



Utah Board of Tourism Development

June 2026

LIFE
UTAH
ELEVATED

Managing Director Report

Natalie Randall
Managing Director
Utah Office of Tourism & Film





Film Incentive Program

Virginia Pearce
Director
Utah Film Commission



Utah Film Commission
June 2026

*Little Sahara Sand Dunes
Nephi, UT*

H ORIGINAL
THE SECRET OF
**SKINWALKER
RANCH**

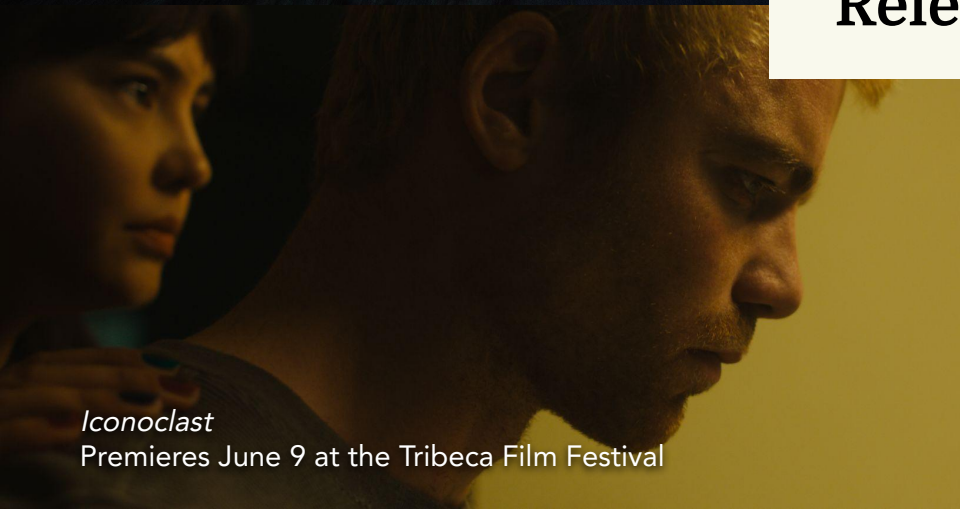
The Secret of Skinwalker Ranch: Season 7
Premiered May 19 on HISTORY Channel

**Recent
Releases**

Discovery
**MYSTERY AT
BLIND FROG RANCH**

NEW SEASON

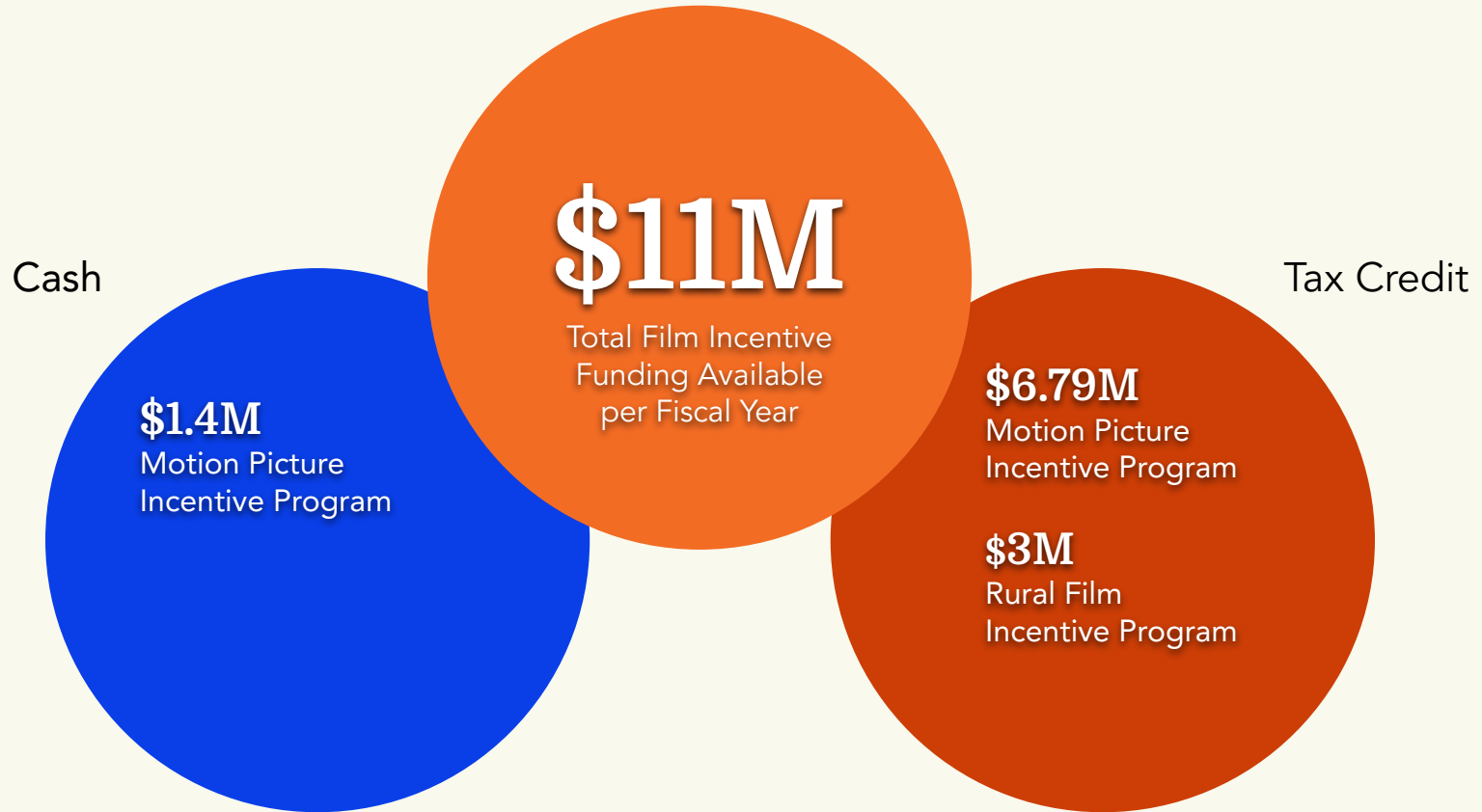
The Mystery at Blind frog Ranch: Season 6
Premiered May 27 on Discovery



