



**Regular Meeting**  
**Moab Tourism Advisory Board**  
Grand County Commission Chambers 125 East Center  
Street, Moab, Utah

3:00 PM

**AGENDA**  
**September 9, 2025**

**Zoom And Youtube Meeting Information**

**Join Zoom Meeting:**

<https://us02web.zoom.us/j/84013922560?pwd=Qbxjbarkaa0wjtygndb9won3nd7j4.1>

**Meeting ID: 840 1392 2560**

**Passcode: 135246**

**Call To Order**

**Citizens To Be Heard**

**Opening Items**

- **Welcome**
- **Introductions**
- **Conflicts Of Interest, Disclosures, Ex-Parte Communication**
- **Citizens To Be Heard**
- **Presentations, If Any**

**1. Board Member Reports**

**Discussion And Action Items**

**2. Consideration Of Future Agenda Items**

- 3. Mud Springs Mountain Bike Trail Update, Marketing Request**  
- Melissa Jeffers, Grand County Economic Development And Communication Lead  
- 4 Minutes

4. Special Events Grant Subcommittee Update
  - Review And Approve Goals, Application, Budget And Timelines
  - Howard, Brian And Discussion With Madden/Campstories
  - 15 Minutes
5. Expansion Of Moab Chamber Of Commerce Electric Lights Parade/Tree Lighting
  - Potential Action Item To Approve Funding/Agency Involvement
  - Brian, Ali/Campstories
  - 2 Minutes Each
6. Review 2026 Opportunities
  - [America 250](#), 60Th Jeep Safari, [World Cup](#)
  - Potential Action Items To Assign Agency Review Inclusion In 2026 Media Plan
  - Wendell/Madden
  - 2 Minutes Each
7. Madden Update On Audience Profiles
  - Madden
  - 5 Minutes
8. MTAB Goals Revisions With New Timelines
  - Wendell
  - 2 Minutes
9. 'Who Is Moab' Reelcreative Video Project Update
  - Ali
  - 2 Minutes
10. Gravel Adventure Field Guide Review And Potential Approval
  - Ali
  - 5 Minutes
11. New MTAB Member Action Item
  - Formally Approve Opening Application Process For New MTAB Member
  - Wendell
  - 2 Minutes
12. 2026 TRT Mitigation Application Update
  - Wendell
  - 2 Minutes
13. Discuss And Approve Budget For November In-Person Visits/Events With The Utah Office Of Tourism And Moab's Creative Agencies
  - Mick
  - 5 Minutes

14. Airport Billboard Update
  - Howard
  - 2 Minutes
15. Camp 4 + Tourist Scope Of Work Document Review
  - 5 Minutes
16. MOT And Moab To Monument Valley Film Commission 2026 Budget Review
  - 30 Minutes
17. November 11 MTAB Meeting Date Change (Currently Falls On Veterans Day Holiday)
  - 1 Minute
18. Director's Report
  - 10 Minutes

## **Adjourn**

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees are encouraged to contact the County two (2) business days in advance of these events. Specific accommodations necessary to allow participation of disabled persons will be provided to the maximum extent possible. T.D.D. (Telecommunication Device for the Deaf) calls can be answered at: (435) 259-1346. Individuals with speech and/or hearing impairments may also call the Relay Utah by dialing 711. Spanish Relay Utah: 1 (888) 346-3162

It is hereby the policy of Grand County that elected and appointed representatives, staff and members of the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees may participate in meetings through electronic means. Any form of telecommunication may be used, as long as it allows for real time interaction in the way of discussions, questions and answers, and voting.

At the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees any citizen, property owner, or public official may be heard on any agenda subject. The number of persons heard and the time allowed for each individual may be limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute time limit per person to allow maximum public participation. Upon being recognized by the Chair, please advance to the microphone, state your full name and address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings.

Requests for inclusion on an agenda and supporting documentation must be received by 5:00 PM on the Tuesday prior to a regular Commission Meeting and forty-eight (48) hours prior to any Special Commission Meeting.

**Information relative to these meetings/hearings may be obtained at the Grand County Commission's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.**

Department Managing Process (TBD)

Contact Details (TBD)

Website Link (TBD)

### Special Event Marketing Grant

Please answer the questions below and return this application as a Word document or Google Doc to (TBD) Note that your application will only be considered complete when you submit the application along with an Intent to Apply (ITA). The link to submit your ITA can be found [here](#).

1. Name of event:
2. Event dates(s):
3. Event location(s), time(s), and duration:
4. Applicant:
5. Contact phone number:
6. Business mailing address:
7. Website address if applicable and associated social media/promotional sites:
8. Is this a 'Low Impact' or 'High Impact' Event? (refer Grand County Ordinance [8.16.060](#))
9. How many years has the event taken place?
  - a. Has this event previously been held in Grand County?
  - b. If so, how many years in Grand County?
10. Please complete and submit a budget spreadsheet with the following:
  - a. Funding request and estimated budget breakdown
  - b. Intended use of grant funding and how it will impact your event goals
11. Brief description of event, including the overall purpose of the event:
12. Anticipated attendance:
13. What percentage of attendees do you anticipate being residents of Grand County?
14. What percentage of attendees do you anticipate being overnight visitors?
15. Anticipated number of room nights generated:
16. Additional economic impact:
17. How will your event incorporate local economic sustainability and responsible recreation?
18. Have you submitted an ITA through Eproval (link above)? If so, what is the status of your ITA?

I understand that this application, as well as my Intent to Apply, may become part of the public record and will be shared with various County staff, boards, and the County Commission.

QUESTIONS? Please contact: (TBD)





## **Campstories, LLC Statement of Work**

### **Project: Moab Holiday Tree Lighting & Satellite Media Tour**

This Statement of Work (“SOW”) is entered into pursuant to the Public Relations Services Agreement dated August 29, 2025 (the “Agreement”) between Campstories, LLC (“Agency”) and Moab Office of Tourism (“Client”). Except as expressly provided herein, all terms and conditions of the Agreement shall remain in full force and effect.

### **1. Project Description**

Agency will manage and support Client’s execution of the Moab Holiday Tree Lighting activation and accompanying Satellite Media Tour (“SMT”).

Agency’s services will include:

- Coordination with BLM or other parties, and Client on final tree/site selection and logistics
- Development of creative messaging, positioning, and talking points
- Production of photo/video content during test-lighting (November, 2025)
- Satellite Media Tour strategy, media market selection, and pitching (targeting Denver, Colorado Springs, Grand Junction, Salt Lake City, Phoenix, Austin, Dallas, Houston, San Antonio, and stretch markets including Los Angeles and New York City)
- Coordination of SMT bookings, scriptwriting, and delivery
- On-site media management for official lighting
- National earned media outreach to complement SMT
- Post-event follow-up and recap

### **2. Deliverables**

- Messaging framework, and media advisory
- Content capture (photo/video) during November test-lighting
- Confirmed SMT schedule and station placements
- Script and talking points for interviews
- On-site coordination and management
- Post-event recap report with confirmed contacts, coverage highlights, and future media opportunities

### **3. Timeline**

- September 2025 – Scout location and align on final setup
- November 2025 – Test-lighting and content capture
- Early December 2025 – SMT execution in target markets
- Early December 2025 – Official Lighting Event (in coordination with Moab Holiday Electric Light Parade and Rockefeller Center lighting week)

#### 4. Fees & Expenses

Item	Fee
Pre-event planning, creative development, media market strategy, outreach, and coordination	\$10,200
Test-lighting content capture (photo/video production), including shoot management and creative direction	\$7,500
Satellite Media Tour coordination, onsite management, pitching, and follow-up	\$6,800
Satellite Media Tour, paid placement, broadcast stations	\$48,000
Travel, meals, lodging, supplies, other out-of-pocket expenses	\$7,000
<b>Total project fee</b>	<b>\$79,500</b>

Equipment (solar generator, lighting) will be provided in-kind by GoalZero / BioLite and is not included in this budget.

#### 5. Additional Services

Any services requested by Client outside the scope defined in this SOW will require a separate written agreement and additional fees.


#### 6. Authority

This SOW shall be incorporated into the Agreement as of the date last signed below.

CAMPSTORIES, LLC

Name: Campbell E. Levy

Title: CEO

Signature: 

Date: August 29, 2025

MOAB OFFICE OF TOURISM

Name:

Title:

Signature:

Date:

Meet the

# Family Traveler (Primary Market)

**Households with children under 18 in the household who have taken a leisure trip in the past 12 months and live in the Primary markets.**

- Comprising 17.1M households with children under 18, this audience is driven by influence, stimulation, and a desire for authority.
- Messaging should emphasize prestige, adventure, and confident decision-making to resonate with this assertive demographic.
- Platforms like Instagram, TikTok, and YouTube are essential touchpoints, with food, health, and lifestyle content leading engagement.
- They are mostly married women aged 25–44 with moderate income and spend over 20 hours per week online.

## Addressable Audience: 17.1M

### Demographic Information:

Female **59%**  
Age 25-44 **66%**  
Median Income **\$90,041**  
Some College **32%**  
Married **56%**  
1-3 Children **91%**

### Key Places to Reach Them:

Instagram  
YouTube  
TikTok  
Snapchat  
Pinterest

### Top Content:

Food & Drink  
Health & Fitness  
Entertainment & Lifestyle  
Travel

### Hours Online Per Week:

36% 20+ Hours

### Top Values:

Influence  
Stimulation  
Authority

### Messaging Recommendations:

Importance & Prestige  
Adventure & Excitement  
Confident & Assertive

### Top Streaming Platforms:

Apple TV  
YouTube TV  
ESPN+  
HBO Max w/ Ads

Meet the

# Family Traveler – Young Kids (Primary Market)

**Households with children under the age of 12 in the household who have taken a leisure trip in the past 12 months and live in the Primary markets.**

- This subset seeks excitement and is motivated by themes of prosperity, influence, and stimulation.
- Messaging that is assertive, commanding, and prosperity-driven will resonate best.
- The audience is active on Instagram, Facebook, and TikTok, often engaging with food and entertainment content.
- With slightly lower income than the broader family market, they still maintain high digital activity—55% spend over 10 hours online weekly.

**Addressable Audience: 7.5M**

## Demographic Information:

Female **65%**  
Age 25-44 **66%**  
Median Income **\$81,962**  
Some College **37%**  
Married **57%**  
2 or 3 children **37%**

## Key Places to Reach Them:

Instagram  
Facebook  
YouTube  
TikTok  
Snapchat  
Pinterest

## Top Content:

Food & Drink  
Entertainment & Lifestyle  
Health & Fitness

## Hours Online Per Week:

55% 10+ Hours

## Top Values:

Authority  
Stimulation  
Influence

## Messaging Recommendations:

Assertive & Commanding  
Adventure & Excitement  
Importance & Prosperity

## Top Streaming Platforms:

YouTube TV  
Disney+ w/ Ads  
Hulu w/ Ads  
Peacock Premium w/o Ads

## Meet the Family Traveler – Teenagers (Primary Market)

**Households with children between the ages of 13 and 18 in the household who have taken a leisure trip in the past 12 months and live in the Primary markets.**

- Representing 5.8M households, these families are influenced by pleasure and stimulation, and value amusement in messaging.
- The audience includes a high proportion of married women aged 25–44 with teens at home, earning around \$85K.
- Social media and video platforms like YouTube and ESPN+ are key to reaching them, especially through content centered on food, fitness, and sports.
- Over half of this segment spends more than 10 hours per week online.

**Addressable Audience: 5.8M**

### Demographic Information:

Female **60%**  
Age 25–44 **73%**  
Median Income **\$85,342**  
Some College **35%**  
Married **66%**  
2 or 3 children **68%**

### Key Places to Reach Them:

Instagram  
Facebook  
YouTube  
TikTok  
Snapchat  
Pinterest

### Top Content:

Food & Drink  
Health & Fitness  
Sports

### Hours Online Per Week:

51% 10+ Hours

### Top Values:

Authority  
Stimulation  
Pleasure

### Messaging Recommendations:

Assertive & Confident  
Inventiveness & Excitement  
Amusement & Fun

### Top Streaming Platforms:

ESPN+  
YouTube TV  
Disney+  
Hulu

Meet the

# Multi-generation al Travelers (Primary Market)

Travelers who identify family time as being a driver for vacations, who also seek an adventurous vacation and live in the Primary markets.

- A 5.9M strong audience prioritizing family bonding through adventurous travel experiences, with a skew toward high-income, post-grad educated men.
- Messaging that highlights adventure, power, and happiness appeals to this segment's need for stimulation and influence.
- Facebook, YouTube, and Instagram are prime channels, while streaming choices favor Apple TV and HBO Max.
- These travelers are highly affluent (median income \$152K) and heavy digital users—52% spend 20+ hours online weekly.

