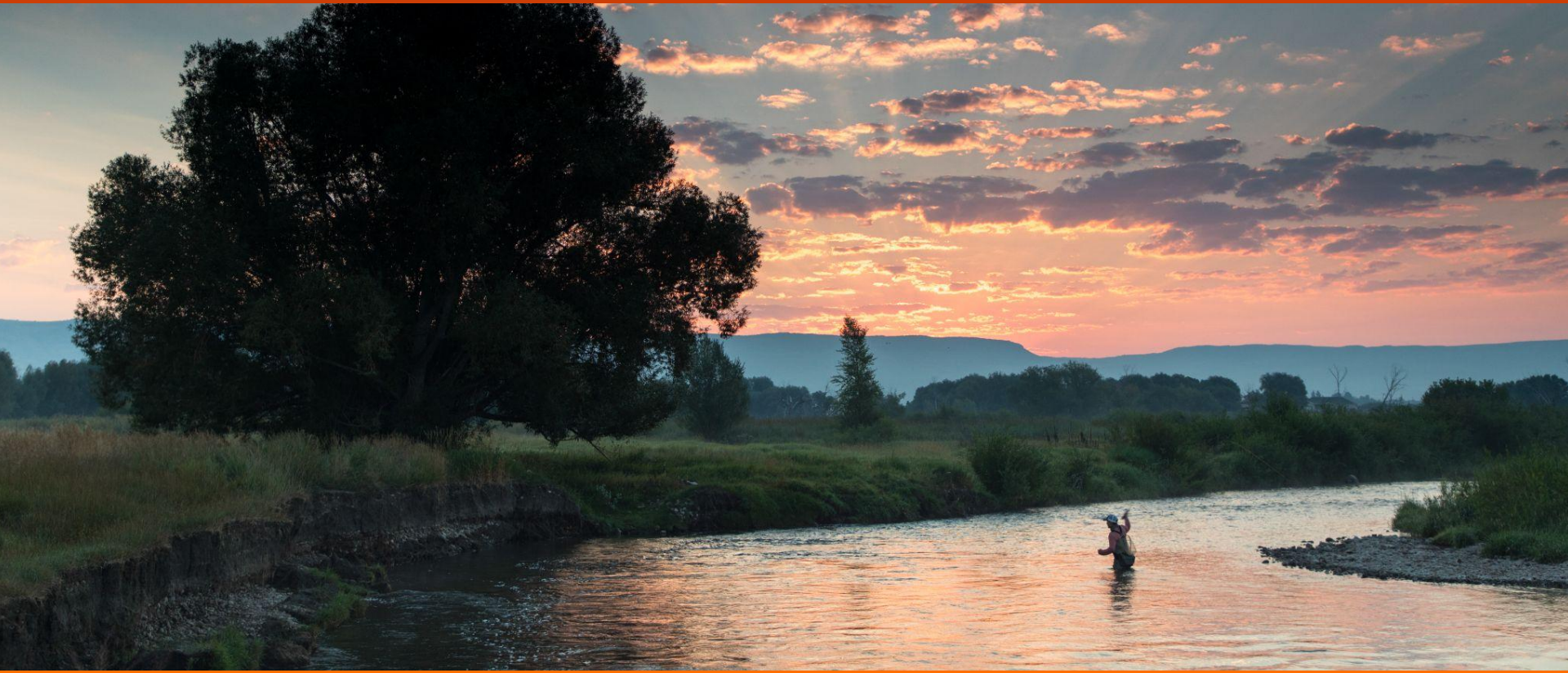


Utah Board of Tourism Development

October 2026

UTAH
LIFE ELEVATED

Managing Director Report

Natalie Randall
Managing Director

TRAVEL IS *CONNECTION*







UTAH



Vision

A state united in welcoming
the world to experience Utah.

R

RARE:
Protecting and elevating the authentic experiences found only in Utah.

S

STRONG:
Modernizing how we fund, organize and manage tourism together.

V

VALUED:
Proving the visitor economy's value and fostering pride of place.

P

PERPETUAL:
Investing in the lands, infrastructure and workforce that sustain tourism long-term.