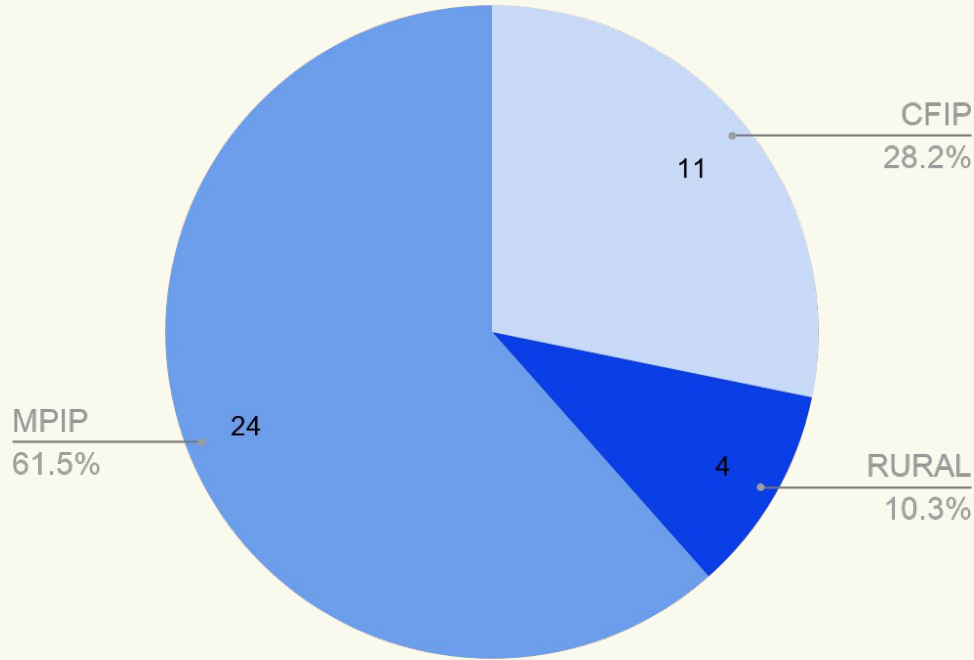
Iconoclast
Premieres June 9 at the Tribeca Film Festival



