

We've been talking all year about Provo's big economic wins and the resulting national attention as the Safest Big City, Nation's Best Performing City, Best Place to Start a Business, and many more. The national spotlight will shine even brighter on Provo with Brigham Young University joining the Big 12 Athletic Conference.



BYU Enters the Big 12 Athletic Conference!

As football legend and Colorado University football coach Deion Sanders predicts, joining the Big 12 is a “game changer”! [Watch our video](#) to learn how this transformative move will impact Provo and the innovative steps we're taking to seize this exciting opportunity.

Watch Video

PROVO CITY WELCOMES HOME THE BIG 12 CONFERENCE



WELCOME HOME

For over a decade, Provo City has adopted the tagline of “Welcome Home” for our residents, travelers, students, and business owners.

Provo’s unique and welcoming culture will be on full display this fall as BYU athletics welcomes the **Big 12 conference** to its iconic sports venues. By joining one of the five most prominent athletic conferences in college sports, BYU will be competing on a bigger stage, attracting better athletes, and will be able to grow their already distinguished athletic program.





Tom Holmoe
BYU Athletic Director

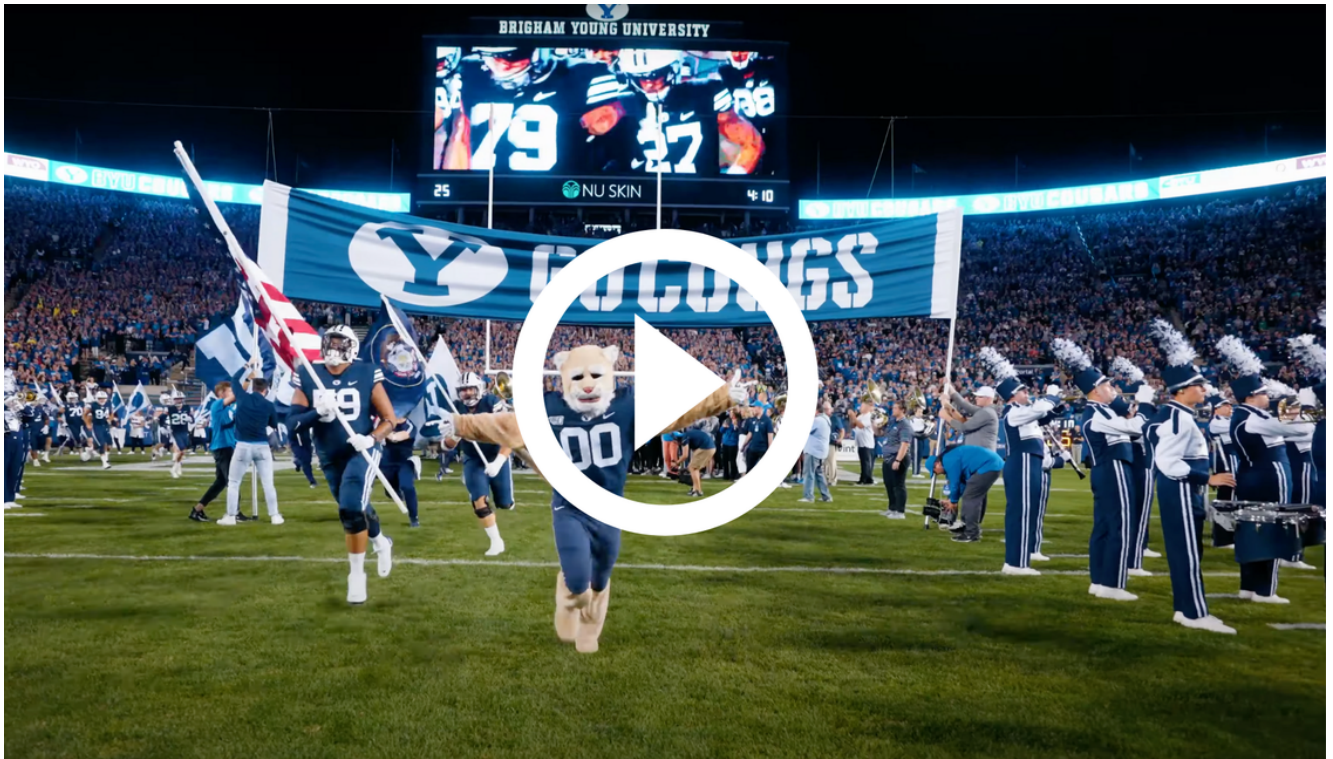


Michelle Kaufusi
Provo Mayor

An Exclusive Interview with Tom Holmoe

BYU's Athletic Director, Tom Holmoe has been planning BYU's Big 12 entrance for a decade, with a dedicated team working behind the scenes building those bridges for many years. Enjoy [Tom sharing what this opportunity means](#) for him personally and for the community.

Watch Video



History speaks. Greatness awaits.

Rise and Shout! Enjoy the excitement of BYU officially joining the Big 12 [with this promotional video](#).

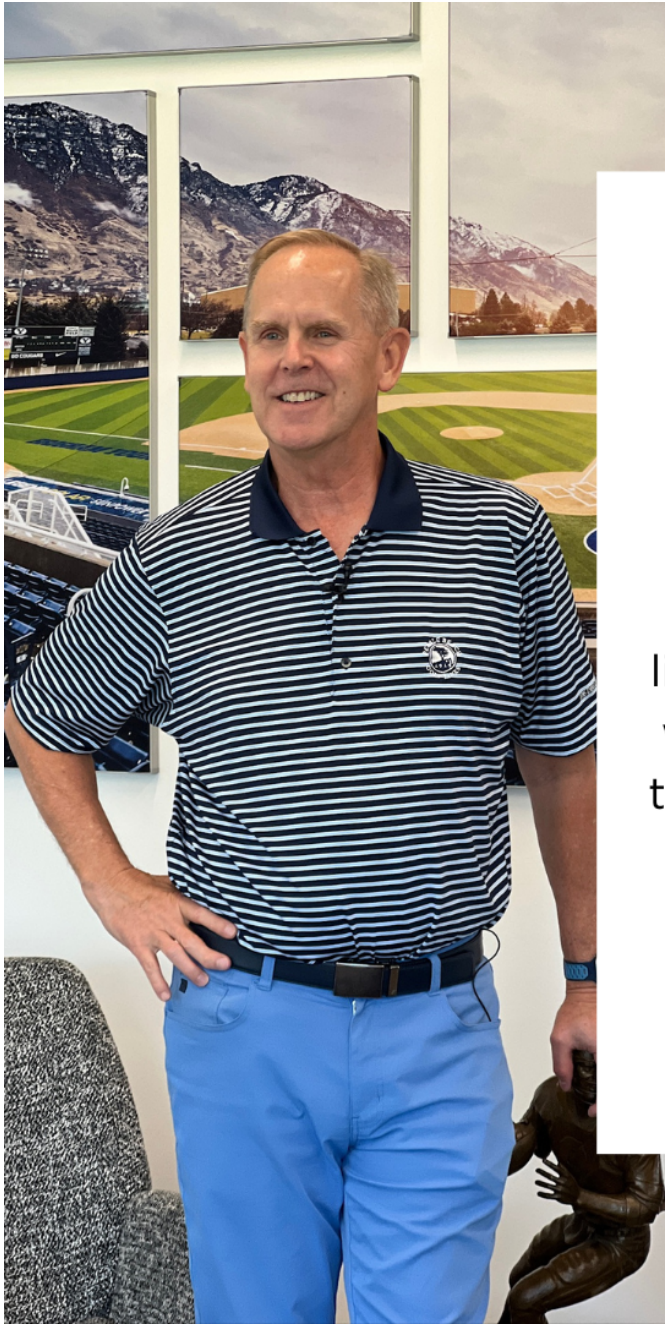
Watch Video



Stay Classy BYU Fans

Let's roll out the red carpet! With millions of eyes focused on Provo for these events, we will have a unique opportunity to share what sets our community apart—our many “Provo Advantages”. We want all visitors to feel welcome and have an incredible experience here. BYU coaches Mark Pope and Kalani Sataki share the [visiting.guest attitude they expect.](#)