## Addressable Audience: 5.9M

### Demographic Information:

Male **63%**  
Age 25-44 **56%**  
Median Income **\$152,346**  
Post-grad Degree **41%**  
Married **68%**  
No Children Under 18 **38%**

### Key Places to Reach Them:

Instagram  
Facebook  
YouTube

### Top Content:

Travel  
Finance News  
Health & Fitness  
Food & Drink

### Hours Online Per Week:

52% 20+ Hours

### Top Values:

Stimulation  
Influence  
Pleasure

### Messaging Recommendations:

Adventure & Excitement  
Importance & Power  
Amusement & Happiness

### Top Streaming Platforms:

iTunes / Apple TV  
Apple TV+  
ESPN+  
HBO Max (w/o ads)



## Meet the Retired Travelers (Primary Market)

**Travelers who are retired and seeking adventure and nature and live in the Primary markets.**

- Comprising 4.1M retirees, this group seeks dependable, secure, and proper experiences in nature and travel.
- Messaging should emphasize trust, stability, and freedom to align with their values.
- Facebook and Nextdoor are the most effective platforms to engage them, often through news, finance, and sports content.
- With 87% married and 84% aged 65+, this demographic also boasts high digital consumption, with 60% online for over 20 hours per week.

**Addressable Audience: 4.1M**

### Demographic Information:

Female **53%**

Age 65+ **84%**

Median Income **\$87,739**

College Degree **40%**

Married **87%**

No Children Under 18 **100%**

### Key Places to Reach Them:

Facebook

Nextdoor

### Top Content:

News

Weather

Sports

Finance News

### Hours Online Per Week:

60% 20+ Hours

### Top Values:

Duty

Security

Dependability

### Messaging Recommendations:

Accountable & Proper

Freedom & Stability

Trust & Honesty

### Top Streaming Platforms:

Netflix

Amazon Prime Video

Paramount +

Peacock Premium



## Meet the Weekend Warriors (Drive Market)

Travelers who live in the drive markets, are under 35, like to travel on weekends to do adventurous things - such as hiking, campaign, ATVs, national parks. Drive markets.

- A younger, drive-market segment of 508K travelers under 35 who are adventure seekers, interested in hiking, national parks, and ATVs.
- Adventure, cleverness, and indulgence-focused messaging is most effective for this stimulation and pleasure-driven audience.
- Platforms like Instagram, TikTok, and Reddit are where they engage with health, lifestyle, and entertainment content.
- With nearly half spending 40+ hours online weekly and a median income of \$92K, this group is a digitally immersed cohort.

**Addressable Audience: 508K**

### Demographic Information:

Female **59%**  
Age 25-34 **72%**  
Median Income **\$92,272**  
Some College **59%**  
Married **52%**  
2 or 3 Children **47%**

### Key Places to Reach Them:

Instagram  
YouTube  
Snapchat  
TikTok  
Reddit

### Top Content:

Entertainment & Lifestyle  
Health & Fitness  
Food & Drink

### Hours Online Per Week:

44% 40+ Hours

### Top Values:

Stimulation  
Creativity  
Pleasure

### Messaging Recommendations:

Adventure & Variety  
Innovation & Cleverness  
Amusement & Indulgence

### Top Streaming Platforms:

YouTube TV  
Discovery + w/o ads  
Hulu w/o ads  
Paramount + w/o ads

# Meet the Outdoor Adventure (Primary Market)

**Travelers who seek outdoor adventure experience and who have taken a leisure trip in the past 12 months and live in the Primary markets.**

- A 10M audience dominated by men aged 25–44 who value stimulation, influence, and pleasure, and prioritize exciting and prestigious travel experiences.
- Marketing should spotlight innovation, indulgence, and high-energy experiences to align with this group's adventurous spirit.
- With a preference for Reddit, Instagram, and YouTube, this segment consumes a mix of travel, fitness, and finance content.
- Digital activity is robust—48% spend 20+ hours online per week—and their median income is strong at \$114K.

## Addressable Audience: 10M

### Demographic Information:

Male **68%**  
Age 25–44 **61%**  
Median Income **\$114,112**  
Some College **35%**  
Married **54%**  
No Children Under 18 **39%**

### Key Places to Reach Them:

Instagram  
YouTube  
Reddit  
X  
Facebook

### Top Content:

Finance News  
Travel  
Health & Fitness  
Food & Drink

### Hours Online Per Week:

48% 20+ Hours

### Top Values:

Stimulation  
Influence  
Pleasure

### Messaging Recommendations:

Inventiveness & Excitement  
Prosperity & Prestige  
Indulgence & Amusement

### Top Streaming Platforms:

iTunes / Apple TV  
Apple TV+  
YouTube TV  
Disney + w/o ads

Meet the

# Nature Lover (Primary Market)

Travelers who seek sustainable experience with nature and who have taken a leisure trip in the past 12 months and live in the Primary markets.

- Representing 4.1M travelers, this segment is drawn to sustainability, creativity, and nature-centric travel experiences.
- Messaging should emphasize conservation, originality, and eco-conscious adventure.
- Platforms like YouTube, Reddit, and X are key to reaching this highly educated (46% post-grad) and affluent audience (median income \$163K).
- With 70% having no children under 18 and 59% aged 18–34, they show strong alignment with nature-oriented, high-quality content.

**Addressable Audience: 4.1M**

## Demographic Information:

Female **53%**  
Age 18-34 **59%**  
Median Income **\$163,612**  
Post-grad Degree **46%**  
Married **53%**  
No Children Under 18 **70%**

## Key Places to Reach Them:

Instagram  
YouTube  
Reddit  
X

## Top Content:

Travel  
Health & Fitness  
Finance News

## Hours Online Per Week:

38% 20+ Hours

## Top Values:

Stimulation  
Creativity  
Nature

## Messaging Recommendations:

Adventure & Variety  
Innovation & Originality  
Safekeeping & Conservation

## Top Streaming Platforms:

iTunes/Apple TV  
Apple TV+  
HBO Max w/ ads  
Disney+ w/o ads

**MOAB TOURISM ADVISORY BOARD**  
**2025 GOALS**  
**Sub Committee Notes**

1. Support MOT to have growth at 6% using taxable sales, TRT revenues, and Kem C Gardner research
  - We can measure our goals by January 2026
2. Timeline for milestones:
  - MTAB Recommendation Letter with budget reviewed in August before budget season
  - RFP for Agency of Record and PR firm as soon as possible
  - Agency reports completed by September for a potential Winter campaign and the following Spring and Summer campaigns
3. Guidelines for TRT mitigation requests, review Special Event Grant guidelines
  - Develop a formal process for funding requests for mitigation
4. Director biannual report to commission, February and August
  - Comprehensive report including past and future marketing campaigns and analyses

## 'Who is Moab'

Talent

Filming Sept. 29-Oct. 13

Edited products by December; Final product by February

### ARTIST:

1. **Serena Supplee**

- a. Longtime Moab resident since 1982; 40+ years as a professional artist; deep connection to the Colorado River and canyon landscapes; creates from boats in the landscapes, mixes life as river guide with artistic practice; respected mentor in the Moab arts community; co-founded a studio, contributes to the growth of Moab's art culture; creates both paintings and sculptures tied to the region with highly visible impact; reliable and personable with strong presence; represents Moab's balance of adventure and creativity.

### OHV:

1. **Dave Hellman**

- a. Moab resident since 2002; grew company from \$1,000 startup in a garage to multiple employees; 12+ years of professional guiding experience; still personally leads tours daily; passionate about showcasing Moab's backroads through Arches and Canyonlands; deeply connected to Moab's off-road culture. He's an authentic and emotional storyteller, dedicated to giving visitors inspiring experiences.

### RAFTING:

1. **James Tockstein**

- a. Moved to Moab in 2021; outdoor industry professional with 10 years of experience; embraces rafting, biking, and off-road sports; found community and belonging in Moab after initial intimidation; passionate about Moab's accessibility and backyard trails; values experiences over money or status, connected with local organizations like the Moab Museum and Youth Garden Project; highlights community-driven lifestyle

### CYCLING:

1. **Tyler and Kaleigh Welch**

- a. Kaleigh Welch is a 7th-generation Moab family, deep local roots dating back to 1883 pioneers; founded a family-run business in 2021; operates across 250-mile radius of Moab. Tyler is a pro-level rider, Kaleigh rides and represents accessibility for beginners. Entire family actively rides including their children; they love Moab's adventurous outdoor lifestyle.



# who is Moab

---

Thursday, March 27th, 2025

Creative Services Proposal | Prepared for Moab Office of Tourism by reelCreative



# objectives + target audience

- **Objectives:**

- Produce a four-part “Who is Moab” mini-documentary series that brings the Moab community to life through the personal stories of its most engaging ambassadors—those who interact with visitors every day, such as artists, raft guides, climbing instructors, and local business owners.
- Encourage visitors to stick around longer and really dive into what makes Moab so special—its depth, beauty, and culture.

- **Target Audiences:**

- Return visitors of Moab area
- Arches & Canyonlands National Park visitors



# tone

- Our approach centers around crafting a sincere, cinematic portrait of each featured Moab local—capturing them in their element, with a lens focused on what makes their connection to Moab so special.
- We would like the audience to share in each character's dedication and achievements in a profoundly authentic manner.
- Each film will celebrate stories rooted in Moab—stories you can't find anywhere else—inviting viewers to experience the soul of the region through the people who shape it.



# music + sound

- Each film will resonate with the authentic sounds of Moab.
- Experience the emotional highs and lows in a raw and genuine audio landscape.
- We aim to record the real sounds, embracing the natural rhythm.
- An authentic audio experience aims to fully immerse viewers in each story.

# who we are

**Innovative Storytellers:** We reimagine storytelling through creative & engaging visual media that delivers results.

**Experienced Team:** With hundreds of films produced, we use our diverse experience to bring stories to life.

**Full-Service Production:** From concept to execution, we handle every aspect of the creative process with precision and passion.

**Dedicated:** We are a team of creators who deeply care about making each project stand out. We take a long-term approach with all clients and are very invested in the work we create.



# recent work

enjoy  
**illinois**

STARVED ROCK  
*Hikers*

HERITAGE  
CORRIDOR  
DESTINATIONS

- **reelCreative 2025 showreel**

[Click here for trailer](#)

- **'Ice Climbers of Starved Rock' Short-Film**

[Click here for trailer](#)

- **'T83 - Brad + Jane Deckert' Sizzle Reel**

[Click here for trailer](#)

**ICE CLIMBERS**  
OF STARVED ROCK



# investment

## **Deliverables At a Glance**

- Creative
- Pre-Production
- Cinematography
- Post-Production
- Social media distribution guidance

## **Total Investment: \$19K-\$24K**

- Complete breakdown in written proposal.



# thank you.



## reelCreative

[reelcreativeco.com](http://reelcreativeco.com)

**Matthew Klein**

815.993.2270

[matthew@reelcreativeco.com](mailto:matthew@reelcreativeco.com)

**Connor Broderick**

815.451.9212

[connor@reelcreativeco.com](mailto:connor@reelcreativeco.com)

**Kyle Petersen**

815.303.4402

[kyle@reelcreativeco.com](mailto:kyle@reelcreativeco.com)

All photos featured in this deck were captured by our team within the past two years. If you'd like access to any of the images for use, feel free to reach out—we'd be happy to share.



## INDEPENDENT CONTRACTOR AGREEMENT

This **INDEPENDENT CONTRACTOR AGREEMENT** is effective this 15 day of July 2025 (“Effective Date”) by and between **Grand County**, a political subdivision of the State of Utah, located at 125 E. Center Street, Moab, UT 84532 (the “County”) and reelCreative, an Illinois limited liability company located at 259 N 2569 road, Peru, IL. 61354 (the “Contractor”).

### WITNESSETH

WHEREAS Contractor is willing to provide services to County as an Independent Contractor, and County is willing to accept services from and compensate Contractor for said services subject to this Agreement;

NOW THEREFORE, in consideration of the mutual promises and covenants set forth in this Agreement, County and Contractor agree as follows:

#### 1. SERVICES.

- a. Contractor herewith agrees to perform the following services, as more particularly described in the Scope of Work following, referred hereto as the “Services”:

The objective is to plan and execute a production that the County can use to showcase all that Moab has to offer through a video series focusing on unique figures in the Moab community.

*Contractor specific deliverables are as follows:*

1. Four edited “Who is Moab” mini-doc videos each 1:00 - 2:00 minutes in horizontal and vertical formats. Videos will be provided in a 16x9 and 9x16 aspect ratio in .MOV and .MP4 formats;
2. Non-exclusive rights to raw video files;
3. Music licenses (Digital) for client use in background of edited videos;
4. Embed capabilities to publish edited videos on website(s) of Client’s choice;
5. Social media distribution guidance

*The Contractor will provide the following:*

1. If requested (no additional charge), outdoor aerial cinematography by part 107 certified drone pilot(s) in accordance with all federal requirements and regulations;\
2. Up to 8 full consecutive days of filming by 2-3 videographers.
3. Edited videos at any resolution up to 4K in an H.264 codec;
4. Music licenses for client use in background of edited videos;
5. License to footage previously acquired by Company;
6. If requested (no additional charge), branding with Client’s logo in edited videos.

The final product will be delivered via an online download link.

Approved \_\_\_\_\_

- b. The County agrees to obtain and provide any necessary filming or activity permits and cover the associated costs.

The Parties acknowledge that they may amend and modify the Project Deliverables only through written Amendment, which shall be attached to this Agreement and incorporated herein upon mutual execution.

