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Conservative Estimate of Untapped Opportunity



\$4M annually in Kane County

2% of visitors staying 1 night longer at \$100/night

—

Governor's Office Estimate:

\$5.8 Billion per year
10,000 jobs across the
Colorado Plateau through 2029¹

1. 2023 Governor's declaration of April as Utah's Dark Sky Month - <https://travel.utah.gov/news/third-annual-declaration-of-dark-sky-month>



Our Request

- **Phased Construction Plan**

- Phase I: Site preparation, engineering, architectural, permits, septic, electrical, shade structure for the Sherry Bell Trail, outdoor observation plaza
 - Total estimated cost: \$185,000
 - Request from Tourism Tax Advisory Board: \$50,000
 - Anticipated start date: March 2024
- Phase II: Observatory building
 - Total estimated cost: \$800,000



Value Proposition

- **Interest is already here**
 - We've shared the sky with over 2000 people this year already
 - We have only marketed locally thus far; most out-of-town reach is organic¹
- **Kanab is a sweet spot**
 - Central location between National Parks
 - No competition on the 89 corridor, no light pollution from I-15
- **SVO Expertise**
 - We know the night sky
 - Supporting science and technology education

1. The main way people find us on Google Maps is by searching "observatory". The market is there.

"Seeing the Milky Way with bare eyes was amazing. Happy to hear that groundwork for the Observatory will begin soon. What a bonus for Kanab and surrounding areas!"
- Marilyn M., Cleveland, OH



What SVO does for Kane County

- Free public star parties every month
- Facilitate safe solar viewing (e.g., eclipses)
- Delivered eight lectures at KHS and VHS
- Most popular activity at Amangiri
- Observatory brings recognition and prestige to the community



"The observatory's dedication to providing accessible and engaging educational opportunities ...aligns perfectly with our shared goal of nurturing the next generation of thinkers, innovators, and leaders."
- Delaney M., KHS Science Teacher



What People are Saying about SVO

- "Twice this year the local astronomers hosted star party events for my visiting tour groups in Kanab. Both well-received by guests and recommended to future travelers at my employer." - **Mitchell B., Tour Director**
- "Many astrophotographers come to Kanab because of the dark skies. This observatory will attract even more of these photographers." - **Dan C., Owner of Best Western Red Hills in Kanab**
- "As a second-grade teacher at Kanab Elementary School I have had the privilege to work with SVO over the last three years as they have participated in our annual 2nd Grade Moon Viewing party. They have helped us create an evening of amazement for our students. Not only do we get to view the night sky, but we get the opportunity to learn from experts." - **Jeana J., Kanab Elementary School**
- "I have been to a star party, and the instructors were very knowledgeable, entertaining, and willing to answer any questions. An observatory would be an exciting experience for young and old alike!"
- **Doug S., West Jordan, UT**
- "These guys were amazing and if you are in town I'd highly recommend visiting. They told stories about several constellations and their origins as well as thorough descriptions of different star clusters and binary systems."
- **Michael G., Chicago, IL**



SVO's Business Model & Looking Forward

We now provide:

- Free monthly public star parties
- Fee-based private night sky experiences
- Hands-on events and educational lectures at local schools
- Evening activities for local hotel guests and park visitors

Our observatory will offer:

- State-of-the-art facility for premier stargazing experiences
- Publicly available space for community groups and families
- Restroom and shade pavilion on north side of Sherry Belle Trail
- Field trips, workshops, and internships

Really cool experience with Stellar Vista. Eric was super personable and customized what we saw to match our interests. We saw some really incredible sights on the telescope. I look forward to being back in town and getting another viewing with them.
- John B., Richmond, VA



Current Night Sky Landscape

- Snow is an issue at Bryce, where night sky experiences are popular. Kanab's milder winters mean the observatory would be open year-round, supporting off-peak season tourism.
- Except for the Ashcroft Observatory, operated by Southern Utah University, SVO will be the only public observatory within 250 miles of Kanab.
- SVO meets rising demand for astronomy and STEM education activities.