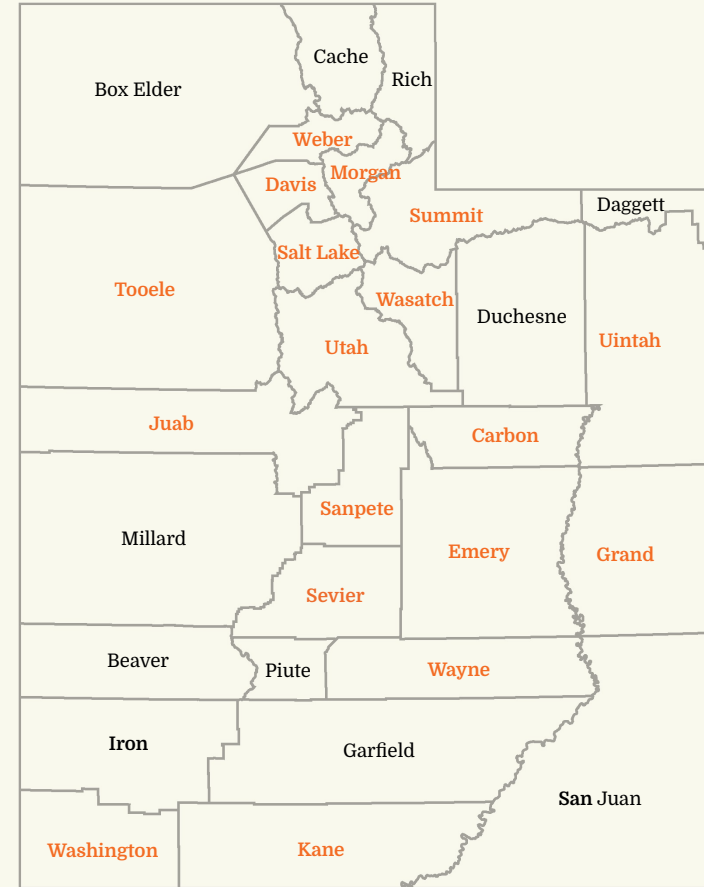
Utah Film Incentive Funding



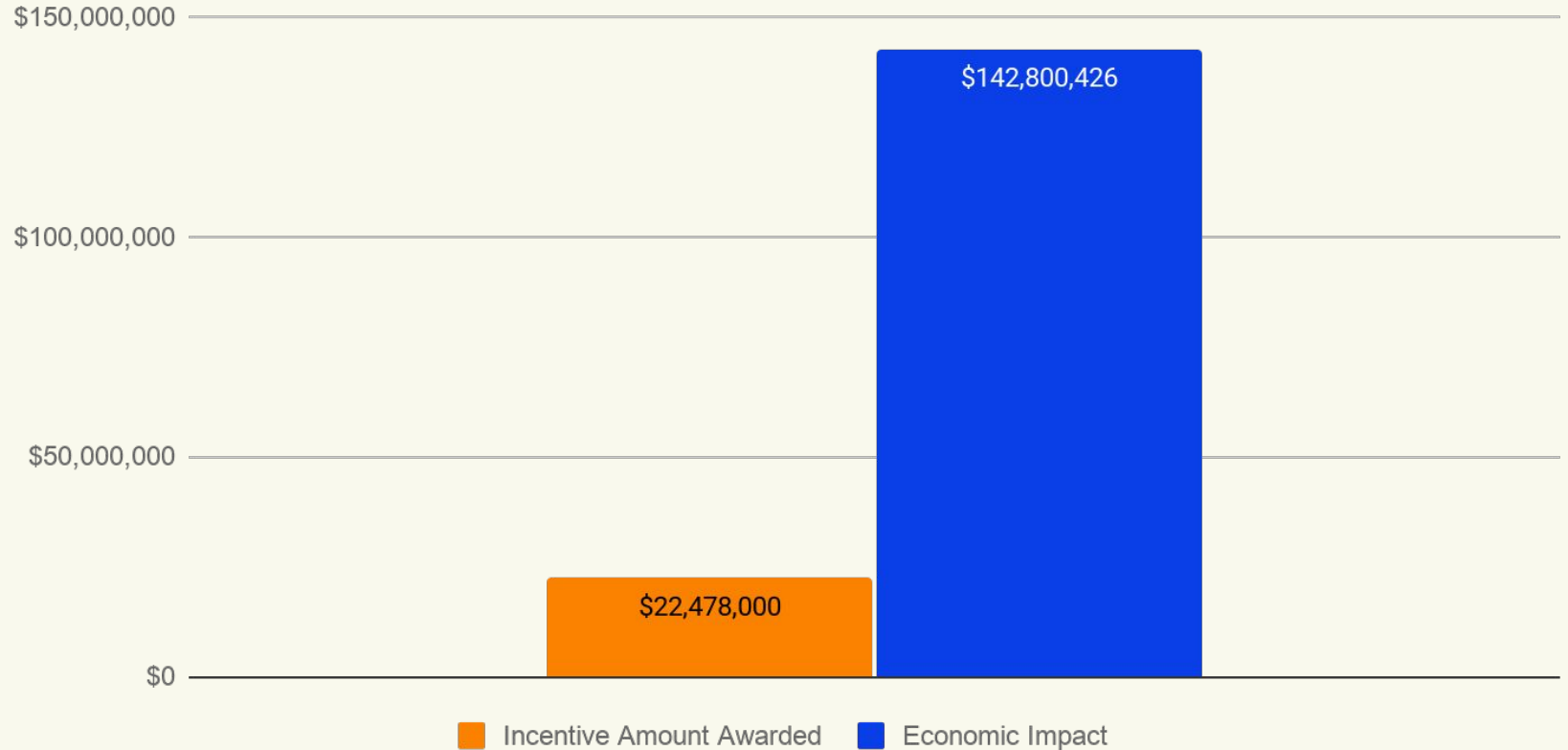
39 Approved Projects FY26



Filming locations include Carbon, Davis, Emery, Grand, Juab, Kane, Morgan, Salt Lake, Sanpete, Sevier, Summit, Tooele, Utah, Uintah, Wasatch, Washington, Wayne, & Weber counties



Incentive v. Economic Impact FY26





Incentive Applications

CFIP

*A New Address
Abide With Me*

MPIP

*Runners High
One of Us
Quitters*

***A New Address* / Community Film Incentive Program**

Production Highlights:	This short film will be used by several non-profits to educate new NICU families
Distribution:	Festival Circuit
Locations (County):	Salt Lake & Utah
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 70 Extras: 10
Estimated Spend:	\$100,000
Maximum Incentive:	\$20,000 (20% - Cash)
Production Dates (including Prep & Post-Production)	April 2026 – September 2026

Abide With Me / Community Film Incentive Program

Production Highlights:	Short film.
Distribution:	Festival Circuit
Locations (County):	Juab & Salt Lake
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 24 Extras: 2
Estimated Spend:	\$130,166
Maximum Incentive:	\$26,033 (20% - Cash)
Production Dates (including Prep & Post-Production)	May 2026 – July 2026

***Runners High* / Motion Picture Incentive Program**

Production Highlights:	Highlights the world of distance running - lots of good Utah scenery
Distribution:	Festival Circuit
Locations (County):	Salt Lake & Summit
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 93 Extras: 200
Estimated Spend:	\$2,005,072
Maximum Incentive:	\$501,268 (25% - Cash)
Production Dates (including Prep & Post-Production)	May 2026 – September 2026

One of Us / Motion Picture Incentive Program

Production Highlights:	Director participated in the Sundance Catalyst Lab
Distribution:	Festival Circuit
Locations (County):	Salt Lake, Utah, & Wasatch
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 90 Extras: 300
Estimated Spend:	\$2,509,000
Maximum Incentive:	\$627,250 (25% - Cash)
Production Dates (including Prep & Post-Production)	June 2026 – November 2026

***Quitters* / Motion Picture Incentive Program**

Production Highlights:	Short film from 2019 now becoming an episodic
Distribution:	Independent
Locations (County):	Summit & Wasatch
Percentage Shot in Utah:	100%
Estimated Jobs:	Cast & Crew: 133 Extras: 900
Estimated Spend:	\$4,471,848
Maximum Incentive:	\$1,117,962 (25% - Tax Credit)
Production Dates (including Prep & Post-Production)	June 2026 - November 2026

Utah Spend / Incentive Approval Overview

Approve a total of **\$2,292,513** 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>A New Address</i>	\$100,000	\$20,000 - 20%	Salt Lake & Utah
<i>Abide With Me</i>	\$130,166	\$26,033 - 20%	Juab & Salt Lake
<i>Runners High</i>	\$2,005,072	\$501,268 - 25%	Salt Lake & Summit
<i>One of Us</i>	\$2,509,000	\$627,250 - 25%	Salt Lake, Utah, & Wasatch
<i>Quitters</i>	\$4,471,848	\$1,117,962 - 25%	Summit & Wasatch
	\$9,216,086 TOTAL Spend	\$2,292,513 TOTAL Incentives	

Marketing Committee Report

Becky Keeney, Director of Strategy, Utah Office of Tourism

Ben Cook, Director of Marketing, Utah Office of Tourism

Anna Loughridge, Director of Communications, Utah Office of Tourism



Always Adventure Safe

Adventure Safe Day Recap!



Strategy Recap

Strategic Objectives & Core Messaging Pillars

U

Unite For Utah

The stewardship messaging will be more effective and more readily adopted if it feels like an invitation to be a part of a community of caring for Utah, providing participants a sense of shared ownership.

T

Treat the State Like it's Yours

Guiding individuals toward ways they can care for Utah's environment will help preserve these treasures for future generations.

A

Always Adventure Safe

By planning ahead and preparing thoughtfully, people can stay safe and set themselves up for the best experience possible.

H

Honor Local Cultures

Effective messaging will help travelers engage with residents and the multifaceted cultural heritage of Utah respectfully, while also supporting locals as they welcome travelers to their communities.

Campaign Objectives

ASPIRATIONAL NORTH STARS

Inspire Stewardship: Encourage Utahns to see themselves as stewards of the state's future by embracing responsible tourism practices.

Build a Culture of Care: Foster a proud and shared responsibility for Utah's lands, communities, and heritage so that Utah truly lasts forever.