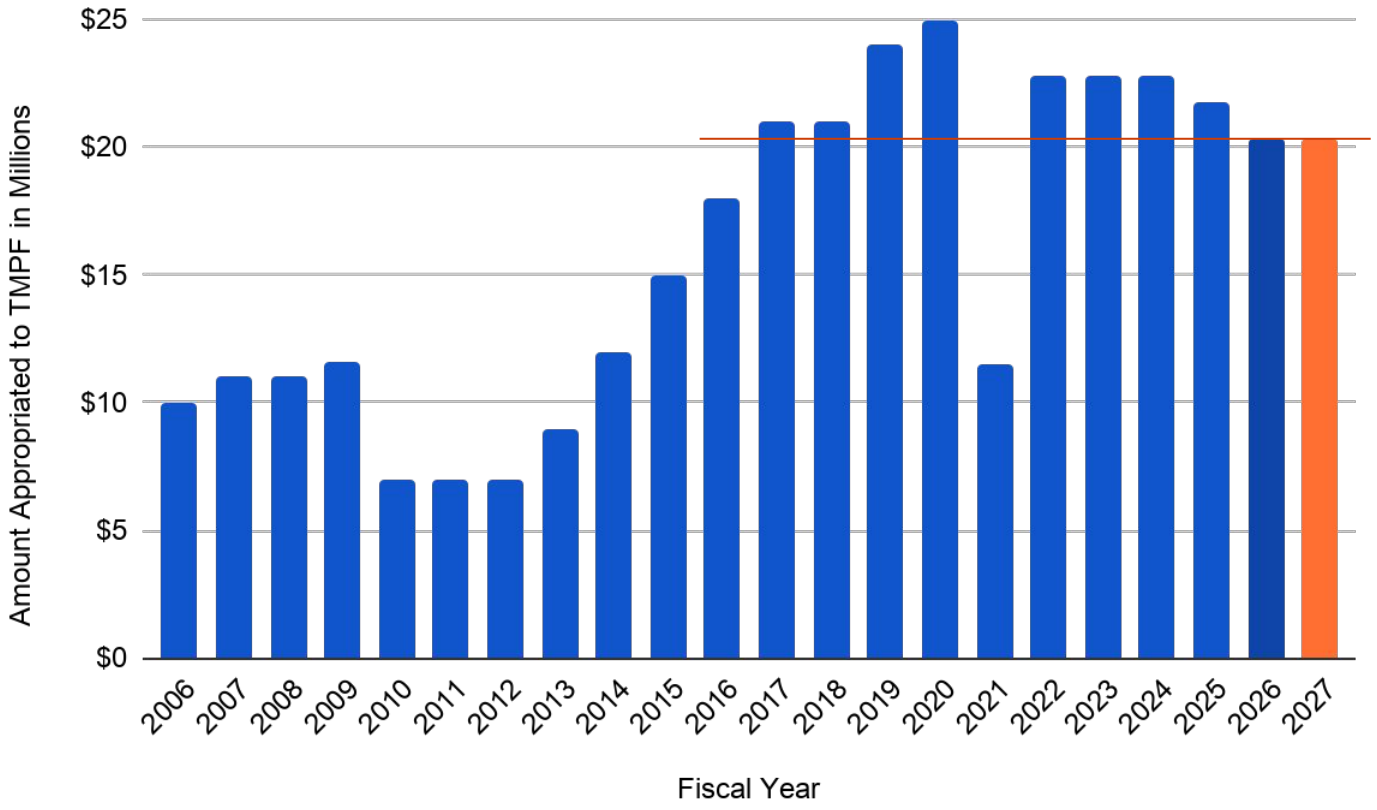
FUNDING & CUSTOMER JOURNEY



Utah Office of Tourism	Tourism Marketing Performance Fund (TMPF)	**DEDICATED FUND APPROPRIATION**
Local Government	Transient Room Tax (TRT) Tourism, Recreation, Culture, Convention, Airport Tax (TRCCA)	**LOCAL TAXES**