"A great educational tool for locals and visitors alike. We have never seen such skies as we did in the Kanab area and it brings an appreciation for having the gift of dark skies."
- Laura K., Shamokin, PA



SVO Team

Board of Directors

- Rich Csenge - President, Strategic Planning
- Natalie Brannon - Vice President, Engineer, Educator
- Sylvia Timothy-Sims, MBA - Treasurer
- Eric Sims - Secretary, Public Outreach
- Dave Lane - Internationally acclaimed astrophotographer
- Von Del Chamberlain - Planetarium director for 30 years
- Steve Medrano - Engineer, Project Manager
- Paul Barron - Educator

Advisory Board

- Paul Ricketts, Director of South Physics Observatory
- Colin Littlefield, Astronomer, NASA Ames Research Center
- Ben Beckstead, CPA
- Jonathan Stone, CPA
- Nicole Bonham Colby, Attorney

Working Group

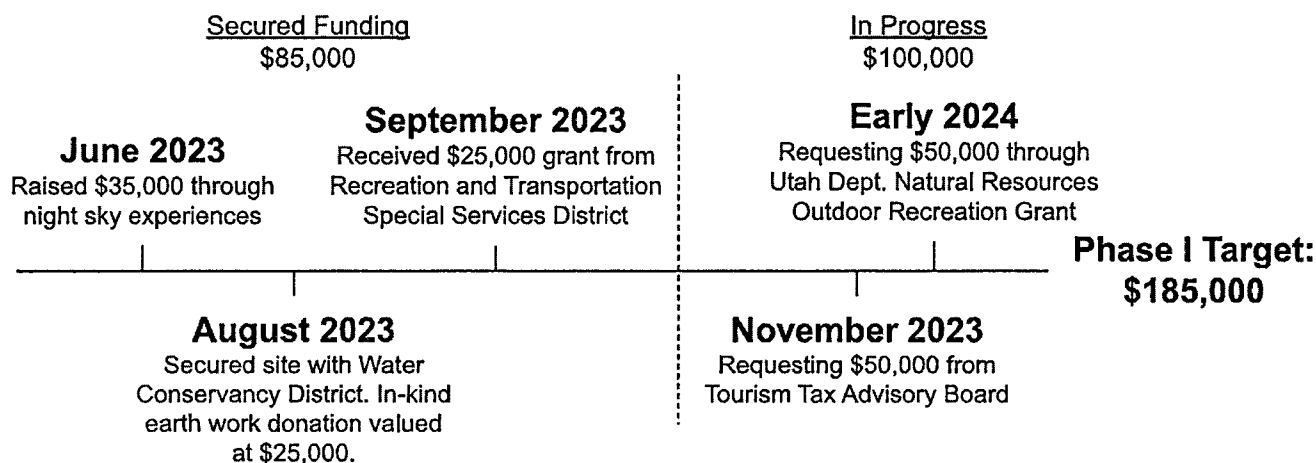
- Bob Kaczowka - Architect
- Ron Sharpless - Telescope Machinist
- Kyle Slaton - Telescope Operator
- Megan Smith - Educator
- Mark Palmer - Astronomy Educator
- Josh Klina - IT Specialist
- JC Stimson - General Support
- John VanNoy - General Support
- Art & Marie Cloutier - Page Sidewalk Astronomers
- Matt Fisher - General Support

Financial Supporters

- Amangiri Resort
- Kane County Water Conservancy District
- Kane County Recreation and Transportation
- Garkane Energy
- Nearly 100 community members/individual donors