Watch Video

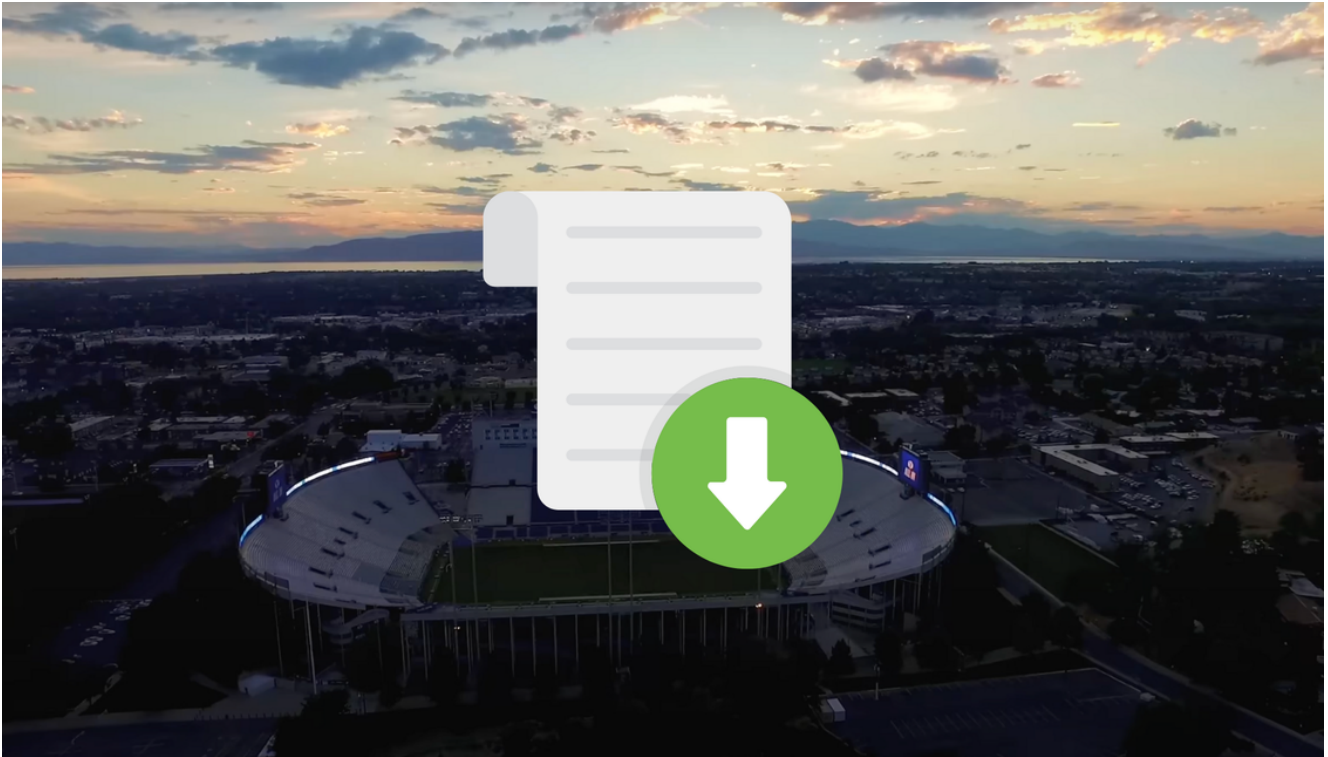


**“I live the
Provo Advantage
every day.”**

“When we recruit at
BYU, visiting families
like Provo because they
want their kids to have
their college experience
in this environment.”