2. PROJECT SCHEDULE. Contractor shall complete the Services on the following schedule (the "Project Schedule"):

Contractor will work with County to film/photograph, edit, and deliver all deliverables within 60-90 days from the final date of filming. Contractor will work with County to review and make revisions to edited videos within a period of 30 days from the date of Client's initial receipt. Thus, the project schedule is estimated to be as follows:

- September/October 2025: Contractor in Moab filming. Final dates will be determined by Contractor and County depending on Party schedules.
- October/November/December 2025: Contractor editing videos
- January 2026: Contractor revising videos
- February 2026: Work Product finalized

Contractor shall use commercially reasonable efforts to meet the Project Schedule, and the County agrees to cooperate in good faith to allow Contractor to meet the Project Schedule in a timely and professional manner.

The Parties acknowledge that they may amend and modify the Project Schedule only through written Amendment, which shall be attached to this Agreement and incorporated herein upon mutual execution.

In the event of inclement weather possibly affecting a shoot, Contractor will provide a recommendation; however, the decision to reschedule will be the County's. In the event of a shoot being rescheduled due to inclement weather, County will not incur any additional filming charges, only any additional Contractor travel costs arising directly from the change.

3. TERM OF AGREEMENT. Subject to Section 2, this Agreement shall begin on the Effective Date and shall expire on or before the first to occur; Contractor completing the delivery schedule or six months from agreement execution.

4. PAYMENT.

- a. Compensation. County shall pay Contractor, and Contractor shall accept from County, in full payment for the Services under this Agreement, the following compensation: \$24,000 (the "Compensation"). The County shall pay Contractor

for the Services on a project basis not to exceed the Budget included in the attached as **Exhibit A**. Contractor shall invoice the County on the following schedule:

\$5,000 upon signing  
Remaining \$19,000 upon project completion

The County shall pay all invoices within thirty (30) days of invoice date.

If necessary, County will also cover any character compensation costs up to \$2,000.

5. **PROFESSIONAL LICENSES & COMPLIANCE WITH LAWS.** Contractor shall obtain and be responsible for all occupational and professional licenses and permits required to perform the Services prior to the commencement of the same. Further, Contractor shall comply with all federal, state, and local laws, ordinances and regulations governing the Services.
6. **CONTRACTOR, DEFINED.**
  - a. Independent Contractor. Contractor is and shall always be an independent contractor with respect to the Services performed hereunder. Contractor accepts full and exclusive liability for the payment of any and all premiums, contributions, or taxes for workers compensation, Social Security, unemployment benefits, or other employee benefits now and hereinafter imposed under any state or federal law which are measured as wages, salaries or other remuneration paid to persons employed by Contractors on work performed under the terms of this Agreement.
  - b. No Third-Party Beneficiary. Nothing contained in this Agreement, nor any act of the County or Contractor, shall be deemed or construed to create any third-party beneficiary or principal and agent association or relationship involving the County. The Contractor has no authority to take any action or execute any documents on behalf of the County.
  - c. Miscellaneous. As used herein, Contractor shall include all owners, members, shareholders, directors, officers, agents, employees, heirs, assigns, and subcontractors of Contractor. All Contractor's employees engaged hereunder shall be at least 18 years of age. Further, the County reserves the right to remove employees of Contractor or Subcontractor engaged hereunder for substandard work, gross negligence or intentional disregard for county property, or drug or alcohol use.
  - d. This Section shall survive expiration or termination of this Agreement.
7. **OWNERSHIP RIGHTS.** Contractor understands and agrees that the Work Product created by Contractor hereunder is for the County's sole and exclusive use. The County shall be the sole and exclusive owner of all right, title, and interest in and to such Work Product for



its purposes, including the right to use, reproduce, alter, modify, edit, or change the Work Product as it sees fit. Notwithstanding the foregoing, Contractor retains a non-exclusive, perpetual right to use and reproduce the Work Product, in whole or in part, for its own portfolio, promotional purposes, and internal use, including but not limited to inclusion on Contractor's website, social media, marketing materials, and industry award submissions. Contractor also retains the right to publicly display and release the Work Product in such contexts, provided that such use does not imply County endorsement or breach any confidentiality obligations. This Section shall survive expiration or termination of this Agreement.

8. **CONFIDENTIALITY.** All designated confidential information disclosed by the County to the Contractor hereunder shall be kept confidential by Contractor. In such event, Contractor agrees to use all reasonable precautions to ensure that all such confidential information is properly protected and kept from unauthorized persons or disclosure. This Section shall survive expiration or termination of this Agreement.

9. **REPRESENTATIONS AND WARRANTIES.**

- a. Contractor represents and warrants to the County that Contractor is free to enter into this Agreement and that Contractor's performance hereunder shall not conflict with any other Agreements to which Contractor may be a party. Contractor further represents and warrants to the County that the Work Product is unique and original, is clear of claims or encumbrances, and does not infringe on the rights of any third parties. Contractor shall comply with all federal, state, and local laws, ordinances and regulations governing the Services. This Section shall survive expiration or termination of this Agreement.

10. **INSURANCE.**

- a. General. Prior to Contractor's commencement of the Services and during the term of this Agreement, Contractor shall carry the following insurance with an insurance company which maintains an A.M. Best rating of "A-" or better:
  - i. *Commercial General Liability* with coverage not less than \$1 million each occurrence with a \$2 million combined single limit. Such insurance shall cover liability arising from premises, operations, independent contractors, product-completed operations, personal and advertising injury, and liability assumed under an insured contract (including the tort liability of another assumed in a business contract). There shall be no endorsement or modification of the Commercial General Liability form arising from pollution, explosion, collapse, underground property damage, or work performed by Contractors;

ii. *Professional Liability* with coverage of not less than \$1 million each claim and \$2 million aggregate

b. Certificates of Insurance. Each Certificate of Insurance shall be attached hereto as ***Exhibit B*** and provide the following: a) designation of the County as an Additional Insured; and b) an endorsement for Waiver of Subrogation. Early cancellation or termination of the County's coverage hereunder shall constitute default.

c. Survival. This Section shall survive expiration or termination of this Agreement.

11. BREACH. As used herein, Breach shall mean any failure to by a party hereunder to perform any of its obligations under this Agreement, including but not limited to: Contractor's failure to commence or otherwise perform the Services in accordance with the provisions of this Contract, Contractor's failure to use an adequate amount or quality of personnel or equipment to complete the Services without delay, a party's adjudication as bankrupt, assignment of this Agreement for the benefit of its creditors, insolvency, or any party's failure to make prompt payments required hereunder, including Contractor's payments to its subcontractors, materialman, or laborers.

## 12. TERMINATION OF AGREEMENT.

a. By the County. In the event of Contractor's Breach hereunder, the County may, after giving the Contractor three (3) days' written notice, terminate this Contract and take possession of the Services. Upon receipt of such notice, Contractor shall cease operations and terminate existing subcontractors and purchase orders to the extent directed in the notice and complete such portions of the Services and take all actions to mitigate any losses and damages arising from the termination, as specified in the notice. Upon termination pursuant to this Section, the Contractor shall be entitled to receive, as full and final compensation for the Services, the Contract Sum attributable to the Services properly performed prior to the effective date of termination to the extent not previously paid and reasonable and necessary termination expenses for demobilization (subject to the County's receipt of supporting documentation acceptable to the County) and the ratable proportion of the Contractor's profit earned as of that date, provided, however, that the total amount paid to Contractor pursuant to this Section shall not exceed the Compensation.

b. By the Contractor. Contractor shall have the right to terminate this Contract in the event the County has failed, without cause, to make payment required hereunder, or the Project has been suspended for more than sixty (60) days; however, provided that such suspension is not the result of acts of force majeure or acts or omissions of the Contractor.

- c. Effect of Termination. In the event of termination under this Section, this Agreement (other than those Sections which survive termination, as stated herein), shall forthwith become wholly void and of no further force and effect; provided, however, that nothing herein shall relieve any party from liability for willful Breach of this Agreement.
13. **INDEMNIFICATION**. The Services performed by Contractor shall be at the risk of Contractor exclusively. Contractor hereby agrees to indemnify, defend, and hold harmless the County, its officers, agents, officials, and employees from and against any and all actions, causes of action, claims, demands, damages, expenses, costs, fees, or compensation (whether known or unknown, in law or equity) arising out of or resulting from the acts or omissions, negligent or otherwise, of the Contractor or any of its officers, employees, agents, subcontractors, or persons under its control in connection with the performance of this Agreement. This indemnification shall not apply to the acts or omissions of the County, its officers, officials, agents, or employees. This Section shall survive expiration or termination of this Agreement.
14. **FORCE MAJEURE**. Neither party shall be responsible or liable for any failure or delay in the performance of its obligations hereunder arising out of or caused by, directly or indirectly, forces beyond its control ("Force Majeure"), including, without limitation, strikes; work stoppages; acts of war or terrorism; civil or military disturbances; nuclear or natural catastrophes or acts of God; global, state-wide or local pandemics; state-wide or local states of emergencies which cause travel or movement restrictions; and interruptions or malfunctions of utilities, communications or computer (software and hardware) services; provided, however, that each party shall use reasonable efforts consistent with accepted practices in their respective industries to resume performance as soon as practicable under the circumstances. This Section shall survive expiration or termination of this Agreement.
15. **ENTIRE AGREEMENT**. This Agreement together with its exhibits contains the complete Agreement concerning the contracted service arrangement between the parties and shall, as of the effective date hereof, supersede all other Agreements between the parties. The parties stipulate that neither of them has made any representations with respect to the subject matter of this Agreement or any representations including the execution and delivery of this Agreement except such representations as are specifically set forth in this Agreement and each of the parties acknowledges that they or it have relied on its own judgment in entering into this Agreement. The Parties further acknowledge that any payments or representations that may have been made by either of them to the other prior to the date of executing this Agreement are of no effect and that neither of them has relied thereon in connection with their or its dealings with the other. The Contractor may subcontract out a portion of the work to another party only with the express written permission of Grand County. It is acknowledged that any Agreement between the Contractor and Subcontractor is not binding on Grand County.

16. **MODIFICATION OF AGREEMENT.** Any modification of this Agreement or additional obligation assumed by either party in connection with this Agreement shall be binding only if evidenced by writing signed by each party or an authorized representative of each party.
17. **NO ASSIGNMENT.** This Agreement is not assignable without the written consent of the Parties.
18. **DISPUTES.** Should any disputes arise with respect to this Agreement, the Contractor and the County agrees to act immediately to resolve any such disputes. Time is of the essence in the resolution of disputes. The Contractor agrees that the existence of a dispute notwithstanding, it will continue without delay to carry out all its responsibilities under this Agreement in the accomplishment of all non-disputed work, any additional costs incurred by the Contractor or County as a result of such failure to proceed shall be borne by the Contractor; and the Contractor shall not make a claim against the County for such costs.
19. **CHOICE OF LAW.** It is the intention of the parties to this Agreement that this Agreement and the performance under this Agreement, and all suits and special proceedings under this Agreement, be construed in accordance with and under and pursuant to the laws of the State of Utah and that, in any action, administrative action, special proceeding or other proceeding that may be brought arising out of, in connection with, or by reason of this Agreement, the laws of the State of Utah shall be applicable and shall govern to the exclusion of the law of other forums. Any such action shall be brought in the 7<sup>th</sup> Judicial District, State of Utah, Grand County. This Section shall survive expiration or termination of this Agreement.
20. **NO WAIVER.** The failure of either party to this Agreement to insist upon the performance of any of the terms and conditions of this Agreement, or the waiver of any breach of any of the terms and conditions of this Agreement, shall not be construed as thereafter waiving any such terms and conditions, but the same shall continue and remain in full force and effect as if no such forbearance or waiver had occurred.
21. **SEVERABILITY.** The invalidity of any portion of this Agreement for any reason with not and shall not be deemed to affect the validity of any other provision. In the event that any provision of this Agreement is held to be invalid, the parties agree that the remaining provisions shall be deemed to be in full force and effect as if they had been executed by both parties subsequent to the severing of the invalid provision.
22. **UNDERSTANDING AND EFFECT OF AGREEMENT.**
- a. Parties acknowledge that they have been advised to consult legal counsel and have had the opportunity to consult with legal counsel prior to entering into this Agreement.
  - b. Parties warrant that they enter into this Agreement with full knowledge of the meaning and future effect of the promises, releases and waivers contained herein.

- c. Parties warrant that they have entered into the releases and waivers contained in this Agreement voluntarily and that they make them without any duress or undue influence of any nature by any person.

23. PARAGRAPH HEADINGS. The titles to the paragraphs of this Agreement are solely for the convenience of the parties and shall not be used to explain, modify, simplify, or aid in the interpretation of the provisions of this Agreement.

24. ATTORNEYS' FEES AND COSTS. In the event of dispute hereunder, the prevailing party, as determined by a court of competent jurisdiction, shall recover its attorneys' fees and costs incurred to enforce this Agreement.

25. DUTY OF NOTIFICATION. Upon filing for bankruptcy or insolvency proceeding by or against the Contractor, whether voluntary or involuntary, or upon appointment of a receiver, trustee, or assignee for the benefit of creditors, the Contractor shall immediately notify the County.

IN WITNESS WHEREOF, this Agreement is effective on the date first indicated above.