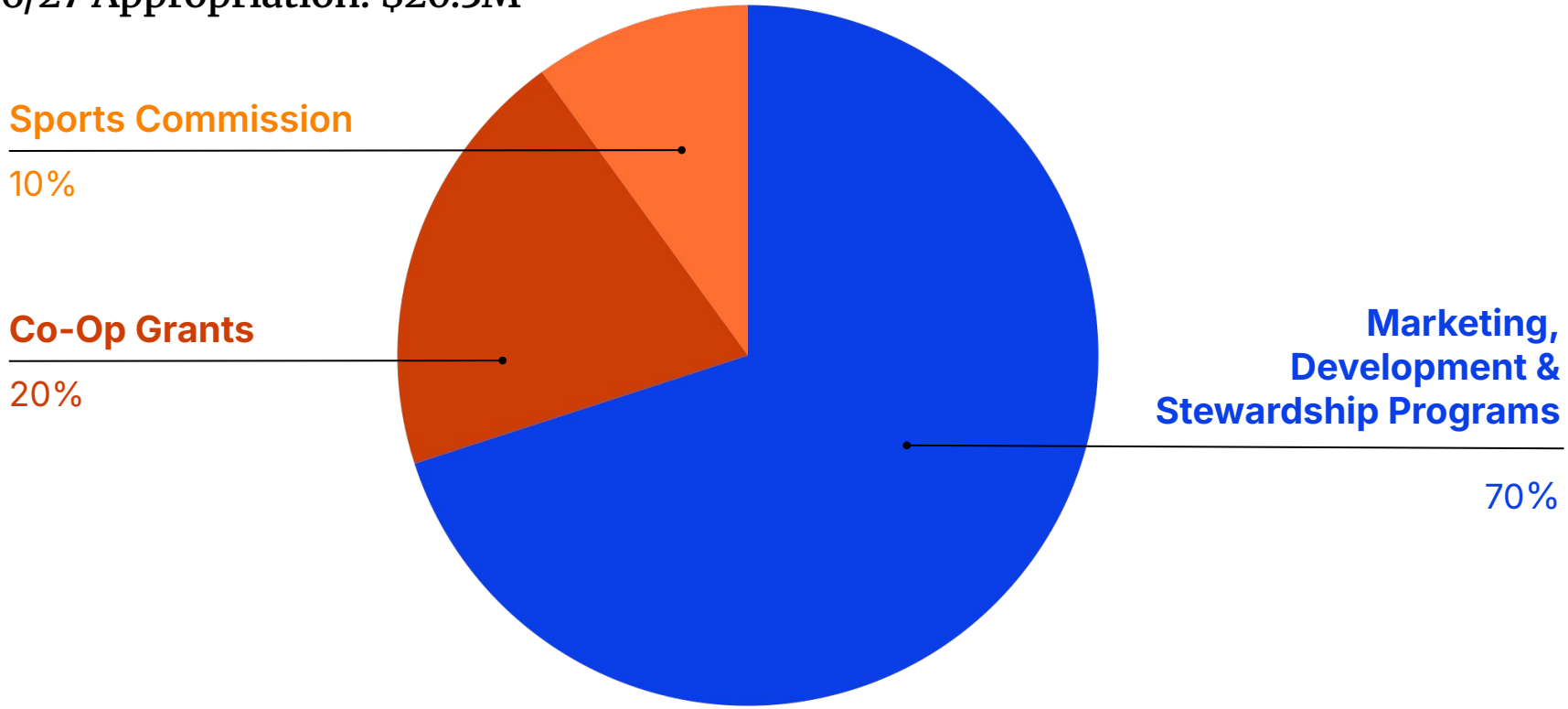
Businesses
Attractions, Accommodations, Restaurants, Retail and Amenities, etc.

Utah's Investment in TMPF



TOURISM MARKETING PERFORMANCE FUND (TMPF)

FY 26/27 Appropriation: $20.3M



TMPF BUDGET ADJUSTMENT APPROVAL

Approve the $277,000 TMPF carryforward budget for the following use:

CONTRACTS	
Always On	
Trade Shows/Trade Missions/Global Marketing	$202,000
Promotional Items	$30,000
Travel Guides & Printing	$45,000
	$277,000 TOTAL Spend