PLANNING & PREPARATION FOCUS

Inspire/Educate

- Provide simplified and easily adoptable best practices
- Share a clear story how preparation protects the places we love and enhances the experience

Engage/Activate

- Create interactive opportunities for Utahns to participate in Utah Forever and make stewardship a visible, collective movement
- Foster a sense of ownership for residents to participate in safety initiatives and adequately prepare for adventure

Partner/Amplify

- Collaborate with trusted local voices and organizations to extend the reach of safety and preparedness messages statewide

Utahn Targeting Considerations

CHILDREN

Central to carrying the stewardship message forward, and are highly concerned about Utah's environment

Approach: Positioning them as the next generation of Ambassadors for Utah's future. Messaging must be accessible and engaging

CTA: Education on how preparedness protects their future and health (e.g., preparing for air quality issues, packing adequate water due to drought)

ADULTS

Ambassadors and in-state travelers (outdoor enthusiasts, families, road trippers)

Approach: Empowering, not preachy. Connect their pride in Utah to the action: "*I am a proud Utah Person...I always prepare myself/family to explore safely.*"

CTA: Reinforce that planning (checking conditions, knowing rules) prevents negative outcomes (accidents, search and rescue, overcrowding) and leads to the "*best experience*"

NEW RESIDENTS

Need education on responsible local travel, especially regarding the outdoors

Approach: Emphasize the *Treat the State Like it's Yours* pillar, linking preparation to honoring the land ethics and local norms. Use clear, universal messaging

CTA: Explicit guidance on *Know Before You Go* practices, like checking rules for specific destinations and understanding appropriate vehicle use to avoid damaging sensitive areas

ESTABLISHED RESIDENTS

Concerned about Utah's growth when it comes to overcrowding and preserving access

Approach: Tap into their sense of shared ownership and being a proud Utahn. Frame the effort as investing in *what we cherish*—including their multigenerational connections

CTA: Encourage them to *Lead by Example* and share stewardship actions with visitors and other residents—preparedness is a form of community care

Utah Forever Messaging Framework

TONE OF VOICE & LEXICON

Empowering, not preachy: Positive, unifying, hopeful, and avoids shame-based language

Inclusive & relatable: Everyday, easily-understood language. Avoid terms that confuse or exclude

Always Adventure Safe language: Equip, Knowledge, Landscape, Prepare, Quality, Ready, Respect, Safe, Trip, Weather

Reference page 10 [here](#) for additional UOT details.

FOCUS AREAS

Reinforce Safe Behaviors (Visitor Preparedness)

Always Adventure Safe should be the primary focus, with preparedness as the key to ensuring a safe and rewarding experience.

Specific Preparedness Messages (Based on relevant *Leave No Trace* Principles)

Focus should draw on *Know Before You Go*, instructing residents to check rules, pack for changing weather/emergencies (food, water, sun protection), check current conditions (roads, floods), and have a backup plan for crowded areas.

The Campaign





The campaign is simple.

Two Puppets.

One Mission.

Hilarious commentary.

**The genius here is making
adventure safe education
wildly entertaining.**



Meet Frank and Morris.

**Two vultures—one cultured,
one curmudgeon—both
trying to live their best
lives while educating Utah
adventurers along the way.**



Social First

@VisitUtah

When it comes to adventuring safely, Morris is fully on board. Frank is... coming around.

Do these three things to ruin Frank's day:

- 💧 Bring water
- ☀️ Check the forecast
- 📍 Tell someone where you're going

It's not complicated. It's not expensive. It just works.

alwaysadventuresafe.org

VultureVistas: We're so excited to be working with you @visitutah.

FrankVultureOriginal: Morris, speak for yourself.

VisitUtah: Welcome to the Adventure Safe team, you two!



Social First

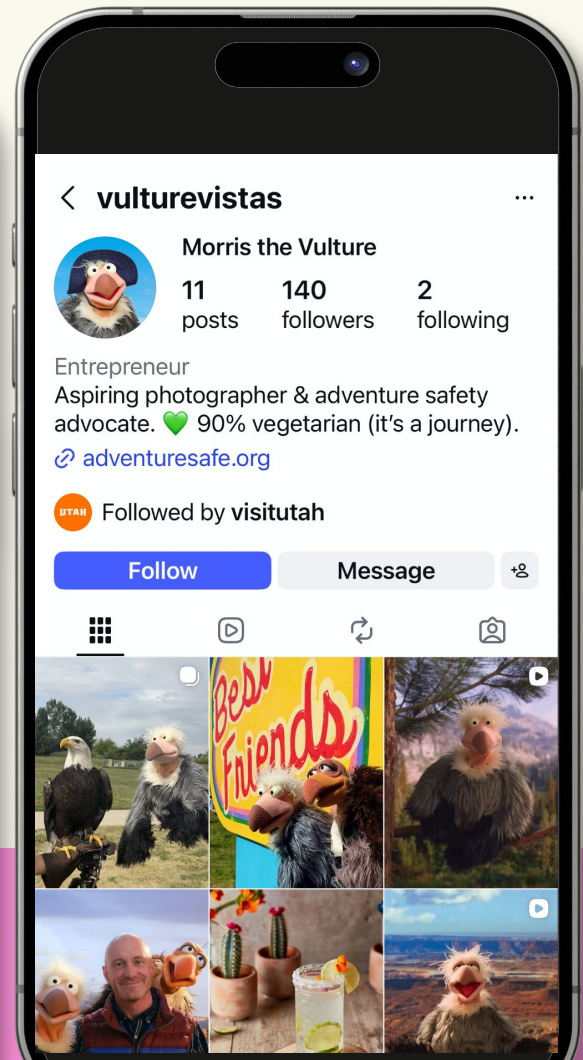
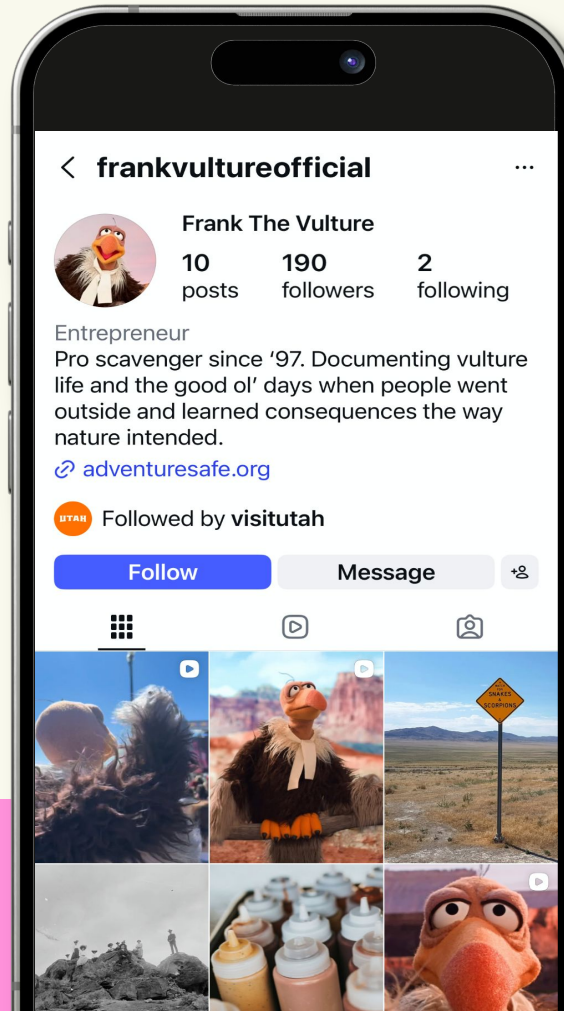
@FrankVultureOfficial