<u>Matthew Klein</u>	<u>Matthew Klein, Owner</u>	<u>06.29.25</u>
Contractor's Signature	Printed Name of Contractor and Title	Date

<u>Bill Winfield</u>	<u>Bill Winfield</u>	<u>2025-07-16</u>
County Signature	Chair, Grand County Commission	Date

ATTEST:

<u>Gabriel Woytek</u>	<u>2025-07-16</u>
Grand County Clerk/Auditor	Date

---

### Contact Information

#### Contractor's Contact Information

Name: Matthew Klein  
Title: Owner  
Address: 259 N 2569 road. Peru, IL. 61354  
Phone:  
Fax: N/A  
Email: matthew@reelcreativeco.com

#### County's Assigned Project Manager

Name: .  
Title:  
Address:  
Phone:  
Fax:  
Email:

Approved \_\_\_\_\_

# Audit trail

## Details

FILE NAME	ICA.reelCreative.revised 06.27.25 signed.pdf - 7/15/25, 7:12 PM
STATUS	<span>●</span> Signed
STATUS TIMESTAMP	2025/07/16 16:11:36 UTC

## Activity

 SENT	dvanhorn@grandcountyutah.gov <b>sent</b> a signature request to: <ul style="list-style-type: none"><li>• Gabriel Woytek (gwoytek@grandcountyutah.gov)</li><li>• Bill Winfield (bwinfield@grandcountyutah.gov)</li></ul>	2025/07/16 01:12:13 UTC
 SIGNED	<b>Signed</b> by Bill Winfield (bwinfield@grandcountyutah.gov)	2025/07/16 15:08:26 UTC
 SIGNED	<b>Signed</b> by Gabriel Woytek (gwoytek@grandcountyutah.gov)	2025/07/16 16:11:36 UTC
 COMPLETED	This document has been signed by all signers and is <b>complete</b>	2025/07/16 16:11:36 UTC

The email address indicated above for each signer may be associated with a Google account, and may either be the primary email address or secondary email address associated with that account.



## WHAT WE DO

Gravel Adventure Field Guide is a pocket-sized travel cycling guidebook with curated routes, including QR codes that link to digital GPS live navigation.

Art, short stories, and a local business section enhance the storytelling of a destination that elevates the community's culture, history and scenery to inspire visitation and grow the outdoor recreation economy.

We have a comprehensive marketing strategy to promote your town as a gravel bike destination, including leveraging our collectible field guide, website, short film, social media, and targeted partnerships with regional bike shops and national cycling content platforms to reach traveling cyclists. Our goal is to connect with gravel cycling enthusiasts in surrounding cities, towns, and states, and across the country to showcase your town as a must-ride gravel bike destination.

We collaborate with the community to use existing public unpaved road and trail infrastructure to promote a destination. This knowledge is shared with the destination and surrounding areas through a custom distribution plan that drives awareness and visitation.

**Benefits to Local Businesses:** Promotes your town as a gravel cycling destination, and generates significant economic impact through downtown spending. Gravel cyclists tend to spend more money than other types of tourists, which generates revenue for local restaurants, hotels, and shops. Additionally, gravel cycling tourism creates new businesses and jobs that better serve destination recreation and tourism offerings.

### CURRENT FIELD GUIDES:

- TRINIDAD, CO
- PATAGONIA, AZ
- BEND, OR
- OGDEN/ENVE GRODEO, UT
- PUEBLO, CO
- SAN LUIS VALLEY, CO
- ROANOKE, VA
- LAS CRUCES, NM
- FRUITA/PALISADE, CO
- BELLINGHAM, WA
- HUERFANO COUNTY, CO
- AMC MAINE WOODS, ME
- RIDGWAY/WEST END, CO
- SANTA FE COUNTY, NM
- SAN JUAN COUNTY/FOUR CORNERS, NM
- ELY, WHITE PINE COUNTY, NV
- ANGEL FIRE/RATON, COLFAX COUNTY, NM

### NEXT LOCATIONS:

- STATE COLLEGE, HAPPY VALLEY, PA
- SUSQUEHANNA RIVER VALLEY, PA
- CRESTED BUTTE/GUNNISON COUNTY, CO







## WHAT WE DELIVER

---

[graveladventurefieldguide.com](http://graveladventurefieldguide.com)

---

### DELIVERABLES:

All the content we create is handed back to you for open use on your city and collaborating non-profit websites to help build your *Things to Do / Gravel Cycling* profile to engage this growing audience in outdoor tourism.

Route Collaboration / Digital Way-finding / GPS & GPX links and files

Book Design and Illustrations:

Cover & Back Cover, Map intro Art, The 11 maps with icons and way-finding, book layout and design

Print and Web Content:

5 to 7 Short Stories plus a longer Feature, Route Descriptions & Local Business Listing Section

PR: Writing and delivering the Media Release to the top cycling networks:

Radavist (reach 217,000) / VeloNews (reach 91,100) / Bikepacking (reach 265,000)

Launch Event and additional digital advertising opportunities are available

Short Film: We produce a short film to capture everyone's attention and highlight your gravel roads:

Video will be ready for AD Buys, and include sound design and broadcast ready color.

Includes the Script & Storyboard / Talent & Per Diem / Film & Post: 2 minute film with a 30 second social media teasers

Content on our website: Short Film, Stories, Photo Gallery, Maps and GPS links

With supporting posts to our Instagram account

Includes Printing: 9,000 to 24,000 books: 68 pages, full color, 4" X 5.375" pocket sized field guide. About \$1 each.

If you choose to print more books, or re-print at a later date we ask for +20% on the print invoice.

Distribution: Custom distribution plan to reach your audience in surrounding states. About 1/2 of the printed books are delivered into your feeder communities to a select list of partnering bike shops and cafes. This ensures your field guide into the right hands. Budget includes 4 to 6 days drive time distribution plan w/hotel and day rate.

Budget Goal: \$65,000 to \$85,000 See next page for Budget Option details.

Source Funding: Local Tourism Budget, State/Fed Grants, Cycling Industry Ads.

Production Schedule is around 4 to 5 month after Budget Approval: See next page for details.

---



## BUDGET OPTIONS

---

[graveladventurefieldguide.com](http://graveladventurefieldguide.com)

---

### BUDGET OPTIONS:

Premium Content: \$65,000 to \$69,000

- 9,000 to 14,000 printed field guides.
- All content From the book is on our website and we supply all content back to you for your Things To Do Cycling Section.
- We collaborate on a curated list of Local Businesses who get a complimentary listing to boost the local economy.
- 6 to 8-pages for Local Business Section.
- GAFG sells 6-pages of Cycling Industry Full Page Ads and or Advertorial to help fund the project.

Max Content: \$69,000 to \$87,000

- 10,000, 14,000 or 25,000 printed field guides.
- All content From the book is on our website and we supply all content back to you for your Things To Do Cycling Section.
- You allocate 2, 4 or 6-pages from the Local Section to become pages for an additional Local Story.
- The 6-pages from Cycling Full Page Ads are used by your town for a longer Feature Story, full page photos and additional content as we omit outside advertising from the field guide.

### SCHEDULE:

Guidebook & GAFG Website Production: On-boarding meeting to printed books: 4 to 5 months.

Available Start: Fall 2026 / Spring - Summer 2027

On-boarding Trip / Production: Summer 2026

Distribution: TBD

Release Date: TBD

### CONTACT:

Juan DelaRoca

Editor in Chief / Co-Founder

[juan@graveladventurefieldguide.com](mailto:juan@graveladventurefieldguide.com)

Stephen Beneski

Creative Director / Co-Founder

[stephen@graveladventurefieldguide.com](mailto:stephen@graveladventurefieldguide.com)

# Work Order



DATE: September 15, 2025  
CLIENT: Moab Office of Tourism  
PROJECT: Comprehensive Brand Strategy, Identity Development and Implementation  
VERSION: V2

This Scope of Work (this "SOW") is issued pursuant to the Independent Contractor Agreement ("Agreement") between Camp4 Collective, LLC ("Camp4") in partnership with TOURIST, a DBA of Lo and Behold LLC ("TOURIST") (collectively, the "Agency") and Grand County, Utah acting through the Moab Office of Tourism ("MOT", "Client") and constitutes the scope of services under the Agreement.

## DESCRIPTION

The Moab Office of Tourism and the Agency partnership of Camp4 Collective and TOURIST will collaborate to develop and implement a comprehensive brand strategy, identity, and activation that furthers Moab's reputation as a domestic and international destination with a wide range of travel experiences. This integrated approach will promote visitor experiences that are welcoming, extraordinary, and sustainable for the small town that supports them.

The Agency will provide an Integrated Marketing Team (IMT) approach, coordinating and integrating all marketing tools into one seamless effort built around one core idea that lives across all communications. The fees under this SOW will cover strategic development, creative ideation, brand identity development, content production, and implementation across all touchpoints.

## PHASED APPROACH

The Agency will provide services across three distinct phases, and this scope will outline Services, Deliverables, and Timing/Objectives by each phase:

- Phase I - Discovery, Research & Insights
- Phase II - Brand Strategy & Identity Development
- Phase III - Brand Activation & Implementation

# PHASE I: DISCOVERY, RESEARCH & INSIGHTS

## A. INCLUDED SERVICES

### Define the Opportunity

- Kickoff Meeting to identify barriers, challenges, and opportunities and could include Subcommittee and Campstories/Madden.
- Establish shared brand ambition and alignment across all stakeholders
- Clarify project goals and success metrics
- 2-3 hour meeting with up to 10 key participants identified by MOT, plus Camp4 & TOURIST teams

### Materials Audit and Review

- Travel and tourism data and projections analysis
- Tax collection, visitation, and economic data review
- Historical audiences, geographic markets, media buys, marketing campaigns evaluation
- Budget and allocation analysis
- Travel guides, collateral, creative, media and channels audit
- Recent news, reputation and brand perception assessment
- MOT to supply all materials to be reviewed

### Competitive Audit and Landscape Review

- Identify key competitors and similarly situated destinations (up to 3 competitors to be identified by MOT). Dimensions of competitive review to include analysis of key activities (hike, MTB, raft, off-road) and niche vertical tourism.
- Recent destination branding projects and industry trends analysis (up to 3 competitors to be identified by MOT)
- Current and potential stakeholder and community partnerships review (up to 3 competitors to be identified by MOT)
- State and surrounding counties' marketing efforts analysis (up to 3 competitors to be identified by MOT)
- Social media, reviews, UGC content listening to surface current narratives and sentiment
- Destination weddings: cursory evaluation of destination wedding feasibility, messaging assessment and understanding of where it might fit in our overall brand campaign strategy

### Stakeholder and Ethnographic Research

- Lead conversations with stakeholders including local constituents, city government, local nonprofits, local businesses, state tourism office, film commission. (Up to 10 30-min one-on-one interviews, subjects to be jointly identified by MOT and C4/TOURIST, conducted remotely and recorded). Agency to make in-person contact with interviewees during Trip 1 as best as possible prior to remote interviews.
- Two multi-day immersion trips to Moab for deep cultural understanding
  - Trip 1 for team immersion, kickoff, some in-situ intercepts, and establishing targets for interviews and porchlight sessions. Attended by full Camp4/TOURIST teams. Ideally scheduled for week of October 13th. Prior to 1st immersion trip, Agency to send over list of possible categories of people to include in stakeholder interviews and porchlight sessions.

- Trip 2 for more targeted, formal research, intercepts and porchlight sessions), attended by Steve, Alex, ethnographer. Ideally scheduled for late the week of Nov 3rd going into week of Nov. 10, for Nov 12 board meeting.
- Attend all-hands November in-person meetings with Madden and Campstories. Attend November board meeting in-person and present. Co-host community open house event. Objectives and plan for board meeting and open house event to be outlined in kick-off meeting.
- "Porchlight Sessions": Two community roundtables of 6-10 locals each, held in backyards and living rooms for honest conversation and local insight
- On-the-ground observation: embedding in community, visiting local gathering spots, attending events
- Intercepts: Visitors—Up to 10 short, casual conversations with a wide range of visitors for real-time reactions.
- Intercepts: Locals—Up to 10 short, casual conversations with key locals, which could include but is not limited to shop owners, service workers, civic leaders, residents, artists, tribal representatives
- Community immersions: Shopping at local stores (both those frequented by locals, and those by tourists), experiencing recreation in key activity verticals, experiencing daily life.

### **Synthesis and Strategic Development**

- 2-3 weeks post-trip synthesis and analysis
- Human truths and perceptual gaps identification
- Cultural and emotional insight development
- Strategic opportunity mapping

## **B. PHASE I DELIVERABLES**

- Strategic summary deck (up to 30 pages) including the following:
  - Research Summary: Complete ethnographic and stakeholder insights documentation, including community sentiment analysis
  - Insight Report: Comprehensive synthesis of human truths, perceptual gaps, and strategic opportunities
  - Visitor Archetypes: 3-5 detailed psychographic profiles grounded in emotional motivators (e.g., escapists, seekers, adventurers) with seasonal behavior patterns
  - Brand Truth Framework: Clear articulation of what Moab truly represents, including core dualities and brand tensions
  - Opportunity Map: Priority areas where the brand can evolve and grow, with strategic recommendations
  - Competitive Landscape Analysis: Detailed positioning analysis of up to 3 key competitor destinations with perceptual mapping
- Preliminary Findings Presentation: Remote presentation at December 9th board meeting of high-level strategy findings to confirm direction with stakeholders. Final Findings Presentation: In-person presentation of the above strategic summary deck for stakeholder alignment and project direction setting on January 13.
- Organized Asset Library: Comprehensive audit of existing creative assets, tagged, categorized, and prepped for creative use with recommendations for retirement and new organizational system like Google Photos.

