



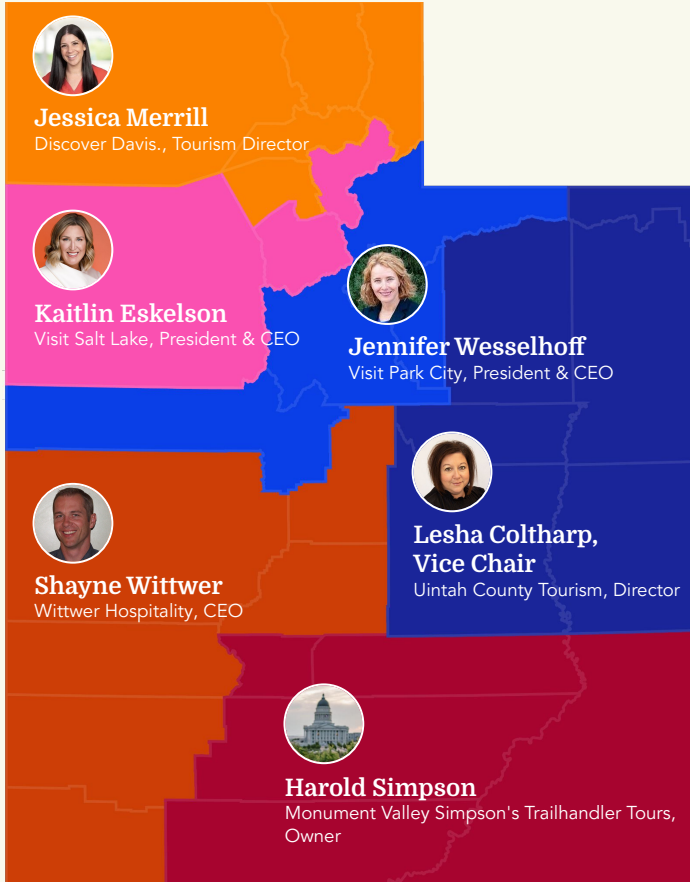
Utah Board of Tourism Development

October 2025

LIFE
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Utah Board of Tourism Development

Regional Representation



Jessica Merrill
Discover Davis., Tourism Director

Kaitlin Eskelson
Visit Salt Lake, President & CEO

Jennifer Wesselhoff
Visit Park City, President & CEO

Shayne Wittwer
Wittwer Hospitality, CEO

Lesha Coltharp, Vice Chair
Uintah County Tourism, Director

Harold Simpson
Monument Valley Simpson's Trailhandler Tours, Owner

Industry Representation



Nathan Rafferty, Board Chair Ski Utah, President & CEO
Ski Industry



Washington County Commissioner Victor Iverson
Utah Association of Counties



Jason Murray Southwest Adventure Tours, Owner & CEO
Business, Finance, Economic Policy, and Academic Media Marketing Community



Graydon Pearson PEG Hospitality Group, President, Lehi
Lodging Industry



Melva Sine Utah Restaurant Association, President & CEO
Restaurant Industry



Jordan Smith USU Professor & Director, Institute of Outdoor Recreation and Tourism
Outdoor Recreation Industry



Kevin Smith Tuacahn Center for the Arts, CEO & Executive Producer
Arts & Cultural Organizations



CJ Wade St. George Shuttle, President & Owner
Transportation Industry



Joan Hammer Box Elder County Tourism
Utah Tourism Industry Association

A scenic landscape of Bryce Canyon National Park. The foreground is filled with the dark green, out-of-focus branches of pine trees. In the middle ground, a series of tall, orange-brown rock spires (hoodoos) stand vertically, showing distinct horizontal geological layering. Behind the hoodoos, a ridge is covered with a dense forest of green pine trees. The sky above is a mix of blue and white, with soft, wispy clouds. The overall lighting suggests a bright, sunny day.