Professional scavenger since 1997.
Documenting vulture life and the good
old days when people just went outside
and learned consequences...

The way nature intended.

@VultureVistas

Aspiring photographer & adventure
safety advocate. ❤️ 90% vegetarian
(it's a journey).



New Utahns



Covering the Entire State



Billboards



**HIKERS NEED
1 LITER/HOUR**

adventuresafe.org

ADD ELECTROLYTES,
TO TASTE

UTAH

This billboard features two puppets against a blue sky background. The puppet on the left is a grey, shaggy creature with a pink beak, looking surprised. The puppet on the right is a brown, shaggy creature with a white scarf and an orange beak, holding a clear water bottle with a yellow cap. A speech bubble from the brown puppet says "ADD ELECTROLYTES, TO TASTE". The text "HIKERS NEED 1 LITER/HOUR" is in large, bold, black letters. Below it, the website "adventuresafe.org" is in a white pill-shaped box. The "UTAH" logo is in the bottom right corner.



**TELL A FRIEND
YOUR PLANS**

adventuresafe.org

OR, WE COULD MEET UP

UTAH

This billboard features the same two puppets. The grey puppet is holding a blue smartphone. A speech bubble from the brown puppet says "OR, WE COULD MEET UP". The text "TELL A FRIEND YOUR PLANS" is in large, bold, black letters. Below it, the website "adventuresafe.org" is in a white pill-shaped box. The "UTAH" logo is in the bottom right corner.



**GO WITH
A GUIDE**

adventuresafe.org

A TRUSTED GUIDE

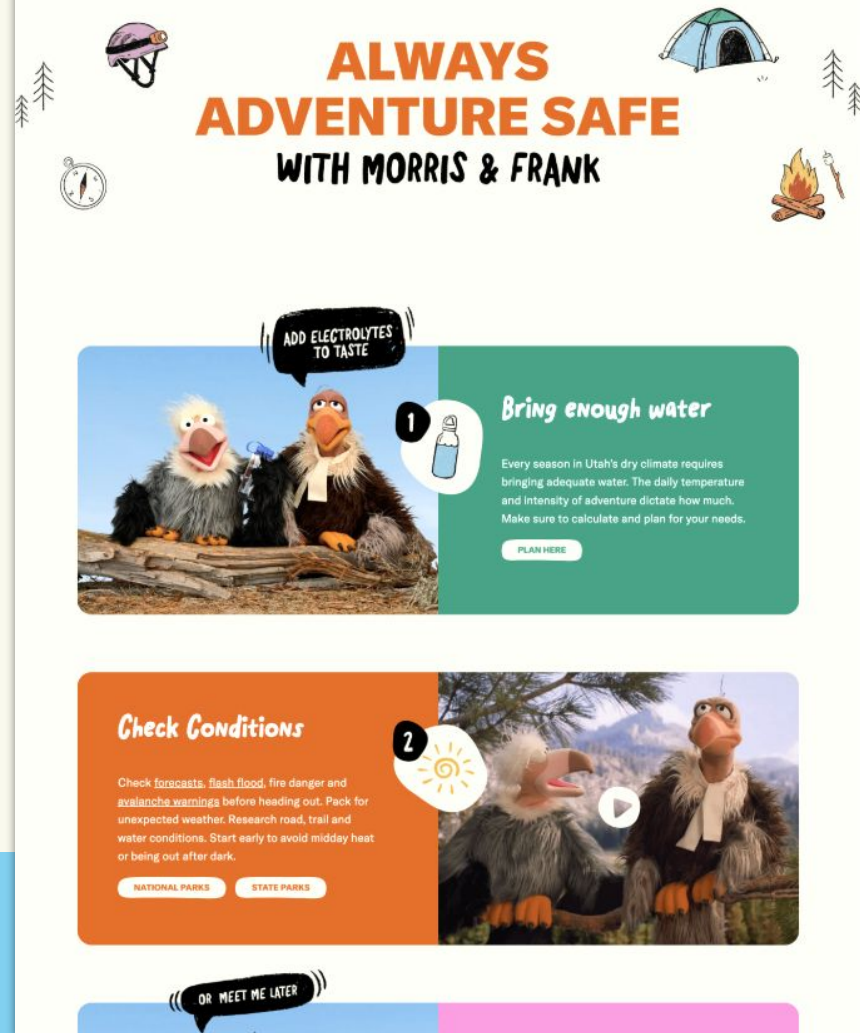
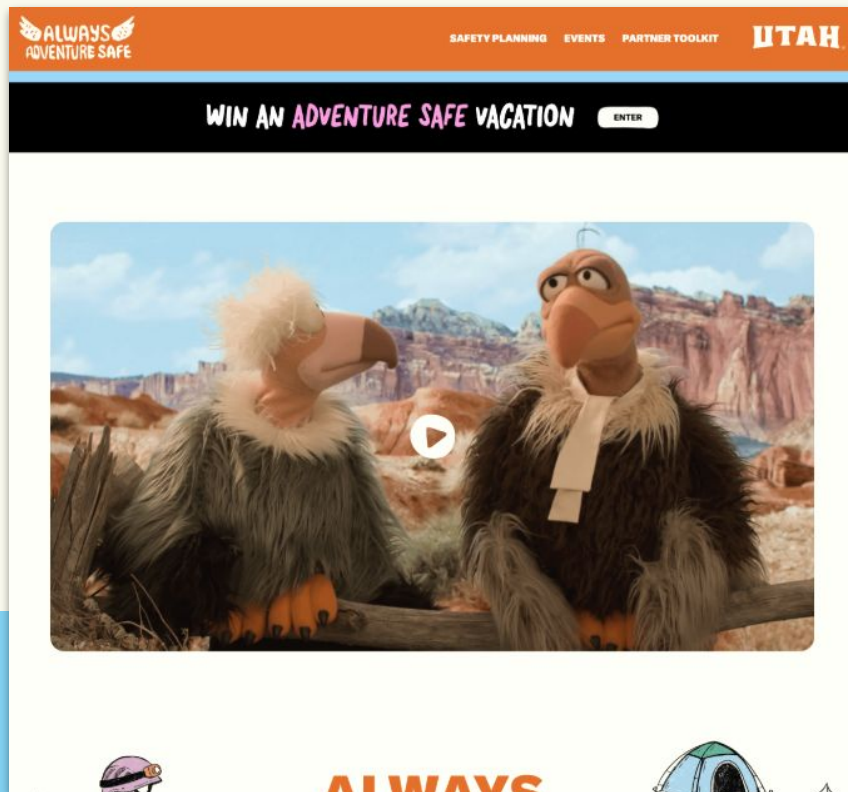
UTAH