## C. PHASE I - PROJECT TIMELINE & OBJECTIVES

### Phase I : October - December 2025

- a. **Objective:** Uncover the emotional, cultural, and perceptual forces shaping Moab today to inform a rebrand that is authentic, future-facing, and locally rooted.
- b. **Key Milestones:**
  - October: First community immersion trip & Kickoff Meeting
  - October: Stakeholder interview video calls
  - October/November: Materials audit and competitive analysis
  - November: Second immersion trip with Porchlight Sessions and additional ethnographic research, community open house, all-hands agency meetings and board meeting presentation.
  - December: Synthesis period and insight development
  - January: Strategic findings presentation to stakeholders

## PHASE II: BRAND STRATEGY & IDENTITY DEVELOPMENT

### A. INCLUDED SERVICES

#### Define Visitor Archetypes & Experience Priorities

- Group visitors by mindset, intent, and emotional drivers (e.g., Soul-Seeker, Rugged Minimalist)
- Build 3-5 detailed psychographic profiles with seasonal and emotional context
- Map visitor journey scenarios to identify moments that matter most
- Design experience priorities across the complete visitor lifecycle

#### Create Brand Positioning & Messaging

- Synthesize research into actionable brand truths, differentiation and opportunity
- Define Moab's brand positioning through emotional territory
- Establish promise, purpose, attributes, values, key performance indicators
- Establish personality, brand story, voice

#### Brand Narrative Executions

- Communication guidelines based on brand voice with do/don't examples
- Craft key messaging matrix for activity verticals (up to 10 key and niche verticals, which could include but are not limited to film tourism, destination weddings, geology, dinosaur history, ecology, off-roading, mountain biking, hiking, rafting)
- Create difficulty systems (beginner, intermediate, advanced) for 4 key activity verticals (MTB, hiking, rafting, off-roading) and accompanying narratives
  - MOT will help provide resources for classification guidance
- Build messaging framework for peak and off-season positioning

Create one platform-agnostic, master 5-7-day itinerary for each of the 3-5 visitor archetypes that could then be used in multiple ways.

#### Visual Brand Identity Development

- Develop comprehensive visual identity based on place, culture, and strategic positioning
- Create flexible design tools for varied applications across all touchpoints
- Present two separate visual identity options in round 1, refine the chosen direction in round 2 to include:
  - Versatile and responsive logo system with primary mark and variations for different applications
  - Modular stock typography system for various brand expressions

- Comprehensive color palette with seasonal and thematic variations
- Iconography system including custom map(s) and wayfinding elements
- Photography direction, style, and visual storytelling approach

### **Campaign Concept Development**

- Develop 2 distinct hero campaign concepts each with its own strategic and creative approach, intent is to decide to move forward with 1, creating an umbrella campaign, with variations tailored to different audiences while maintaining a consistent tagline and general creative direction.
- Refine chosen campaign direction with comprehensive off-season strategy extension
- Validate campaign concepts with stakeholder input through share out of creative concepts with board and/or commission tentatively around April.
- Refined concept to include video script, and other ad-like objects that could include but are not limited to print, OOH, digital, social, non-traditional ideas.
- *Note: while part of Phase II, campaign conceptualizing will not begin until there is an approved brand identity, i.e. until Brand Positioning & Messaging, and Visual Identity have been final signed off.*

### **Off-Season Content Capture**

- Plan and execute Initial Asset Shoot (January/February - 1 day, small team)
- Capture early winter/spring content to be later incorporated into chosen campaign
- Final assets to be delivered with later main asset shoot.

## **B. PHASE II DELIVERABLES**

- Visitor Archetypes & Experience Design: 3-5 comprehensive psychographic profiles with experience design implications, journey mapping, and seasonal considerations
- Brand Positioning and Messaging Platform: Written brand foundation and emotional territory including brand promise, purpose, 3-4 attributes, 3-4 values, personality, voice, and brand story.
- Narrative Executions:
  - Communication guidelines by brand voice with do/don't examples.
  - Key messaging matrix for up to 10 verticals (film tourism, geology, weddings, adventure sports),
  - Seasonal messaging framework.
  - Difficulty rating system. Written itineraries: 3 each (one at each difficulty level) for new visitor archetypes (9-15 total).
- Visual Identity: Comprehensive design system based on chosen direction, including:
  - Logo suite with primary mark and all necessary variations
  - Complete typography system with hierarchy and usage guidelines
  - Color palette with seasonal and thematic variations
  - Iconography library reflecting local landmarks, culture, and tourism services.
  - Wayfinding elements adaptable across physical and digital platforms.
  - Branded Slide Deck and Business Card templates.
- Photography & Visual Storytelling Guide: Up to 10 pages, includes direction on mood and tone, capture guidelines for three categories (place-first, people-first, and details), post-processing guidelines including color grading and effects style, cropping and aspect ratio guidelines. Before and after examples included for clarity.
- Brand Guide: Culmination of visual identity, photography, positioning and messaging deliverables, compiled into a utilitarian PDF guide (30-40 pages) for MOT staff, partner agencies,

local businesses and other collaborators to use the brand consistently and confidently. Complete application guidelines for use across all channels. Includes digital asset package (logos, icons, templates in AI, EPS, SVG, PNG, JPG).

- Campaign Concepts Development:
  - Round 1: Two distinctive hero campaign directions with strategic rationale and creative exploration.
  - Round 2: Refined final campaign concept with comprehensive off-season extension strategy.

## **C. PHASE II - PROJECT TIMELINE & OBJECTIVES**

1. **Phase II: January - March 2026**
2. **Objective:** Bridge insight with action, building a creative for the future that ensures cohesion across audience, messaging, and design.
3. **Key Milestones:**
  - January: Visitor archetype/audience development
  - January: Brand positioning and messaging
  - February/March: Initial asset shoot (1 day, winter content)
  - February: Visual identity system development
  - February: Brand narrative executions
  - March: Brand guide creation
  - March/April: Campaign concepting

## **PHASE III: BRAND ACTIVATION & IMPLEMENTATION**

### **A. INCLUDED SERVICES**

#### **Produce & Execute Ad Campaign**

- Execute main asset shoot (May - 3 days, full team, on-location)
- Produce digital video deliverables for both peak and off-season campaigns
- Create various Ad-Like Objects for both peak and off-season extensions, which could include but are not limited to extensions like digital, OOH, or print
- Develop campaign messaging system mapped by audience segment and season
- Produce campaign toolkit with all campaign assets and guidelines
- Creative communications strategy (tease, launch, sustain)
- Coordinate campaign launch across all channels and touchpoints

#### **Refresh Discover Moab website**

- Refresh official Moab tourism website with focus on story, simplicity, and itinerary planning
- Restructure website navigation and user experience to appeal to new visitor archetypes
- Perform design and content audit of existing site
- Create new site map with restructured site architecture
- Implement new branding elements across master pages, working in collaboration with Simpleview and Madden to design, implement and publish across master pages
- Refresh design and rewrite content for up to 9 pages

#### **Relaunch Owned Content Ecosystem**

- Perform audit of Outdoor Adventure Guide use cases and functionality



- Based on audit findings, either refresh current guide with new cover, introductory and section header copy, updated brand look and feel throughout, and incorporation of new rating system tags; or propose alternate guide solution and apply agency hours to execute that alternate solution.
- Write authoritatively about the area for Outdoor Adventure Guide integration
- Update Discover Moab's social media channels (Facebook, Instagram, Youtube) to reflect new brand positioning and visual identity
- Develop a 3-month owned content calendar and strategy for Moab's organic social channels, aligned with brand messaging, seasonal patterns, and campaign timing, which includes up to two posts total per week for the three months but used across these three social channels.

#### **Activate the Brand in Physical Space**

- Refresh the Moab Information Center with branded signage, messaging, and interpretive elements
- Design and deliver brand-aligned visuals for up to 10 kiosks, one airport sign, possible highway signage, and up to 5 local billboards. Concept and design branded merchandise and promotional products.

## **B. PHASE III DELIVERABLES**

**Ad Campaign Production & Execution:** Creative development and production of core campaign assets that reflect the new brand identity and positioning. Final media plan will be led by Madden Media, and asset development will align with their placement strategy.

- Madden paid media needs:
  - Main Marquee Images by Audience - terminology varies by platform but main images - 1080 x 1080 | 680x400 | 320x480 | 1200 x 1520 | 720 X 300 | 960 x 200
  - Display banner ad set - 160 x 600 | 300 x 600 | 300 x 250 | 728 x 90 | 970 x 90 | 970 x 250 | 300x50
  - HTML Ads square and rectangle: 200 x 200 | 240 x 400 | 250 x 250 | 250 x 360 | 300 x 250 | 336 x 280 | 580 x 400
  - Skyscraper: 120 x 600 | 160 x 600 | 300 x 600 | 300 x 1050
  - Leaderboard: 468 x 60 | 728 x 90 | 930 x 180 | 970 x 90 | 970 x 250 | 980 x 120
  - Mobile: 300 x 50 | 320 x 50 | 320 x 100"
  - Social ads for Reddit and Pinterest
  - Video ads
    - :6 second direct cutdowns - 16:9 | 4:3
    - :15 second direct cutdowns - 16:9 | 4:3
    - :30 second - 16:9 | 4:3
  - Does not include paid media optimizations since media will be running in 2027.
- Brand Film: 2 x 30-second brand film edits (one for peak season and one for off-season) optimized for broadcast and digital placements
- Social Media Content: 3 x :15s social edits with platform-specific optimization, 6 x :06 social edits for niche audience messaging.
- Campaign photography suite: Up to 120 finished, licensed images for use across web, social, print, and out-of-home formats. Could include licensing of existing images.
- Messaging System: Core messaging framework for campaign launch, including: campaign narrative statement, 10–12 ad headlines for peak season, and 4-6 for off-season extension, call-to-action (CTA) banks for primary and off-season messaging

- Ad Executions: Up to 10 executions of ad-like objects across a mix of formats:
  - Digital / paid social: up to 6 distinct ads in a range of sizes each
  - Print: up to 2 distinct ads in two sizes each
  - Out-of-home: up to two distinct ads in 2 formats each (e.g., billboard, transit, poster)
  - *Note: This allocation is fixed. If high-effort formats are prioritized we will rebalance remaining formats to stay within scope.*
- Campaign Toolkit: Final campaign assets delivered as an organized toolkit, including: art direction and layout guidance for future extensions, final video and still assets, sized and formatted for use, campaign messaging system, file delivery structure optimized for media and PR teams

**DiscoverMoab.com Website:** Refresh of the Discover Moab website, aligning content, design, and structure with the new brand positioning and identity, while working within the functional and visual constraints of the Simpleview CMS. Final implementation will be coordinated with Simpleview.

- Website Audit: Audit of current website structure, design, and content to identify redundancies, UX friction points, and outdated elements.
- Updated Site Architecture: Revised sitemap and navigation structure aligned with newly defined visitor archetypes and trip-planning behaviors.
- Brand Application Implementation: Application of the new brand identity—including color palette, typography, visual style, and voice & tone—across homepage and key page templates, implemented within the design constraints of the Simpleview CMS.
- Page-Level Refreshes: Design and content refresh for up to 8 high-impact pages. Final pages to be identified in collaboration with client and Simpleview.
- Implementation Support: Collaboration with Simpleview and/or Moab’s technical partner to support layout application, content population, and final QA of brand integration. Agency is not responsible for back-end development or technical troubleshooting.

#### **Owned Content Ecosystem:**

- Summary analysis of current printed Outdoor Adventure Guide and recommendations moving forward
- *Either* refreshed current guide with new branding, new cover, intro and section header messaging and inclusion of difficulty rating tags, *or* alternative solution based on approved recommendations
- Owned content calendar & strategy framework: 3-month calendar and modular strategy for Moab’s organic social content across Instagram and Facebook, aligned with the brand launch and seasonal visitor behavior.
  - Monthly content themes with seasonal/campaign tie-ins
  - Sample weekly cadence of up to two posts per week (post types, tone, and CTAs)
  - Integration prompts for collaboration with media and PR partners
  - Editable planning doc for internal use, cadence aligned with seasonal patterns and visitor behavior
- Social Channel Rebrand—updated Instagram, Facebook, and YouTube profiles to align with new brand positioning and visual identity.
  - Refreshed profile imagery and bios to reflect brand voice and visuals
  - Incorporation of new logo and visual system to highlight covers, and banner graphics
  - Updated “About” copy, bios, and link-in-bio guidance
  - Recommend pinned posts and highlight structure to reflect new priorities

### **Environmental Brand Integration:**

- Arrival Point Brand Extensions—Cohesive set of brand expressions for up to 10 downtown kiosks, airport signage, and potential highway gateway signage). Deliverables include messaging, layout design, and visual recommendations tailored to each location.
- Merchandise and Promotional Products —which could include but is not limited to decals, stickers, apparel (shirts, hats) and promotional products (pins, mugs, water bottles) Deliverables include messaging, layout design, and visual recommendations tailored to each piece.