Utah Film Commission October 2025

Bryce Canyon National Park
Credit: Angie Payne



One Big Happy Family
October 3 in select theatres

Recent Projects



Home Turf
October 4 on Hallmark Channel

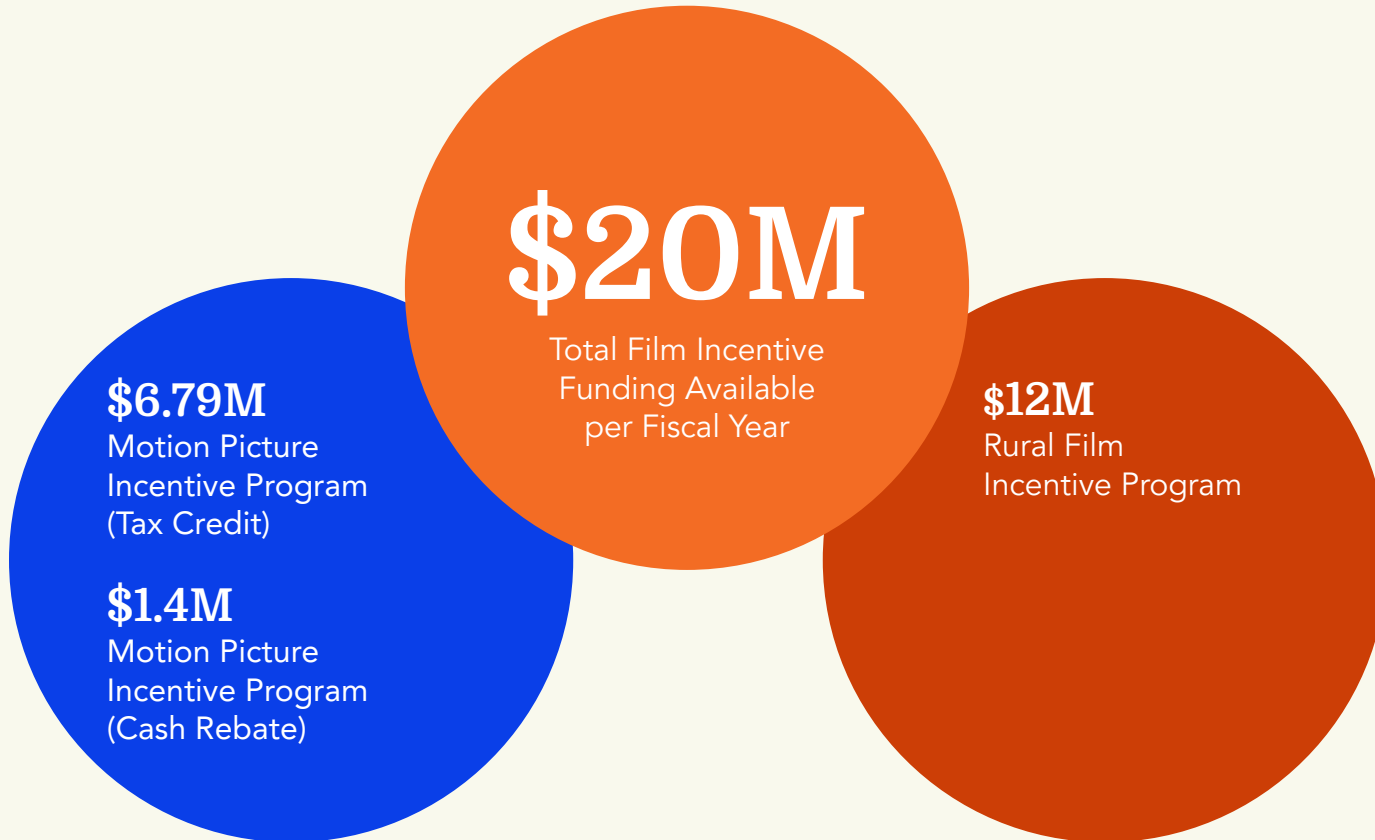


October 15 on SparkTV

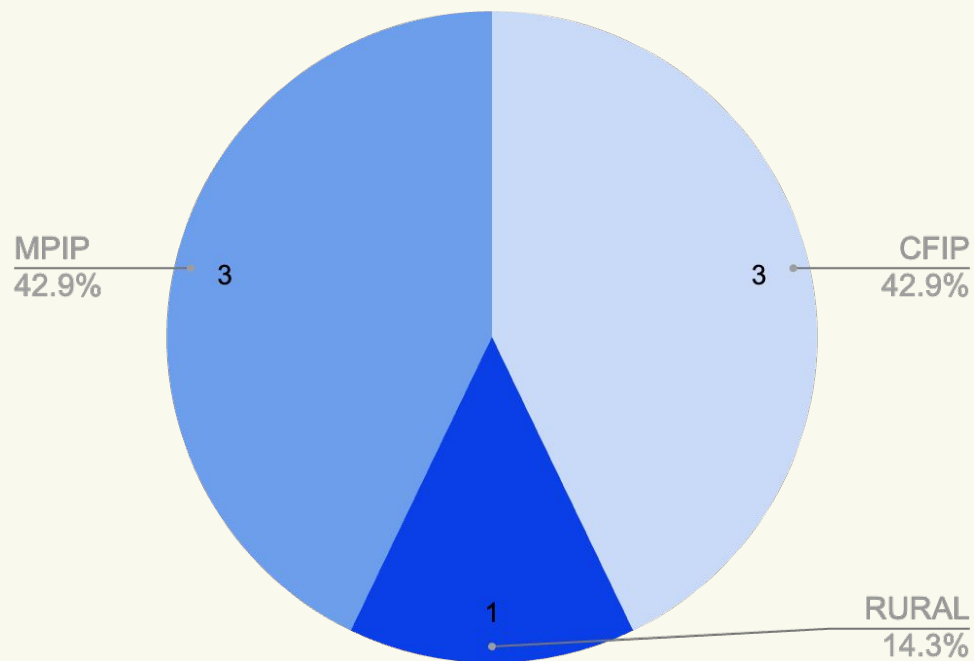


Utah Film Trail Celebration at Bryce Canyon National Park
October 2, 2025 at 5:30pm - 6:30pm