This billboard features the same two puppets. The brown puppet is wearing a brown hat. A speech bubble from the brown puppet says "A TRUSTED GUIDE". The text "GO WITH A GUIDE" is in large, bold, black letters. Below it, the website "adventuresafe.org" is in a white pill-shaped box. The "UTAH" logo is in the bottom right corner.

Banners



Microsite



Media Tactics

Social media (organic and paid)

Leverage organic social to introduce campaign, characters and build context + paid social campaign to target locals and drive awareness

Video

Reach locals and younger, 'chronically online' audiences (YouTube)

OOH—static and digital billboards

Capture the attention of locals on major interstate highways

Connected TV

Contextual and intent-based targeting

Native content

Enhanced geo-targeting and contextual intelligence

Endemic custom content

Relevant content within an outdoor community app

Streaming audio, radio, podcasts

Capture engage listeners while they stream through their favorite listening environment

Sponsored content and banners

Local news site presence through long-form content and banners

Movie theaters

Captive local audiences, specifically families and kids



Adventure Safe Day



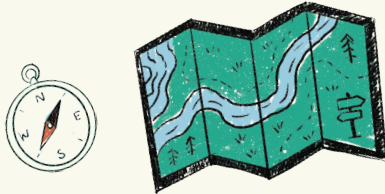
**Build campaign momentum.
Foster statewide collaboration.
Bring the Adventure Safe message
directly to Utahns.**



Statewide Collaboration

State agencies including Utah Department of Natural Resources, State Parks, and Division of Outdoor Recreation partnered.

Local communities, counties and destination partners joined Governor Spencer J. Cox to formally recognize Adventure Safe Day.



Introducing Always Adventure Safe

A multi-pronged approach to build excitement.

- + **Broadcast Tour**
- + **Partner Toolkits**
- + **Press Release**
- + **Consumer & Industry Newsletters**
- + **Social Media**
- + **Website**
- + **Adventure Safe Giveaway**
- + **Physical Activations**



We Activated with Purpose

On Adventure Safe Day, the campaign came to life across the state through on-the-ground activations.

- Activation met Utahns & Visitors where they were beginning their adventures.
- Visitors could grab free Adventure Safe items
- Meet Frank and Morris (and our Ambassadors)
- Directed people to AdventureSafe.org for safety tips, campaign information and participating locations.
- Encouraged to enter for a chance to win 1 of 5 vacations, extending engagement beyond the day itself.





Businesses & Partners

25 Local businesses across Utah carried the Adventure Safe message into the communities

Visit Salt Lake Visitor Center

High Country Adventure

Kane County Visitor Center

Play Harder Adventures

Adobe Desert Boutique Motel

Slaugh's Sinclair

Flaming Gorge Resort

Greater Zion Convention and Tourism Office

Cotopaxi—City Creek, PC Main Street and
Fashion Place

Wanderlust Cowgirl Coffee

Sand Flats Recreation Area

Fremont Indian State Park

Theresa King/Moab Happenings

Panguitch Drug

Stage Stop Station

Apple Chicken Cafe

Etta Place Cidery

Vernal Brewing Co

Hit the Roast

Shooke Coffee Torrey

Wild Rabbit Cafe



Adventure Safe Day - 11 Key Locations

Dead Horse Point State Park

Wasatch Mountain State Park

Sand Hollow State Park

Willard Bay State Park

Goblin Valley State Park

Coral Pink Sand Dunes State Park

Snow Canyon State Park

Ashley Gorge Via Ferrata

Mill Creek Trailhead, Moab

Flaming Gorge Fly Fishing Derby

Great Salt Lake Bird Festival, Davis County



Kilby Block Party

Kilby draws 88,000 music fans to the Utah State Fairpark over three days, making it one of the highest-traffic moments of the summer. The audience is young, highly social and aligned with the lifestyle that defines Utah—music, outdoor adventure and community—making it a natural fit for the Adventure Safe message.

- + Adventure Safe Basecamp
- + Swag and collateral giveaways
- + Onsite Signage:
 - + Hydrated? Water station sponsorship
 - + Stage Sponsorship
- + Digital presence on Kilby's social media and app



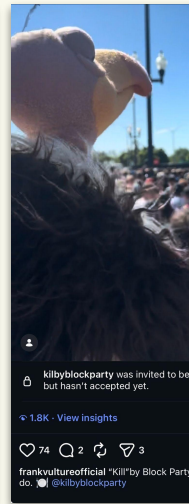
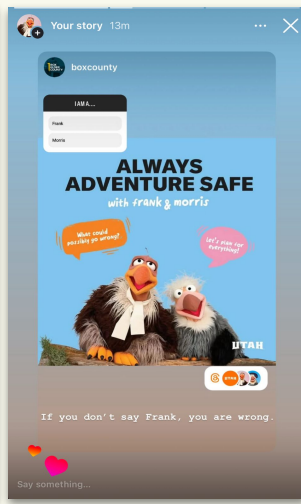
Kilby Block Party



Adventure Safe Day - Success?