**-Tom Holmoe
National Athletic Director
of the Year, 2021**

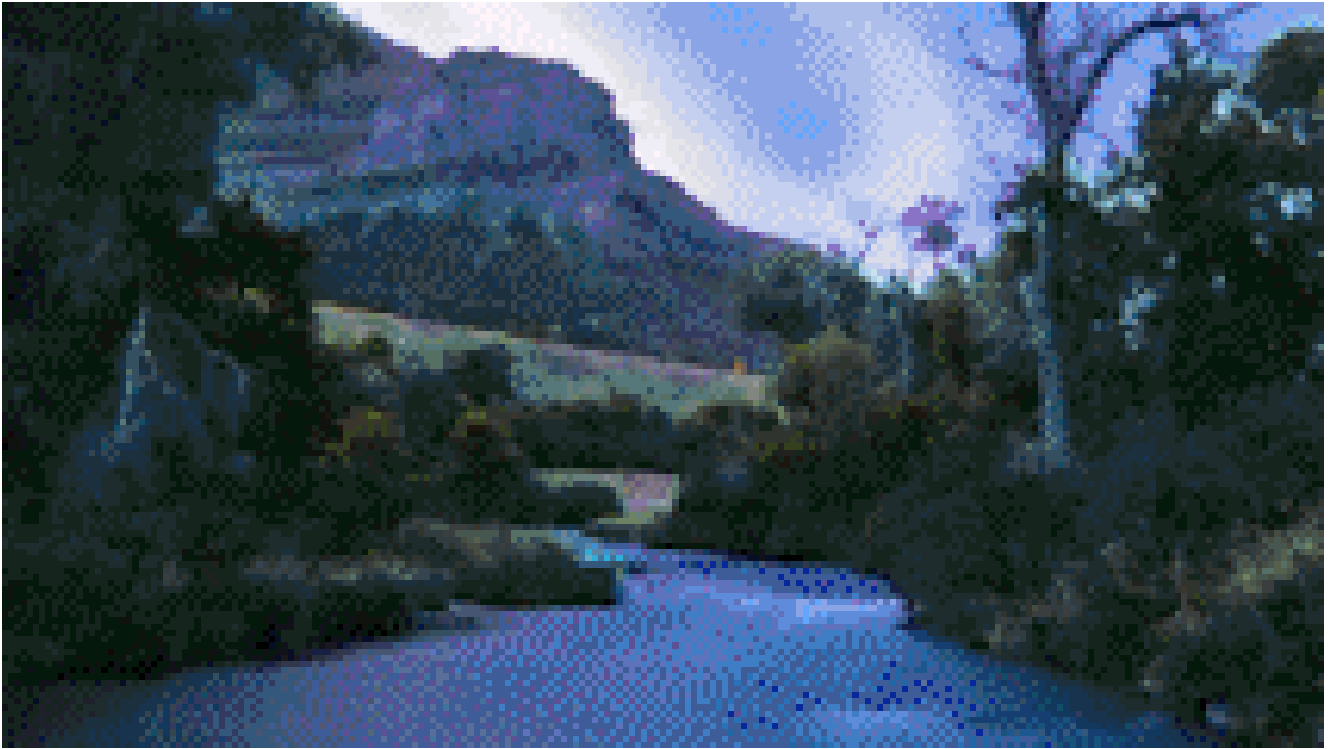




Big 12 White Paper

BYU joining the Big 12 elevates Provo to a new level, not only in national recognition but also with the strong economic impact that accompanies it—that is definitely a Provo Advantage to cheer about. Go deeper into the community impacts [with our white paper](#).

[Download White Paper](#)



Provo Advantage Website

Each month this award-winning e-blast looks at another significant advantage of this community and why Provo is considered exceptional. From Innovation to Downtown Dynamism, Education to Startup Hubs, and Quality of Life — we've got it all covered. Visit provoadvantage.com to check out the many advantages we have already highlighted.

[View Website](http://provoadvantage.com)

You Tell a Friend, and They Tell a Friend, and They Tell a Friend...

Our goal is to spread the word about the many advantages that Provo has to offer. Please share this email with others that you feel will benefit. Have anyone who wants to be added to our mailing list send that request to bgarlick@provo.org.

Provo City Economic Development

Keith Morey | 801.852.6432 | kmorey@provo.org

Brent Garlick | 801.852.6175 | bgarlick@provo.org

Website: provoadvantage.com



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