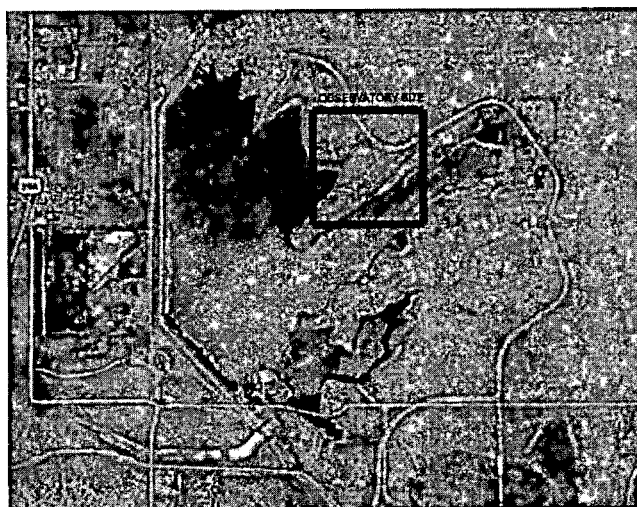


Phase I Construction Fundraising Timeline

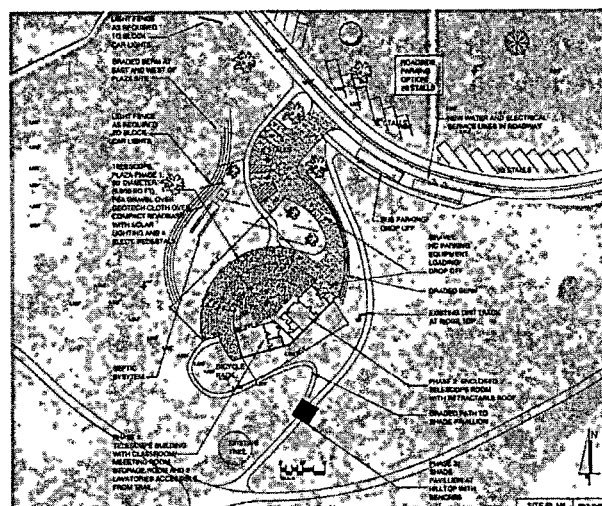


Note: SVO continues to raise money through its private night sky experience program

Site at Jackson Flat Reservoir



Proposed Site Plan



Mitchell Blom
Tour Director

14 November 2023

Stellar Vista Observatory
Kanab, Utah

Dear readers,

As you well know, southern Utah is a very special place. From the nature, history, and people, there are so many magnificent aspects of the state worth preserving and sharing.

One of the most incredible elements of the Kanab area is access to the stars. From learning about them to pondering our place in the universe, astronomy is much more than a side hobby for enthusiasts. It is an opportunity to bridge community boundaries and celebrate our shared human heritage.

The open skies of the region are also an attractive, unique offering that few places in the United States can offer at all.

Twice this year the local astronomers hosted star party events for my visiting tour groups in Kanab. Both well-received by guests and recommended to future travelers at my employer. From my experience with the people of Stellar Vista Observatory, they seem to me genuinely interested in sharing both from an educational and touristic perspective.

For those considering whether to support furthering the efforts of Stellar Vista, this letter serves as a firsthand recommendation from a touristic professional. I encourage you to assist in broadening their efforts to educate and share one of the most special attributes of southern Utah: stellar vistas of our night sky.

Sincerely,



Mitchell Blom

Tour Director

November 27, 2023

To whom it may concern:

We want to share a statement of support for the Stellar Vista Observatory in Kanab, UT. We are an special events organization that puts on running races near our nation's cherished national parks. Our clientele come from all over the world to see the grandeur of the desert southwest, specifically the Grand Circle. In 2024, we will host our 8th Grand Circle Trailfest event, in Kanab. The Stellar Vista Observatory is not only a great advocate for our event, but we equally look forward to their involvement each year.

We invite Stellar Vista Observatory to come to our event to share, educate, and inspire people about the stars. The area is so unique and precious to be able to witness the stars and planets and we don't take for granted the importance of preserving the night sky of this area. We appreciate Stellar Vista Observatory in creating an atmosphere to teach with a hands-on approach. Whether an individual is brand new to this nighttime activity, or there is a seasoned night sky viewer, SVO can accommodate them. It truly is something we look forward to each year.

We know that this organization cares about sparking interest and wonder in the eyes of the viewer, and they have the ability to accommodate various groups (such as ours) for education. With the increase in light pollution, it's a delicate avenue and we trust that this organization will do all in their power to preserve our night skies. This area we live in is considered a gem, and there is definitely a space for astrotourism. We are thrilled with the gained support for Stellar Vista Observatory and their efforts to gain the funds for Phase 1 of their observatory. We rejoice in this opportunity for them!

Sincerely,

Anna Hosford
Event Director
Grand Circle Trailfest: Kanab, by Vacation Races

November 15, 2023

Subject: Letter of Support for Grant Application

Dear Committee,

I am writing this letter to express my wholehearted support for the grant application submitted by Stellar Vista Observatory to establish an observatory in Kanab. I have participated in Stellar Vista Observatory star parties and have had knowledgeable members of their organization speak in my high school classroom to hundreds of students, so I know first hand what an asset the observatory will be to our community. As a passionate advocate for education, environmental preservation, and community development, I firmly believe that this project holds immense potential for the region and its residents.

The proposed observatory presents a unique opportunity to provide invaluable educational experiences to students and the wider community. By offering hands-on learning opportunities, workshops, and lectures, the observatory will foster a deeper understanding and appreciation for astronomy, science, and the wonders of the universe. Students will have the chance to engage in celestial observations, conduct research, and develop critical thinking skills, thereby inspiring the next generation of scientists, engineers, and innovators.