- 5 Proclamations Recognizing Adventure Safe Day
- 12 Activation Locations
 - Over 3,100 Water Bottles Distributed
- 25 Local Business & Partners
- 16 Broadcast, Print, Digital & Media Placements
 - 7.8M Reach
- 3,000+ Contest Entrants (33% During Adventure Safe Day)
- 42 Instagram stories and reshares of Adventure Safe Day posts





**Build campaign momentum.
Foster statewide collaboration.
Bring the Adventure Safe message
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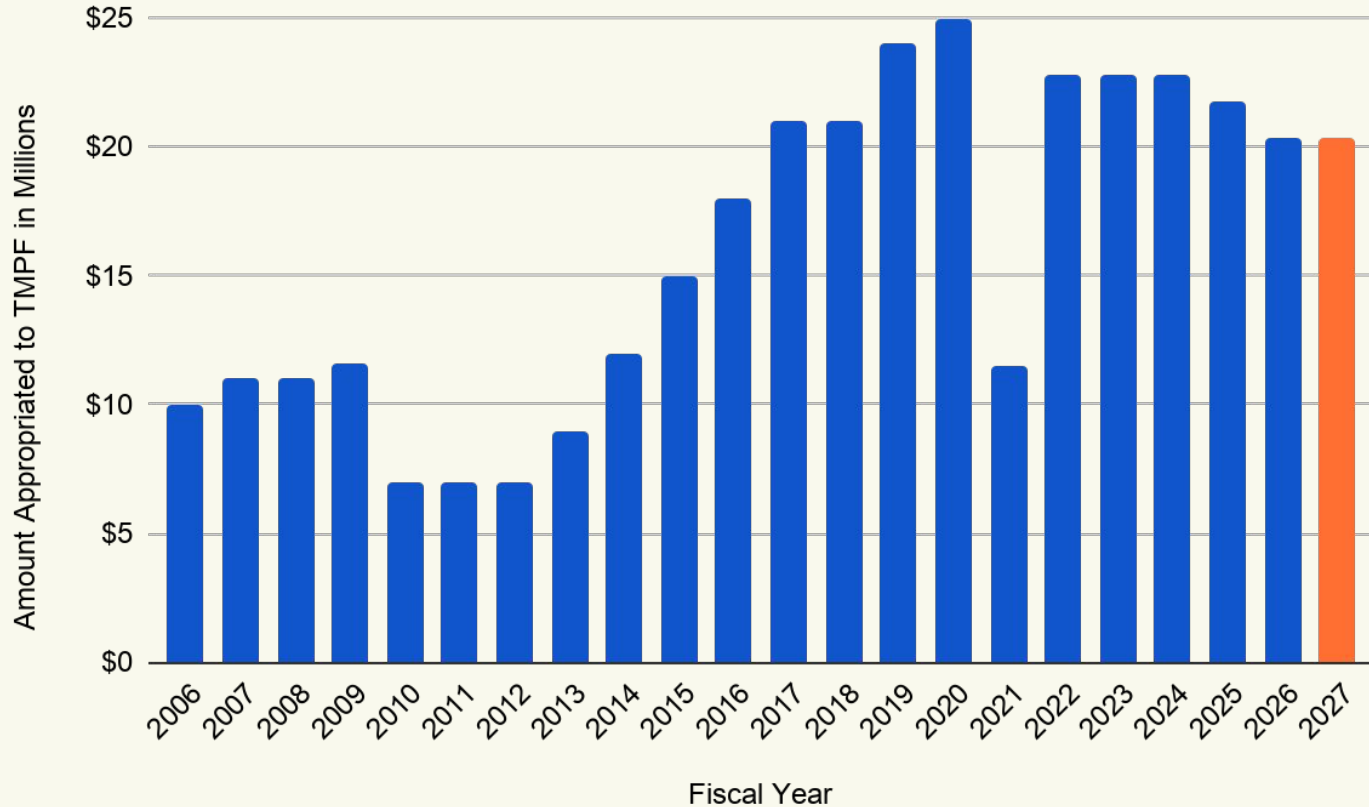