Utah Film Incentive Funding



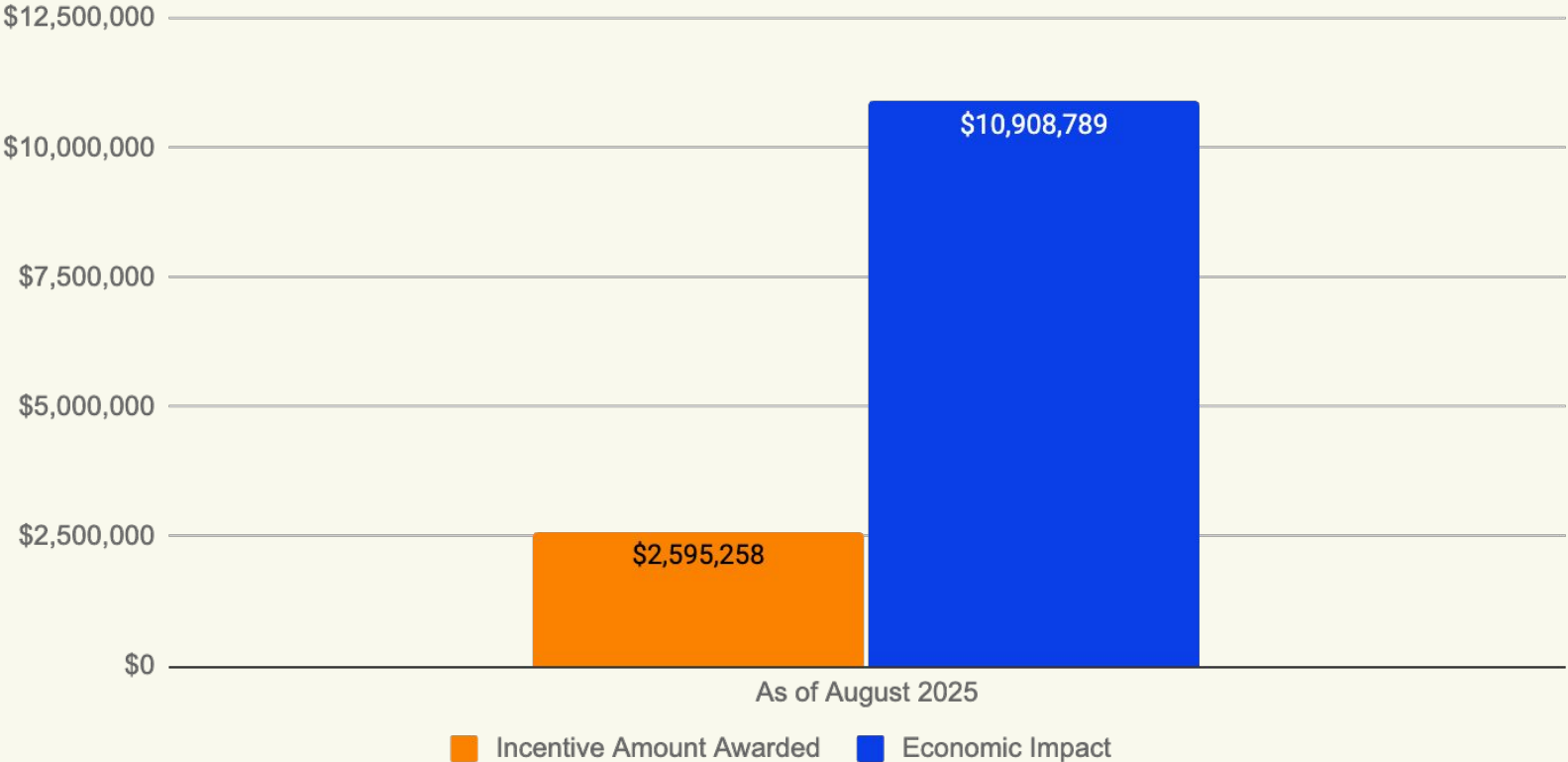
7 Approved Project FY26



Filming locations include Davis, Grand, Salt Lake, Utah, Uintah, & Wasatch counties



Incentive v. Economic Impact FY26



***Jesus Sees Us* / Community Film Incentive Program**

Film Team:	Producers: Benton Crane, Keith Grover Directors: Kelly Vrooman, Austin Wilson
Project Highlights:	Pilot project is combining 2D design, 3D environments, and AI-driven tools to create a new hybrid animation
Distribution:	Streaming
Locations (County):	Utah
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 33
Estimated Spend:	\$300,000
Maximum Incentive:	\$60,000 (20% - Cash)
Production Dates (including Prep & Post-Production)	September 2025 – November 2025

Into the Wilderness / Community Film Incentive Program

Film Team:	Producers: Julian Cautherley, Marissa Lila Kongao Director: Nick Aldridge
Project Highlights:	Doc feature following a group therapy program in the most beautiful Utah locations
Distribution:	Festival
Locations (County):	Washington & Wayne
Percentage Shot in Utah:	90%, also shooting in Chicago, Portland & Dallas
Estimated Jobs:	Cast & Crew: 19
Estimated Spend:	\$329,994
Maximum Incentive:	\$65,999 (20% - Cash)
Production Dates (including Prep & Post-Production)	September 2025 – December 2026

***Monsters & Aliens* / Community Film Incentive Program**

Film Team:	Producers: Gary Auerbach, Joel Petrie, Jennifer Ricci Directors: Gary Auerbach, Joel Petrie
Project Highlights:	Local producer Gary Auerbach also directing this doc series that is science and mythology based
Distribution:	Streaming
Locations (County):	Salt Lake & Summit
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 40 Extras: 25
Estimated Spend:	\$480,000
Maximum Incentive:	\$96,000 (20% - Cash)
Production Dates (including Prep & Post-Production)	September 2025 – March 2026