Furthermore, the establishment of an observatory in Kanab with our naturally dark skies will undoubtedly attract astro-tourists from far and wide. This influx of visitors will not only contribute to the local economy but also create job opportunities and stimulate the growth of related industries such as hospitality, tourism, and local businesses. The observatory can serve as a hub for stargazing enthusiasts, astrophotographers, and researchers, drawing attention to the region's natural beauty and promoting sustainable tourism.

Preserving the night sky as a finite and invaluable resource is of utmost importance. In an era where light pollution is rapidly encroaching upon our natural environment, it is crucial to protect and conserve areas with dark sky designation. The proposed observatory will play a pivotal role in raising awareness about light pollution and its detrimental effects on wildlife, human health, and the overall ecosystem. By showcasing the beauty and significance of a pristine night sky, the observatory will inspire individuals and communities to adopt responsible lighting practices and contribute to the preservation of this precious resource.

Moreover, the observatory will provide captivating nighttime activities for residents and visitors alike. Through public stargazing events, astronomy festivals, and immersive experiences, individuals of all ages will have the opportunity to witness the wonders of the universe firsthand. These activities will not only foster a sense of awe and wonder but also promote social cohesion, community engagement, and a shared appreciation for the natural world.

In conclusion, I wholeheartedly support Stellar Vista Observatory's grant application for funding assistance to establish an observatory in a rural area with dark sky designation. The educational opportunities, astro-tourism potential, preservation of the night sky, and captivating nighttime activities that this project offers are invaluable to the region and its residents. I kindly request that you give this application your utmost consideration and support, as it has the potential to make a lasting positive impact on the community and the environment. Thank you for your time and attention. Should you require any further information or assistance, please do not hesitate to contact me. I eagerly look forward to witnessing the realization of this visionary project.

Sincerely,

Megan Smith

Jeana Jones
Kanab Elementary 2nd Grade Teacher
Kanab, UT 84741
jonesj@kane.k12.ut.us
11/16/2023

To Whom it may Concern,

I am writing to express my enthusiastic support for Stellar Vista Observatory's (SVO) plan to build a star observatory in our community. The initiative to create a dedicated space for astronomical observation aligns with my belief in the importance of scientific exploration and education.

I am impressed with Stellar Vista Observatory's dedication to the night sky and the knowledge they offer those that participate in their night viewing activities. As a second-grade teacher at Kanab Elementary School I have had the privilege to work with SVO over the last three years as they have participated in our annual 2nd Grade Moon Viewing party. They have helped us create an evening of amazement for our students. They have brought their equipment and expertise to each event and the students have been able to view spectacular images of the moon, stars, and several planets. Not only do we get to view the night sky, but we get the opportunity to learn from experts.

The establishment of a star observatory here in our community will undoubtedly contribute significantly to advancing our students, other community members and tourists alike in understanding of the night sky and fostering a greater appreciation for science within our community. As an educator, I see many programs that offer many opportunities for students in our area. Many of the classes offered are in sports; from football to ballet and everything in-between. There are also classes for theater and music. I love the idea of an educational piece to the observatory in that it can offer an outlet for students in the field of science. The new facility would add a valuable educational resource, inspiring students and the public alike to engage with astronomy and related fields.

In conclusion, I wholeheartedly endorse the Stellar Vista Observatory in their efforts to bring an observatory to our area. This project not only promises to contribute significantly to scientific knowledge but also has the potential to inspire and educate generations to come. I believe that supporting this initiative aligns with our shared commitment to the advancement of science, education, and community enrichment.

Sincerely,

Jeana Jones

To whom it may concern,

I am writing to express my strong support for the proposal to build an observatory in Kanab, Utah. As a resident of Kanab, I have witnessed firsthand the transformative power of stargazing and the profound impact it can have on people's lives. Kanab is an ideal location for an observatory. The pristine skies above Kanab offer unobstructed views of the cosmos, providing a window into the universe that is unparalleled in most parts of the world.

An observatory in Kanab would not only provide a world-class resource for astronomers and scientists, but it would also serve as a valuable educational tool for students of all ages. It would also attract visitors from around the world, who would come to Kanab to experience the awe-inspiring beauty of the night sky.

The economic benefits of an observatory in Kanab would also be significant. The construction and operation of the observatory would create jobs and boost the local economy. The observatory would also attract tourists, who would spend money on lodging, food, and other goods and services.