TMPF Budget - Review & Approval

Becky Keeney, Director of Strategy, Utah Office of Tourism

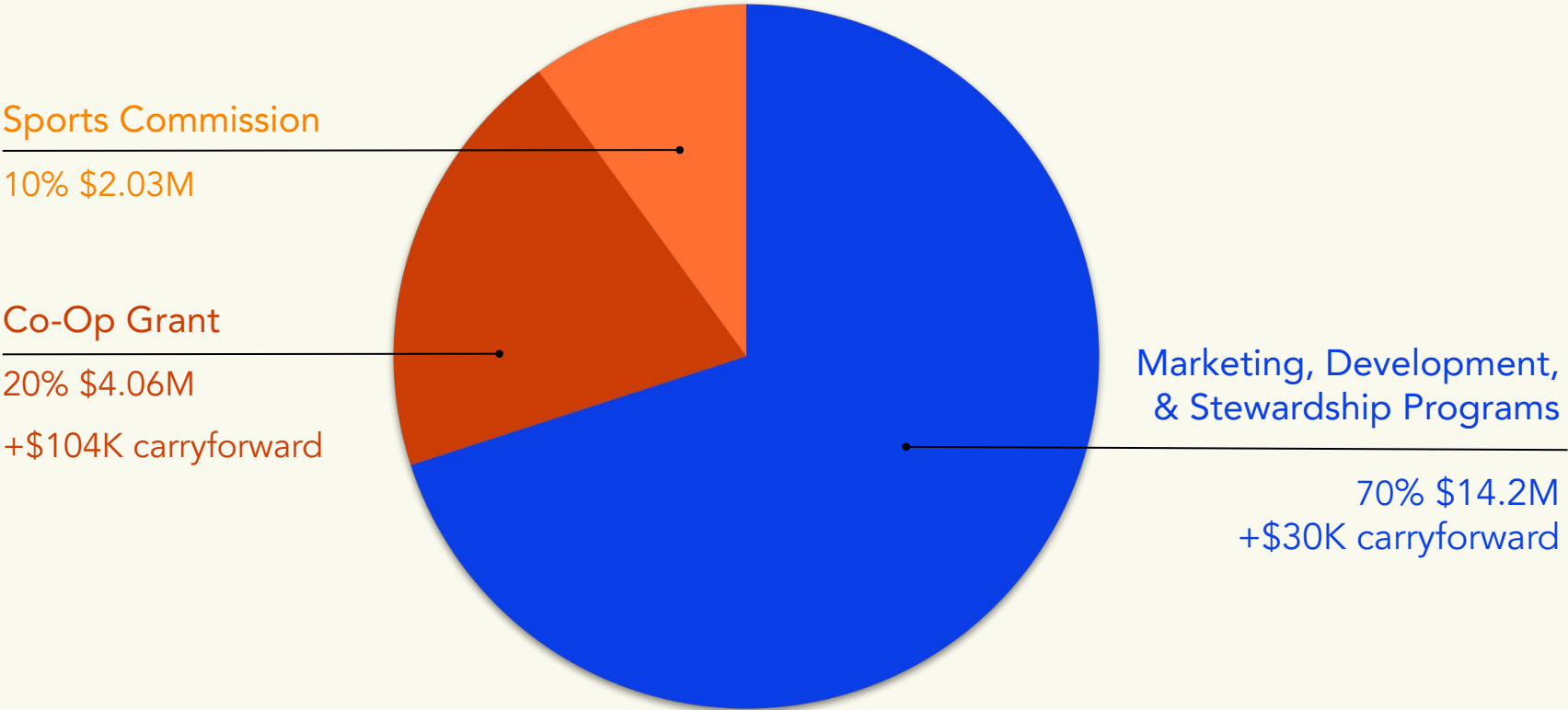


Utah Investment in the Tourism Marketing Performance Fund



Tourism Marketing Performance Fund (TMPF)

Allocation fiscal year 26/27: \$20,322,800



Co-Op Grants Program

\$4M

What Is It?

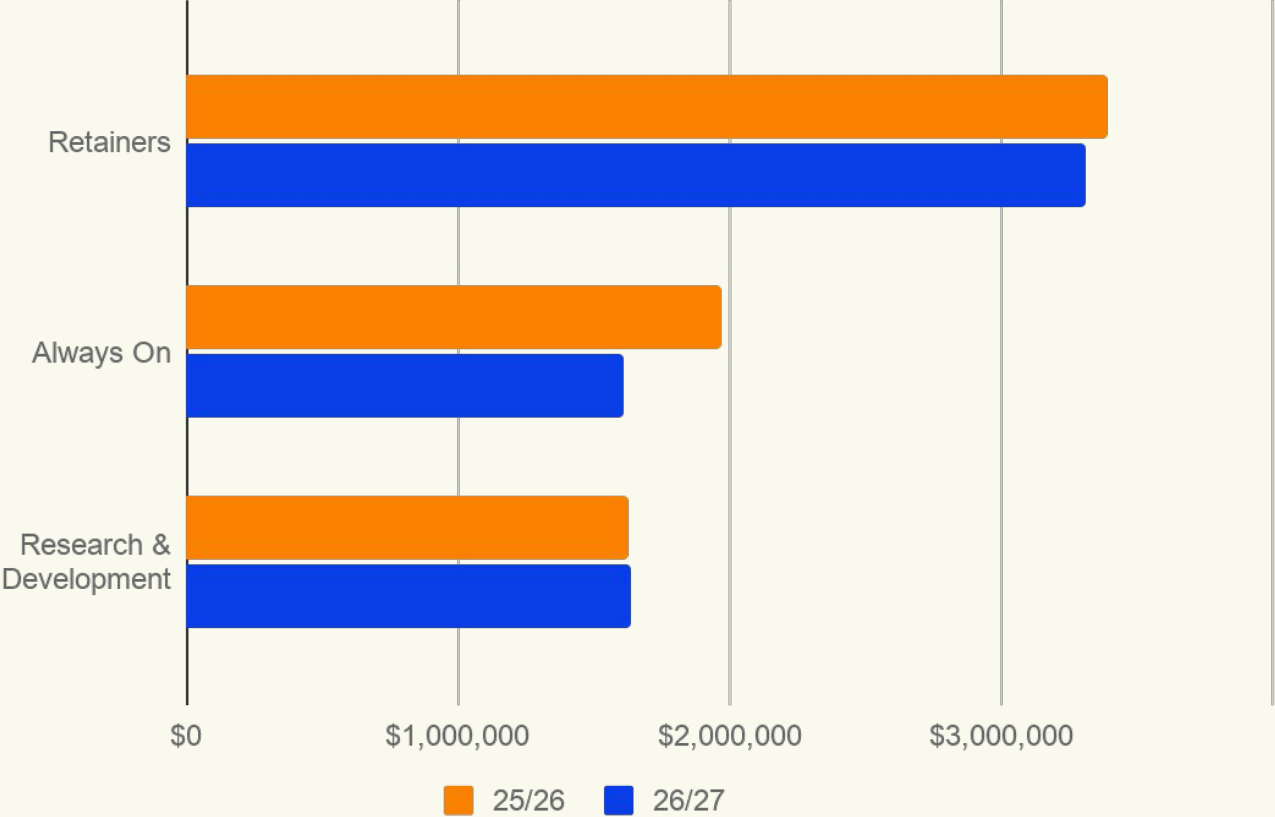
Traditional Co-op
Destination Development Partner Co-op
Visa Destination Insights

Timeline

Applications deadline June 10th 5pm
Interviews July 27-28
Awards Announced August 14



Contracts





Parks & Beyond
\$4,422,139



Ski & Winter
\$2,381,152



Urban & Outdoors
\$890,000

Historical Carryforward

\$1.87M

Communications	\$600,000
Marketing	\$300,000
Development	\$220,000
Flight Development	\$388,500
Global Branding	\$366,193
Total	\$1,874,693

Recommended motion:

**Approve the plan for the Tourism Marketing Performance
Fund budget of \$22,197,493 as presented**

LIFE
UTAH
ELEVATED