Ladybug's Garden / Motion Picture Incentive Program

Film Team:	Producers: Ian Puente, Dave Hunter, Tom Goodall Director/Producer: Brigham Taylor
Project Highlights:	Children's puppet series from the team behind many Disney and Halestorm Productions
Distribution:	Streaming
Locations (County):	Utah
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 38
Estimated Spend:	\$1,192,027
Maximum Incentive:	\$298,007 (25% - Tax Credit)
Production Dates (including Prep & Post-Production)	October 2025 – February 2026

***The Bachelorette* / Motion Picture Incentive Program**

Film Team:	Producers: Scott Teti, Jason Ehrlich Director: TBD
Project Highlights:	SLOMW Star Taylor Frankie Paul is the next Bachelorette
Distribution:	Cable, Network TV on ABC
Locations (County):	Various
Percentage Shot in Utah:	75%, also shooting in California, Colorado and TBD international locations
Estimated Jobs:	Cast & Crew: 51
Estimated Spend:	\$2,502,175
Maximum Incentive:	\$500,435 (20% - Tax Credit)
Production Dates (including Prep & Post-Production)	November 2025 – December 2025

Iconoclast / Motion Picture Incentive Program

Film Team:	Producers: Paul Bernard, Alex Lebovici, Enzo Marc Director: Gabriel Basso
Project Highlights:	Local producer, Steve Lee, bringing us one of his biggest projects yet
Distribution:	Theatrical and/or Streaming
Locations (County):	Salt Lake & Weber
Percentage Shot in Utah:	99%, shooting one day in Las Vegas
Estimated Jobs:	Cast & Crew: 52 Extras: 200
Estimated Spend:	\$3,500,000
Maximum Incentive:	\$875,000 (25% - Tax Credit)
Production Dates (including Prep & Post-Production)	September 2025 – January 2026

***Blood on the Promontory* / Motion Picture Incentive Program**

Film Team:	Producers: Dane Eckerle, Glenn Kleczkowski, Mark Gillard, Evan Cooper, Jeff T. Miller Director: Greg McLane
Project Highlights:	From the <i>Horizon</i> team, this is a period western set in the Wyoming Territory in the 1870's
Distribution:	Theatrical
Locations (County):	Washington
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 55 Extras: 200
Estimated Spend:	\$7,300,000
Maximum Incentive:	\$1,825,000 (25% - Tax Credit)
Production Dates (including Prep & Post-Production)	November 2025 – June 2026

Utah Spend / Incentive Approval Overview

Approve a total of **\$3,720,441** for incentives for the following productions, which have met the criteria defined by statute.

Production	Estimated Utah Spend	Incentive Amount Per Production	Locations (Counties)
<i>Jesus Sees Us</i>	\$300,000	\$60,000 - 20%	Utah
<i>Into the Wilderness</i>	\$329,994	\$65,999 - 20%	Washington & Wayne
<i>Monsters & Aliens</i>	\$480,000	\$96,000 - 20%	Salt Lake & Summit
<i>Ladybug's Garden</i>	\$1,192,027	\$298,007 - 25%	Utah
<i>The Bachelorette</i>	\$2,502,175	\$500,435 - 20%	Various
<i>Iconoclast</i>	\$3,500,000	\$875,000 - 25%	Salt Lake & Weber
<i>Blood on the Promontory</i>	\$7,300,000	\$1,825,000 - 25%	Washington
	\$15,604,196 TOTAL Spend	\$3,720,441 TOTAL Incentives	



A scenic view of a desert canyon with red rock formations and a person standing on a cliff edge. The text "LIFE UTAH ELEVATED" is overlaid in the center.

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Next Board Meeting:

Friday, November 14

@ 10am - Green River