In addition to its economic and educational benefits, an observatory in Kanab would also have a profound cultural impact. It would instill a sense of wonder and awe in people of all ages, and it would inspire a deeper appreciation for the universe and our place in it.

I urge you to give your full support to the proposal to build an observatory in Kanab, Utah. This project has the potential to transform our community and bring joy and wonder to people from all over the world.

Sincerely,

Austin Walker

Science Teacher

To whom it may concern,

I am writing to express my support for Stellar Vista Observatory and the educational opportunities it provides for our local students. As a science teacher, I have witnessed firsthand the positive impact that Stellar Vista Observatory has had on the educational landscape in my classroom.

Stellar Vista Observatory's commitment to offering educational programs aligns seamlessly with our mission to cultivate a passion for learning and scientific inquiry among our students. The observatory's unique approach to hands-on learning experiences not only enhances the academic curriculum but also fosters a sense of curiosity and wonder in our students.

The interactive programs provided by Stellar Vista Observatory offer students the chance to engage with astronomy and related sciences in a real-world setting. These experiences go beyond traditional classroom learning.

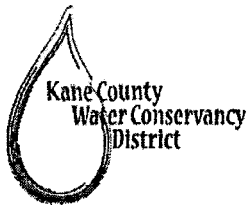
Exposure to astronomy and space sciences not only enhances students' understanding of the universe but also encourages critical thinking and problem-solving.

In a world where STEM (Science, Technology, Engineering, and Mathematics) education plays a pivotal role, institutions like Stellar Vista Observatory are invaluable. The observatory's dedication to providing accessible and engaging educational opportunities is commendable and aligns perfectly with our shared goal of nurturing the next generation of thinkers, innovators, and leaders.

Thank you for your commitment to fostering a love for science and learning in our community.

Sincerely,

Delaney Matheson
KHS Science Teacher



"Developing and protecting our water resources one drop at a time."

Aug. 9, 2023

Michael Noel
General Manager
Kane County Water Conservancy District
725 East Kaneplex Drive
Kanab, UT 84741

Re: Letter of Intent regarding Stellar Vista Observatory

TO WHOM IT MAY CONCERN:

I am Michael Noel, the General Manager for the Kane County Water Conservancy District (KCWCD). This letter is to affirm to you and your organization that the KCWCD has entered into a joint venture with the Stellar Vista Observatory (SVO) to construct and operate an observatory. KCWCD has committed to construct the observatory on KCWCD property surrounding the Jackson Flatt Reservoir in Kanab, Utah.

This area represents one of the most stunning and preeminent locations for dark sky observation and enjoyment in the nation. Through this partnership with SVO, we envision the creation of a state-of-the-art observatory facility that will serve as a local hub for educational programs, public events, and community engagement regarding the night sky. Your support is not just an investment in a building; it's an investment in the pursuit of knowledge and the cultivation of curiosity. It's a chance to foster a love for science among the young minds of our community, sparking a passion that could shape the future. It's an investment in the preservation of the dark sky for generations to come.

Thank you for considering this opportunity to be a part of something truly remarkable. Together, we can reach for the stars and bring the wonders of the universe closer to home.

Sincerely,

Michael Noel
General Manager
Kane County Water Conservancy District

AMANGIRI

Kane County Travel Council
78 South 100 East,
Kanab, UT 84741

Subject: Letter of Support for the Stellar Vista Observatory

Dear all,

I am writing on behalf of Amangiri Resort to express our wholehearted support for the proposed Stellar Vista Observatory in Kanab, UT. Our Resort has long been an advocate for the preservation and promotion of the unique natural wonders that make this region truly exceptional. We have been working for over 2 years with Rich Csenge on making stargazing an unparalleled experience for our guests.

The magnificent starry skies have become a hallmark of the region and a significant factor in attracting visitors seeking a genuine connection with nature and the cosmos. It is also an increasingly rare and valuable resource that must be protected. The establishment of a stargazing observatory would play a pivotal role in safeguarding this precious asset for future generations. It would not only enhance the tourism appeal of the area but also contribute significantly to the educational and cultural enrichment of the local community.

Thank you for your time and consideration. We trust that the realization of the Stellar Vista Observatory will contribute immeasurably to the enrichment of our community and the preservation of this extraordinary dark sky environment.


on behalf of

Audrey Huttert
General Manager