**Local Business Brand Toolkit & Community Launch:** A practical suite of tools and templates to help Moab's business community align with and benefit from the new brand, including:

- Brand Overview & Messaging Guide: A concise explainer tailored for local business owners, introducing the new brand, its purpose, and how they can participate.
- Co-Branding Local Toolkit : Clear do/don't rules for combining local business identities with the Moab brand, including logo lockups, tone of voice, and usage permissions.
- Community Messaging Guide: A short, friendly guide designed for locals that explains what the brand is, why it matters, and how it helps preserve Moab's identity while welcoming thoughtful visitors.

## **C. PROJECT TIMELINE & PHASE OBJECTIVES**

1. **Phase III: April - Aug 2026 Objective:** Launch and operationalize the new Moab brand across every touchpoint, ensuring it is experienced consistently, vividly, and meaningfully by all audiences.
2. **Key Milestones:**
  - April: Environmental branding and visitor center design
  - May: Website redesign and content development
  - May: Main asset shoot (3 days, full production)
  - May/June: Hero campaign production and digital asset creation
  - June: Ad campaign executions and campaign toolkit creation
  - June: Media and PR launch coordination
  - July/Aug: Campaign launch and community activation
  - Aug: Ongoing support

## **COMMUNICATION & COLLABORATION APPROACH**

### **A. Integrated Marketing Team (IMT) Philosophy**

The Agency operates under an Integrated Marketing Team approach, ensuring seamless coordination between Camp4 Collective and TOURIST as a unified team. This approach prioritizes:

- One core strategic idea driving all campaign communications; media, public relations, and advertising
- Consistent messaging across all touchpoints and channels
- Integrated selection of the most relevant channels for maximum impact
- Planning for desired consumer takeaway, not just media impressions

### **PR & Media Agency Collaboration:**

- IMT Coordination: collaborative sessions with MOT's contracted PR and media agencies to ensure unified brand strategy execution

- Seasonal Campaign Alignment: Coordination support for seasonal storytelling and media timing across all agency partners
- Creative Asset Sharing: Campaign photography, video content, and brand materials provided to support PR and paid media initiatives

#### **B. Communication Cadence**

- Weekly IMT Coordination Calls: Regular collaboration sessions including MOT stakeholders, Camp4+TOURIST team, and MOT's contracted PR and media agencies as needed to ensure unified strategy execution
- In-Person Strategic Collaboration: Phase I research sessions and community engagement conducted on-location in Moab
- Creative Presentation Sessions: In-person presentations for all major Phase II creative deliverables and campaign concepts
- Quarterly Strategic Reviews: Alignment sessions on project progress, market shifts, and strategic adjustments
- Ad-Hoc Consultation: Available for additional meetings as needed (not to exceed 1 per week beyond regularly scheduled meetings)

#### **C. Stakeholder Engagement Protocol**

- Single point of contact system, for relaying collaborative feedback and approvals, for efficient project coordination
- Compiled, prioritized feedback delivery according to project schedule
- All necessary stakeholder approvals coordinated according to timeline
- Immediate notification of any conditions that may impact project completion

## **WORKFLOW/REVISIONS**

- For brand concept presentations, Client will have 2 rounds of revisions after initial presentation
- Additional creative work beyond agreed revisions will be subject to change order at the blended hourly rate of \$150.00 per hour + 20% agency fee.
- Agency will provide change orders for approval in writing before additional work commences
- Weekly status meetings will be conducted throughout all phases
- In-person strategic and creative presentations will be held in Moab as outlined in project calendar

## **CHANGE ORDERS AND OUT OF SCOPE REQUESTS**

In the event that MOT alters the scope of this agreement by requesting deliverables not outlined above, exceeding agreed revision rounds, or materially changing timeline or delivery dates after approvals, the Agency will provide a change order for written approval before any out of scope work commences.

#### **Fixed Budget Agreement**

The Agency and Client agree that this project shall be governed under a fixed budget agreement in accordance with AICP standards. Under this structure, the Agency shall have the authority to manage and adjust budget allocations as necessary throughout the duration of the Agreement in order to fully deliver all agreed-upon deliverables.

## FEES

### Phase I : Discovery, Research and Insights

Service Fee: \$90,000

Hard Costs: \$20,000

Phase I Total: \$110,000

### Phase II: Brand Development

Service Fee: \$192,750

Hard Costs: \$95,000

Phase II Total: \$287,750

### Phase III: Brand Implementation

Service Fee: \$211,800

Hard Costs: \$135,000

Phase III Total: \$346,800

**TOTAL PROJECT FEE: \$744,550**

## PAYMENT TERMS

A deposit equal to twenty-five percent (25%) of the total approved budget (\$744,550.00) will be invoiced upon execution of this Agreement, with payment due upon receipt. The remaining seventy-five percent (75%) of the budget will be invoiced on a net thirty (30) basis as follows: twenty-five percent (25%) upon completion of Phase 1, twenty-five percent (25%) upon completion of Phase 2, and the final twenty-five percent (25%) upon completion of the full scope of work and delivery of all final deliverables to the Client.

## INVOICING SCHEDULE

1. Oct. 1, 2025: 25% (186,137.50) Deposit payment due upon receipt
2. Jan. 15, 2026: 25% (186,137.50) Phase I completion payment, net 30
3. Apr. 15, 2026: 25% (186,137.50) Phase II completion payment, net 30
4. Aug. 14, 2026: 25% (186,137.50) Phase III completion payment, net 30

## DEPENDENCIES AND ASSUMPTIONS

1. Services are defined as:
  - a. the professional time, expertise, and effort provided by Agency staff in connection with the agreed-upon deliverables. This includes, but is not limited to:
    - i. Account management
    - ii. Strategic planning and consultation
    - iii. Creative concept development
    - iv. Copywriting and design
    - v. Project management
2. Hard costs are defined as:
  - a. Travel expenses
  - b. Market research and testing expenses

- c. Photography and video production (e.g., talent, crew, permits, locations, set design, props, wardrobe, cameras, lighting)
  - d. Post-production (e.g., editing, animation, motion graphics, sound design, color correction)
  - e. Licensing (e.g., stock photography, stock video, music, fonts, software)
3. Production estimates to be provided for approvals to breakdown hard hosts expenses, capped at overall production budget.
4. Fabrication and printing costs are not included within this scope.
5. Client will ensure all necessary stakeholders are available for review meetings and community engagement sessions
6. Client will provide a single point of contact for project coordination and stakeholder approvals
7. Client will provide written feedback compiled from all stakeholders according to project schedule
8. All final files will be provided via secure, encrypted file sharing platform
9. Non-celebrity talent costs are included in production hard costs
10. Music licensing for original/non-celebrity compositions are included; extraordinary music licensing will be passed through at cost
11. Third-party fees and licenses, if pre-approved, will be passed through at cost
12. Agency will assign key personnel as outlined in proposal and will not perform services for direct competitors during engagement term

## 11. KEY PERSONNEL

### Core Leadership Team:

- Steve Barry - Account Director : Lead account management, client coordination, and project oversight
- Alexandra Fuller - Creative Director : Creative leadership, brand strategy, and community integration
- Ben Peters - Strategy Director : Strategic development, cultural insight, and visitor research
- Tim Kemple - Executive Creative Director : Content direction, production oversight, and visual storytelling
- A. Nigh Herndon - Design Director : Visual identity development and brand system design
- Heidi Gress - Senior Producer : Production management and project coordination

### Extended Expedition Team:

The Agency utilizes an "expedition approach" bringing specialized experts for each phase. We may decide to bring in additional specialized support team members as needed. The following details additional team members that could be involved at each phase.

### Discovery Phase Support:

- UX Specialist - for visitor journey mapping and user experience research
- Copywriter - for content strategy and messaging development
- Ethnographer/Strategist - for community research
- Sydney Myers - Creative Designer for visual research and competitive analysis

### Brand Development Support:

- Rachel Jorgensen - Senior Copywriter
- Eric Osborn - Graphic Designer
- Dustin Condley - UX & Developer
- Elpitha Tsoutsounakis - Experience & Architectural Designer

**Implementation & Production/Operations Support:**

- Grant Maner - Editor & Director
- Blake Hendrix - Outdoor DP & Visual Artist
- Ian Dzilenski - Filmmaker & Photographer
- Nathan McBride - Aerial Cinematographer
- Taylor Beckman - Project Manager
- Jessica Kunzer-Pearson - Managing Director

DRAFT

Expenditure	Description	Amount	Notes	Total	\$2,267,366.11
<b>ADMINISTRATION</b>					
\$403,898 budgeted in 2025		\$403,898.00			
			<b>Total Salaries</b>	<b>\$403,898.00</b>	
\$169,954 budgeted in 2025		\$169,954.00			
			<b>Total Overtime</b>	<b>\$169,954.00</b>	
Conde Nast Traveler	Renews annually on Dec. 30	\$13.06	Magazine subscription		
Outside Magazine	Renews annually on Dec. 31	\$89.99	Magazine subscription		
Wall Street Journal	Renews annually on Sept. 6	\$129.00	Magazine subscription		
Utah Travel Industry Association (UTIA)	Renews annually in November	\$600.00			
International Inbound Travel Association (IITA)	Renews annually on July 1	\$695.00	Longtime member; IITA insights letters		
U.S. Travel Association	Jan 1-Dec. 31 membership	\$3,800.00	Zoe Locke, membership@ustravel.org; webinars, research and insights; discounts to IPW and ESTO; membership is \$3,800 for organizations with a revenue range of \$2.5-\$4.9M		
Outdoor Industry Association	September - September membership	\$3,000.00	New in 2026; Andrew Sayre, asayre@outdoorindustry.org; leader in recreation data; Outdoor participation trends report; Outdoor retail sales, brand benchmarking; share with Madden and Camp4		
			<b>Total Dues &amp; Memberships</b>	<b>\$8,327.05</b>	
TravMedia IMM, Jan 22 in NYC - Ali & Campbell	CampStories estimate	\$3,850.00			
GoWest, March 31-April 4 in Las Vegas - 1 person	Flight SLC to Vegas: \$300 (Google Flights) Transportation/Uber: est. \$150 Hotel: Est. \$200 per night: \$200*5: \$1000 Per diem: (64.50x2)+(breakfast and dinner*5, 58x3): \$419	\$1,869.00			
IPW, May 17-21 in Fort Lauderdale - 1 person	Flight SLC to Fort Lauderdale: \$380 (Google Flights) Transportation/Uber: \$150 (est. from Chicago) Hotel: \$234 per night (Chicago rate): \$234*6: \$1404 Per diem: (64.50x2)+(breakfast and dinner*5, 58x3): \$419	\$2,353.00			
BrandUSA Travel Week, Fall 2026 - 1 person	Flight SLC to Europe (based on 2025 expense): \$1300 Transportation/Uber: \$200 Hotel: \$229 per night (2025): 229*5: \$1350 Per diem: (64.50x2)+(breakfast and dinner*5, 58x3): \$419	\$3,269.00			
ESTO, Summer/Fall 2026 - 2 people	Flight SLC to Philly: \$489 (Google Flights) Transportation/Uber: \$100 Hotel: \$129 per night: \$129*4: \$516 Per diem: (64.50x2)+(breakfast and dinner*3, 58x3): \$303	\$2,816.00			
UTIA, Fall 2026 - 3 people	Per diem: (64.50x2)+(breakfast and dinner*2, 58x2): \$245 per person Hotel: \$110 per night x 3 nights: \$330 per person	\$1,725.00			
UOT Sales Mission - France	Flight SLC to Paris: \$1000 Transportation/Uber: \$150 Hotel: \$200 per night: 200*7: \$1400 Per diem: (64.50x2)+(breakfast and dinner*5, 58x3): \$419	\$2,969.00			
UOT Sales Mission - China	Flight SLC to Beijing: \$1650 Transportation/Uber: \$200 Hotel: \$200 per night: 200*8: \$1600 Per diem: (64.50x2)+(breakfast and dinner*6, 58x6): \$477	\$3,957.00			
Travel to SLC (4x per year - Tourism Day on the Hill, Co-op interview, others)	Per diem: \$64.50/day (per diem first day rate) x 2 x 4	\$258.00			
UOT International Opt-in Travel Show	Flight SLC to Sydney: \$1,800 Transportation/Uber: \$200 Hotel: \$250 per night: 250*6: \$1,500 Per diem: (64.50x2)+(breakfast and dinner*3, 58x3): \$303	\$3,803.00	UOT reps attend travel shows throughout the year; this accounts for attending one. Pricing is an example of an expo being held in Sydney, Australia, with UOT's Canukiwi rep, Corey Marshall		
	Extra taxes & fees/unexpected travel	\$7,000.00	Extra amounts for taxes and fees; sending another staff member to a travel show; attending conferences that are scheduled within the year (ex. the Utah Office of Tourism's Tourism Business Development Workshop)		
			<b>Total Travel</b>	<b>\$33,869.00</b>	
Monthly car payment	\$1,021.24/month	\$12,254.88	Two vehicles		
			<b>Total Equipment</b>	<b>\$12,254.88</b>	
\$5,580 budgeted in 2025		\$5,580.00			
			<b>Total Utilities</b>	<b>\$5,580.00</b>	
Mailchimp	"Standard" plan for 2,501-5,000 contacts; \$100 per month (plus 8.85% tax)	\$1,306.20			
Crowdriff	Nov 1, 2026 to October 31, 2027 contract (billed in Oct. 2026)	\$16,000.00			
			<b>Total Professional &amp; Technical Services</b>	<b>\$17,306.20</b>	
\$20,600 budgeted for 2025 - to check		\$20,600.00			
			<b>Total Administrative Services</b>	<b>\$20,600.00</b>	



