad and ice rink.

"We are thrilled to invest tourist tax dollars in a project that will both be a draw for visitors and a mecca for locals," said Julie Hollist Terrill, Visitors Bureau director.

The \$150,000 will be used to help construct the administration building, which includes a ticket window and public restrooms, and comes from Transient Room Tax paid by visitors who stay in hotels in Cache County. State law says funds must be used to promote and support tourism to the region.

The plaza project stemmed from recommendations made in 2017 by tourism and downtown expert Roger Brooks. The Cache Valley Visitors Bureau funded the study and Brooks spent a week exploring Cache County and provided many recommendations in his analysis. One of his top suggestions was creating a programmed plaza, a gathering place downtown where people could attend events and participate in recreational activities.

Logan City Mayor Holly Daines has used Brooks's guidance for a thriving downtown as a checklist during her time in office. Terrill said she and her board are grateful Logan City has taken the lead on such important initiatives and that the County is fully supportive. The plaza will be a gathering place for locals and an incentive for tourists to extend their stay in the valley.

County Executive David Zook said, "Partnering with Logan City and our downtown businesses to support economic development, tourism and to provide recreational opportunities for our residents is a win-win for our community."

###