

UTAH BOARD OF TOURISM DEVELOPMENT
MEETING AGENDA
Wednesday, October 1, 2025 – 9:45-10:30am
Utah Tourism Conference
Ebenezer's, 110 Center St, Bryce Canyon City

1. Welcome & Introductions: Nathan Rafferty, Chair - 9:45am
2. Approval of Minutes: Nathan Rafferty, Chair - 9:55am
3. Managing Director Report: Natalie Randall, Utah Office of Tourism - 10am
4. Utah Film Commission - 10:10am
Incentive Program allocation \$3,720,441 Motion for Approval
Virginia Pearce, Director, Utah Film Commission
5. Announcements/Upcoming Events from Board - 10:25am

The next board meeting will be held on Friday, November 14 in Green River.

VISION

A state united in welcoming the world to experience awe-inspiring adventure.

MISSION

To elevate life in Utah by advancing the visitor economy through marketing, stewardship and destination development.