Expenditure	Description	Amount	Notes	Total	\$2,267,366.11
Branding & Strategy contract with Camp4+Tourist	Three invoices totalling \$186,137.50 each upon completion of each project phase: est. Jan 15, April 15, aug. 14	\$558,412.50			
reelCreative contract for "Who is Moab" project	\$19,000 upon project completion in February	\$19,000.00			
Photo and video projects; custom projects	TBA; to consult with MTAB				
			<b>Total Creative Services</b>	<b>\$577,412.50</b>	
Canyonlands Advertising costs to mail out Travel Planners requested on DiscoverMoab.com	Average of \$1827 per month	\$21,934.08	This line was messed up in 2025 and coded to many different lines, propose to code all Travel Guide mailing to this line in 2026		
In-house postage to mail travel planners to other DMOs and UOT international reps; mail letters to 4th graders doing their county units		\$1,000.00	Sending one box of brochures internationally is roughly \$125; domestically is \$45		
			<b>Total Postage</b>	<b>\$22,934.08</b>	
\$4,800 budgeted in 2025		\$4,800.00	Carried over from 2025 but was unused in 2025		
			<b>Total Staff Engagement</b>	<b>\$4,800.00</b>	
2025 allotted \$120,000		\$120,000.00	Carried over from 2025		
			<b>Total County Fair</b>	<b>\$120,000.00</b>	
\$40 per month for Mick; \$90 per month for director	(40*12)+(90*12)	\$1,560.00	Per county policy		
			<b>Total Cell Phone Allowance</b>	<b>\$1,560.00</b>	
TravMedia IMM	Jan 22 in NYC - Ali & Campbell	\$5,700.00			
GoWest	March 31-April 4 in Las Vegas - 1 person	\$3,695.00			
IPW	May 17-21 in Fort Lauderdale - 1 person	\$2,000.00			
BrandUSA Travel Week	Fall 2026 - 1 person	\$4,750.00			
ESTO	Summer/Fall 2026 - 2 people	\$2,500.00			
UTIA	Fall 2026 - 3 people	\$900.00			
			<b>Total Travel Shows</b>	<b>\$19,545.00</b>	
UOT Sales Mission - Spring 2027	Paid for in Summer 2026 (at the beginning of UOT's fiscal year)	\$1,700.00			
UOT Sales Mission - Spring 2027	Paid for in Summer 2026 (at the beginning of UOT's fiscal year)	\$1,500.00			
UOT Reverse Sales Mission - Fall 2026		\$4,500.00			
UOT Reverse Sales Mission - Fall 2026		\$4,500.00			
			<b>Total International Sales Missions</b>	<b>\$12,200.00</b>	
Travel to SLC (4x per year - Tourism Day on the Hill, Co-op interview, others)	.70 cents per mile, travel to SLC is 234 miles x 2 x 4 (to get back)	\$1,310.40			
			<b>Total Fuel</b>	<b>\$1,310.40</b>	
Office supplies	Printer paper, pens, mailing boxes, etc.	\$1,000.00	\$4,000 budgeted in 2025; \$395 spent as of Aug. 15		
			<b>Total Supplies</b>	<b>\$1,000.00</b>	
Expecting to reprint redesigned Travel Guides in August 2026 - then will need four months worth (4000)	Quote from Hudson printing in 2025	\$7,300.00	Moved the cost of mailing brochures out of this line and into Postage		
Expecting to reprint redesigned Outdoor Adventure Guides in August 2026 - then will need four months worth (4000)	Quote from Hudson printing in 2025	\$7,300.00			
			<b>Total Brochures</b>	<b>\$14,600.00</b>	
Postcards & stickers	2025 spent \$3,319 on 200 stickers, 550 postcards, a custom hiking trails map, and 20 boxes to give out during familiarization tours	\$4,000.00			
Custom merchandise following rebrand	TBD; to consult with MTAB				
			<b>Total Merchandise</b>	<b>\$4,000.00</b>	
Spent an avg of \$295/month in 2025	295*12	\$3,540.00			
			<b>Total Insurance</b>	<b>\$3,540.00</b>	
International efforts with the UOT	2025 amounts	\$15,000.00			
Media efforts with PR agency	Suggestion from PR agency	\$5,000.00			
In house	Partner & stakeholder visits (2025 expenses based on Madden & Campstories visit, x 3)	\$3,033.00			
Extra costs	TBD; to consult with MTAB				
			<b>Total Familiarization</b>	<b>\$23,033.00</b>	
\$1,000 budgeted for 2025		\$1,000.00	Carried over from 2025 but was unused in 2025		
			<b>Total Inventory</b>	<b>\$1,000.00</b>	
Visa Destination Insights	New contract in July (with the UOT; UOT pays half)	\$4,600.00			
CoStar Suite	New contract in April	\$5,940.00			
			<b>Total Data</b>	<b>\$10,540.00</b>	

Expenditure	Description	Amount	Notes	Total	\$2,267,366.11
Madden Media: Media Spend for 2026	Ads and promotional buy (\$2,043 M in 2025)		TBD; to consult with MTAB		
Madden Media: Creative, Data, Account	Ad and promotional development (\$163K in 2025)				
Madden Media: Services fee	10% of all media; 8% of account, creative, data and insight services (\$204K in 2025)		TBD; to consult with MTAB		
			<b>Total Advertising Paid Media (Madden)</b>	<b>TBA</b>	
UOT International Marketing Opt-In	Spent \$103,650 in 2025 to opt into all programs	\$103,650.00			
Billboard leases	\$625 per month for the North town billboard; \$12,000 per year for the South town billboard; \$180 per year for UDOT permits (x2)	\$19,860.00			
Install billboards that align with new brand (fall 2026)	Based on 2025 costs: printing \$6,331; installing \$6,701	\$13,032.00			
			<b>Total Advertising Paid Media</b>	<b>\$136,542.00</b>	
CampStories	Monthly retainer fee of \$5,260 per month; current contract expires April 30	\$21,040.00			
	CampStories contract renewal through December 31 with recommended retainer fee increase (link to <a href="#">Retainer Fee Increase letter</a> ) to a monthly fee of \$8,840	\$70,720.00			
	Denver/SLC activation	\$131,910.00			
	Moab activation	\$81,500.00			
			<b>Total Advertising Earned Media</b>	<b>\$305,170.00</b>	
\$12,000 for owned media projects: social media boosts, newsletters, and blogs	\$1,000 per month	\$12,000.00			
			<b>Total Advertising Owned Media</b>	<b>\$12,000.00</b>	
Simpleview	Renews annually on January 1	\$26,640.00			
Changes to website with new branding	Reached out to Ashley Wolfe at Simpleview for an estimate	\$10,000.00			
			<b>Total Website Costs</b>	<b>\$36,640.00</b>	
\$4,000 budgeted in 2025		\$4,000.00	Carried over from 2025 but was unused in 2025		
			<b>Total Training</b>	<b>\$4,000.00</b>	
UOT co-op grant; awarded \$146,250 in 2025		\$146,250.00			
			<b>Total Travel Council Grants</b>	<b>\$146,250.00</b>	
Special Event Grant	Special Events Grant – subject to the MTAB board; but we suggest increasing amount	\$77,500.00	\$77,500 in 2025		
			<b>Total Community Engagement</b>	<b>\$77,500.00</b>	
Sponsor one staff member		\$60,000.00	\$60,000 spent in 2025		
			<b>Total MIC</b>	<b>\$60,000.00</b>	

Grand County - Fund 23 (16 prior)		Prior Years		2025 Budget Year				2026 Budget Year		
Account	Description	2023 Budget	2024 Opening Budget	2024 Amended Budget	2025 Opening Budget	2025 Actuals YTD (08/15/25)	2025 Remaining (Budget minus Actuals)	2025 Budget Amendment Requests	2026 Draft Budget Estimates	2026 Budget Comments (provide adequate detail)
23-4236-TRAVEL COUNCIL ADMINISTRATION										
23-4236-110-000. SALARIES	Employee salaries	0	0	0	499,380	220,720	278,660	403,898	403,898	2025 amount
23-4236-110-001. OVERTIME	Employee overtime pay	0	0	0	0	0	0	0	0	
23-4236-130-000. EMPLOYEE BENEFITS	Employee benefits (health, dental, vision), retirement contributions, workers comp insurance and payroll taxes	0	0	0	203,904	80,902	123,002	169,954	169,954	2025 amount
23-4236-210-000. DUES & MEMBERSHIPS	Transportation, hotel/living accommodations, meals, tolls/fees, parking an other travel related costs for the purpose of attending county/position related events, professional training, conferences, meetings, promotions and other approved activity	0	0	0	0	5,456		6,785	8,327	Travel publications, UTIA, IITA, U.S. Travel Association, and OIA
23-4236-230-000. TRAVEL	General office supplies required to run and maintain an office or workspace like copy paper, toner, notebooks, pens, cleaning supplies	0	0	0	28,000	27,347	653	14,000		Travel costs for TravMedia IMM, GoWest, IPW, BrandUSA, ESTO, UTIA, UOT sales missions, travel to SLC, and opt-in shows
23-4236-250-000. EQUIPMENT - SUPPLIES & MAINTEN	Electricity, water, natural gas, sewer, wastewater, telecommunications	0	0	0	25,730	9,415	16,315	25,730	12,254	Monthly car payment
23-4236-270-000. UTILITIES	Telephone	0	0	0	5,580	2,053	3,527	5,580	5,580	Amount from prev. year
23-4236-290-000. PHONE	Specialized, knowledge-based services provided by skilled professionals or firms by non-employees	0	0	0	0	0	0	0	0	
23-4236-310-000. PROFESSIONAL & TECHNICAL SERVI	Specialized, knowledge-based services provided by non-employees for ordinary administrative functions	0	0	0	1,199,417	22,861	1,176,556	212,584	17,306	Mailchimp; Crowdriff. We've moved agency expenses out of this line and into the relevant "advertising/media" lines.
23-4236-310-001. ADMINISTRATIVE SERVICES		0	0	0	20,600	11	20,589	20,600	20,600	Amount from prev. year
23-4236-320-000. EVENTS COORDINATOR		0	0	0	0	0	0	0	0	Branding and strategy contract with Camp4+Tourist; reelCreative contract.
23-4236-320-006. CREATIVE SERVICES		0	0	0	0	36,898		975,833	659,000	
23-4236-330-000. POSTAGE		0	0	0	0	2,122	-2,122	14,400	22,934	Cost to send travel guides through Canyonlands Copy Center plus in-house postage
23-4236-340-000. STAFF ENGAGEMENT		0	0	0	0	705		4,800	4,800	Amount from prev. year
23-4236-350-000. COUNTY FAIR		0	0	0	0	40		120,000	120,000	Amount from prev. year
23-4236-360-000. CELL PHONE ALLOWANCE	\$40 for employees, who according to their job description, must be available via cell phone only. \$60 for elected officials, department heads and supervisors, who according to their job description or requirements, must be available via cell phone and have data service.	0	0	0	3,660	1,240	2,420	3,000	1,560	Staff phone reimbursement



Account	Description	2023 Budget	2024 Opening Budget	2024 Amended Budget	2025 Opening Budget	2025 Actuals YTD (08/15/25)	2025 Remaining (Budget minus Actuals)	2025 Budget Amendment Requests	2025 Budget Comments	2026 Draft Budget Estimates	2026 Budget Comments (provide adequate detail)
23-4236-370-000. TRAVEL SHOWS	Adobe				0	2,216		75,300		19,545	Registration costs for TravMedia, GoWest, IPW, BrandUSA, ESTO, UTIA. Removed travel expenses from this line; travel expenses are now reflected in Travel.
23-4236-380-000. INTL SALES MISSIONS					0	0		40,000		12,200	Registration costs for two in person and two reverse UOT sales missions. Removed travel expenses from this line; travel expenses are now reflected in Travel.
23-4236-390-000. FUEL	Gasoline for use in county vehicles or other vehicles for county purposes	0	0	0	3,000	282	2,718	2,000		1,310	Fuel costs
23-4236-400-000. SUPPLIES	General office supplies required to run and maintain an office or workspace like copy paper, toner, notebooks, pens, cleaning supplies	0	0	0	12,500	395	12,105	4,000		1,000	\$4,000 budgeted in 2025; \$395 spent as of Aug. 15. Readjustment based on costs for 2025
23-4236-400-100. THROTTLE DOWN CAMPAIGN		0	0	0	0	0	0	0		0	
23-4236-410-000. BILL BOARD EXPENSE		0	0	0	0	4,771	-4,771	0		0	Moved all billboard expenses to Advertising Paid Media, as the media agency will assist in designing billboards
23-4236-420-000. BROCHURES		0	0	0	0	33,192		40,000		14,600	Anticipating reprinting the Travel Planner and Outdoor Adventure Guide pending rebrand
23-4236-430-000. MERCHANDISE		0	0	0	0	1,919		3,500		4,000	\$4,000 allocated for merchandise for familiarization tours
23-4236-510-000. INSURANCE	Vehicle, property, liability or other types of insurance required to protect the department and operations	0	0	0	1,409	2,506	-1,097	1,409		3,540	\$295 spent per month in 2025
23-4236-520-000. PUBLIC NOTICE	Statements, announcements or other public notices required to share information regarding taxes, elections or official policy	0	0	0	0	171	-171	0		0	
23-4236-530-000. PERMITS & LEASES	Permits and leases	0	0	0	0	0	0	0		0	
23-4236-550-000. REIMBURSABLE EXPENSES		0	0	0	0	0	0	0		0	
23-4236-740-000. CAPITAL OUTLAY - EQUIPMENT	Buildings or other infrastructure that cost more than \$5k, have a useful life of more than 1 year (usually many years) and the cost will be depreciated over time	0	0	0	0	0	0	0		0	UOT international FAM trips (2025 costs); Media efforts with PR agency (suggestion from PR agency); partner and stakeholder visits (2025 costs)
23-4236-790-000. FAMILIARIZATION		0	0	0	0	9,221		12,000		23,033	
23-4236-800-000. INVENTORY	Stock of goods and materials used in operations, completed products for public use, or other goods/materials not suitable in other categories (e.g. PCs belong in "Equipment")	0	0	0	1,000	0	1,000	1,000		1,000	Amount from prev. year
23-4236-810-000. DATA					0	17,698		153,000		10,540	Contracts with Visa Destination Insights and CoStar. Amount from prev. year was based on an overallocation of multiple contracts; and we are not planning to renew the contract with Tourism Economics/Symphony
23-4236-820-000. ADVERTISING PAID MEDIA		0	0	0	0	288,730	-288,730	2,782,000	Increase \$1.1M for Madden contract (Includes a total of 828,382 from: 137,000 xfr from Youth Recreation, 526,134 from Responsible Trail Promotion and 165,248 from Fund 47 balance)	136,542	**Does not have Madden expenses yet, waiting for MTAB buy-in** Reflects cost of international marketing opt-in, billboard leases, and costs to install new billboards that will align with new brand



Account	Description	2023 Budget	2024 Opening Budget	2024 Amended Budget	2025 Opening Budget	2025 Actuals YTD (08/15/25)	2025 Remaining (Budget minus Actuals)	2025 Budget Amendment Requests	2025 Budget Comments	2026 Draft Budget Estimates	2026 Budget Comments (provide adequate detail)
23-4236-920-001. ADVERTISING EARNINGS MEDIA					0	15,780		40,000		305,170	CampStories monthly retainer fee for current contract; CampStories monthly retainer fee increase for renewed contract; Denver/SLC activation; Moab activation
23-4236-920-002. ADVERTISING OWNERS MEDIA					0	196		12,000		12,000	\$12,000 for owned media projects like social media boosts and newsletters
23-4236-920-003. WEBSITE COSTS					0	47,390		27,000		36,640	Renewal with Simpleview platform; cost to change design of site pending new branding
23-4236-960-000. TRAINING	Employee training for professional related purposes (note "Schooling" category is for personal related training, e.g. college degree)	0	0	0	17,800	0	17,800	4,000		4,000	Amount from prev. year
23-4236-900-000. DISCRETIONARY		0	0	0	113,000	30,213	82,787	0		0	
23-4236-900-001. TRAVEL COUNCIL GRANTS					0	0	0	212,500		146,250	UOT co-op grant; awarded \$146,250 in 2025
23-4236-900-100. RURAL COUNTY GRANT	UOT co-op matched grant	0	0	0	200,000	0	200,000	0	Remove 200k grant, manage rev from 10-3339-001 and expense to 10-4150-300	0	
23-4236-910-000. VISITOR EDUCATION					0	0	0	20,000		0	
23-4236-910-001. COMMUNITY ENGAGEMENT					0	2,378	0	77,500		77,500	Special Events Grant
23-4236-920-000. CONTRIBUTION TO OTHER AGENCIES	Funds transferred to other county or non-county agency	0	0	0	0	0	0	0		0	
23-4236-930-000. MOAB INFORMATION CENTER					0	55,385		60,000		60,000	Pending a renewal of this agreement
23-4236-980-000. CAPITAL IMPROVEMENTS	Substantial upgrades, additions, or enhancements made to a property, structure, or asset that increase its value, extend its useful life, or adapt it for a new purpose, which improvements cost more than \$5k, have a useful life of 1 year or more and the cost will be depreciated on the county's books.	0	0	0	0	0	0	0		0	
Sub Total 23.4236. TRAVEL COUNCIL		0	0	0	2,334,980	922,213	1,412,767	5,544,373		2,348,952	



## ***DRAFT***

### ***Moab to Monument Valley Film Commission***

#### ***2026 Budget Requests / Overview***

##### ***Travel, Conferences, Workshops, and Events***

*Attending these events provides high-value exposure and growth opportunities for Moab within both domestic and global film industries.*

---

##### ***Strategic Benefits***

- Network with Industry Leaders  
Direct access to filmmakers, producers, and decision-makers who can bring future projects to the region.
  - Promote Moab as a Filming Destination  
Showcase Moab's unique landscapes and film-friendly infrastructure to a global audience.
  - Demonstrate Moab's Commitment to the Industry  
Presence at major festivals boosts filmmaker confidence in Moab's ability to host large-scale productions.
  - Industry Leadership  
Moab's Film Commission Director serves on the Board of Directors for AFCI (Association of Film Commissioners International), further enhancing visibility and credibility.
-

## ***Proposed Travel and Event Attendance***

<b><i>Event</i></b>	<b><i>Location</i></b>	<b><i>Estimated Cost</i></b>
Sundance Film Festival (January)	Utah	\$7,000–\$10,000
Location Managers Meeting w/ Utah Film Commission (January)	Utah	~\$300
Santa Barbara International Film Festival (February)	California	~\$1,000
Film Day on the Hill / Cultural Advocacy Day (February)	Utah State Capitol	~\$300
Berlinale / European Film Market (February)	Germany	~\$7,000
SXSW (March)	Austin, TX	~\$4,000
Cannes – Marché du Film (May)	France	\$6,000–\$8,000 (with increased sponsorship)
Tribeca Film Festival (June)	New York	\$4,000–\$7,000
Locarno or Venice Film Festival (August)	Switzerland / Italy	\$4,500–\$6,000

LMGI Awards (August)	Los Angeles	~\$3,000
Toronto International Film Festival (September)	Canada	~\$5,000
AFCI Cineposium (September)	TBD	~\$5,000
American Film Market (November)	California	~\$3,500
Focus (December)	London	~\$7,000

***Projected Travel Expense Total:***

***\$53,000–\$60,000 (GL - Travel / Fam / Marketing\*)***

***\*Includes airfare, hotel, per diem, registration/ festival pass, Mkt. booth fees***

---

***Future Events, Sponsorships, and Fam Tours***

<b><i>Initiative</i></b>	<b><i>Estimated Cost</i></b>
LMGI Fam Tour / Location Scout Hosting	\$10,000–\$15,000
BANFF World Media Festival	\$500
KZMU Underwriting	\$840



Women's Festival Sponsorship	\$250
AFI Film Tourism Luxury Tour (March)	\$300–\$500
Utah Film Trail Ribbon Cutting – Dead Horse Point + Next Installation (Spring)	TBD
cineMOAB 2.0 (Fall) - Short Film Competition	\$8,000–\$10,000
Science on Screen / Rural Utah Project (Summer)	\$300–\$600
"Delicate Arch" Screening (Filmed in Moab)	~\$600
"The Sound" Screening (Local Project)	~\$600
Local Film Forum (New Program idea at Star Hall)	\$5,000–\$7,000

***Projected Fam / Sponsorship / Event Expense:  
\$25,300–\$32,500 (GL - Fam / Professional Technical Services / Marketing)***

---

### **Discussion Item: Film Commission Director Salary Adjustment**

The Film Commission would like to propose a salary adjustment for the Director position, reflecting the expanded scope, responsibilities, and national/international leadership the role now entails.

This position has grown significantly in visibility and workload, with the Director now regularly representing Moab at global film industry events (Cannes, Berlinale, AFCE Cineposium, etc.), while continuing to lead local permitting, production logistics, and community engagement across Grand and San Juan Counties.

Recent high-profile projects—including *Godzilla x Kong: Supernova*, *Thunderbolts\**, *Wild Horse Nine*, and *Horizon: An American Saga*—have resulted in millions of dollars in local spend, much of which is attributable to proactive marketing and relationship-building efforts led by the Director.

In addition, the Director is in their second year on the Board of Directors for the Association of Film Commissioners International (AFCI), further elevating Moab's profile as a film destination on the world stage.

A salary adjustment will ensure that compensation aligns with:

- The scale and impact of recent and future productions
- The expanded leadership responsibilities of the role
- Retention and equity considerations compared to similar roles in the industry

HR is reviewing appropriate benchmarks and will provide figures for board review.

### **Discussion Item: Part-Time Film Commission Assistant Proposal:**

The Film Commission would like to open a discussion regarding the potential addition of a **part-time assistant**, estimated at approximately **25 hours per week**.

This support role would serve as a valuable resource to ensure continuity of operations, especially during periods when the Film Commission Director is traveling for conferences, festivals, and other industry-facing events that promote Moab as a premier filming destination.

This position would enhance the Commission's capacity to respond to inquiries, manage communications, and maintain consistent service to productions and community partners throughout the year.

The **Human Resources department is currently reviewing the position parameters** and preparing preliminary salary estimates, which will be shared with the board once available.

### **Additional Line Item Request: Dedicated Film Commission Vehicle:**

The Film Commission would like to propose the addition of a **dedicated 4x4 vehicle** to support location scouting, on-set visits, and travel related to regional film production and industry events.

A reliable vehicle is essential for:

- Efficient access to remote and off-road filming locations
- Timely and professional engagement with visiting productions
- Improved capacity for regional travel and attendance at statewide or out-of-county meetings

#### **Estimated costs:**

- **Annual lease:** Approximately **\$11,400**
- **Purchase/buyout:** Estimated range of **\$55,000–\$65,000**

This investment would directly support the Commission's year-round operational needs and reinforce Moab's positioning as a film-ready destination.

## ***Film Commission Director Overview***

### **Goals:**

- Promote the region as a **premier filming destination**
- Ensure **smooth and professional production support** on the ground
- Grow **film and screen tourism** in the region
- Serve as the **official liaison for media production** in Grand & San Juan Counties

- Strengthen community ties and raise awareness of the Film Commission's role in supporting creative projects
- Organize **local events and public screenings**
- **Increase film inquiries and bookings** across the region

### **Key Desired Outcomes:**

- **Increased regional visibility** through:
  - Participation in high-level industry events
  - Hosting notable film and TV productions
- Support a **high-impact, diversified revenue stream** for the local economy
- Attend major global industry events:
  - **Cannes, AFCI Week, Focus London, Berlinale**
- Continue building partnerships with **international filmmakers and film agencies**

### **Domestic Engagement:**

- Maintain strong ties with **local filmmakers, crew, and talent**
- Coordinate with **land-use and permitting agencies** for streamlined access
- **Modernize website and tools** to improve the experience for filmmakers and local users

### **Industry Involvement:**

- Active **Board Member** – AFCI (Association of Film Commissioners International)
- Member of **Film USA** and proud partner of **LMGI (Location Managers Guild International)**
- Connect with global commissioners, producers, and location managers
- Apply international best practices in:
  - Sustainability
  - Crew development
  - Regional strategy
  - Infrastructure building

### **Community Engagement:**

- Organize the annual **cineMOAB Short Film Competition** to showcase local talent
- Coordinate **free public screenings** for tourists and residents
- Share updates on **casting calls, grants, and local opportunities**
- Collaborate with **local government, businesses, and creative professionals**
- Seek community and industry feedback to strengthen support and accessibility
- Foster a sense of ownership and pride in Moab's creative identity

**Recent & Upcoming Film/TV Releases shot in Moab region:**

<b><i>Title</i></b>	<b><i>Studio</i></b>	<b><i>Release Date</i></b>	<b><i>Approx. Local Spend</i></b>
<i>Thunderbolts*</i>	Marvel Studios	May 2, 2025	4.5 Million +
<i>Electric State</i>	Netflix	March 14, 2025	1.5 Million
<i>Horizon: An American Saga – Chapter 1</i>	Warner Bros. / New Line	June 28, 2024	45.7 Million
<i>Horizon: An American Saga Chapter 2</i>	Warner Bros. / New Line	Fall 2025	20 Million
<i>Wild Horse Nine</i>	Independent	2026	1.5 Million
<i>Godzilla x Kong: Supernova</i>	Legendary / Warner Bros.	Fall 2026 or Spring 2027	3.9 Million

**Note:** All of the above productions utilized Utah's **Rural Motion Picture Incentive Program**, bringing national and international attention to the region while driving significant local economic impact. This does not include numerous commercials and other projects that do not qualify to use the incentive program.