Film Incentive Review

October 2026

Virginia Pearce

Director of Utah Film Commission

RECENT RELEASES / COMING SOON



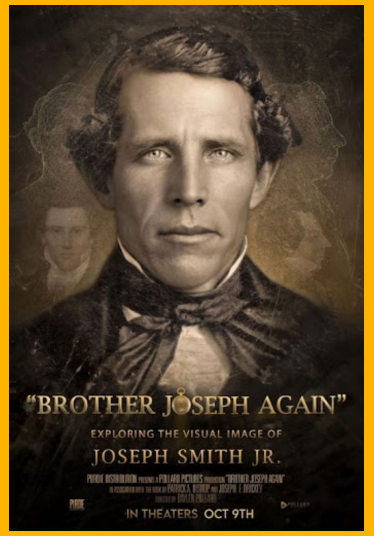
↑

HIDDEN
Premiered September 18
on Living Scriptures+



↑

MARSHALS SEASON 2
Premiered October 4
On CBS



↑

BROTHER JOSEPH AGAIN
Premiered October 9
In select theatres



↑

BROTHERHOOD: A CINEMATIC MUSICAL
Premiered October 9
in select theatres



↑

I SEE THE DEMON
Premieres October 20
on VOD

IN PRODUCTION

MIRACLES IN MOTION
Counties: Davis, Salt Lake, Utah, Wasatch

MARSHALS Season 2
Counties: Morgan, Salt Lake, Summit, Wasatch, Weber

QUITTERS
Counties: Utah, Wasatch

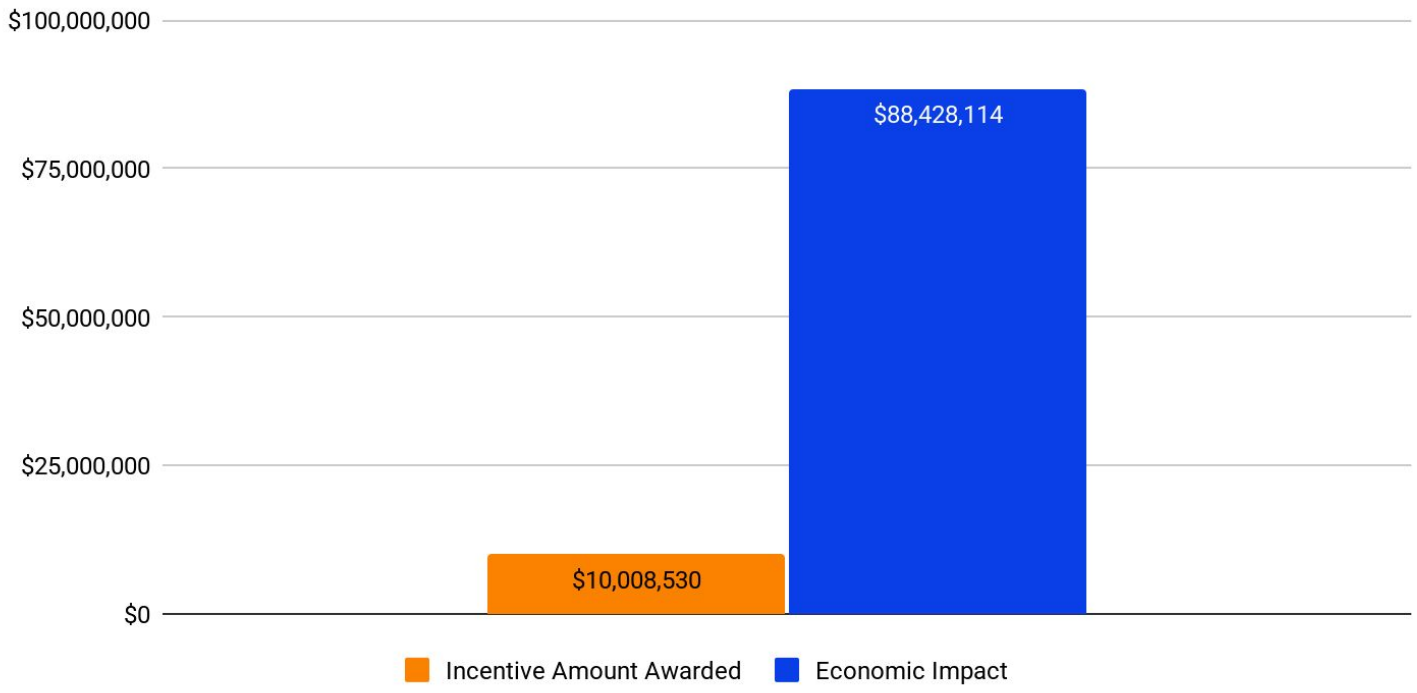
THE SECRET OF SKINWALKER RANCH Season 8
Counties: Uintah

THE WOMAN I FORGOT TO BE
Counties: Salt Lake, Utah



On set of “The Streak

FY2027 FILM INCENTIVE / ECONOMIC IMPACT



FILM INCENTIVE FUNDING

$11M

Total Film Incentive Funding Available per Fiscal Year

CASH

$1.4M

All funds available for Motion Picture Incentive Program projects

TAX CREDIT

$9.79M

$6.79M

Allocated for Motion Picture Incentive Program projects

$3M

Allocated for Rural Film Incentive Program projects



THUNDERBOLTS /2025 / MARVEL STUDIOS

COMMUNITY FILM INCENTIVE PROGRAM
These Little Ones

The Woman I Forgot to Be

MOTION PICTURE INCENTIVE PROGRAM
A Totally Awesome Christmas

THESE LITTLE ONES

Community Film Incentive Program

PRODUCTION HIGHLIGHTS	Inspired by true events, short film about rescuing children from traffickers
DISTRIBUTION	Festival Circuit
LOCATIONS (COUNTY)	Millard
PERCENTAGE SHOT IN UTAH	75%, also filming in California
ESTIMATED JOBS	Cast & Crew: 29
ESTIMATED SPEND	$111,417
MAXIMUM INCENTIVE	$22,283 (20% - Cash)
PRODUCTION DATES (INCLUDING PREP AND POST-PRODUCTION)	September 2026 – December 2026

THE WOMAN I FORGOT TO BE

Community Film Incentive Program

PRODUCTION HIGHLIGHTS	First time writer is also starring and executive producing
DISTRIBUTION	Streaming
LOCATIONS (COUNTY)	Salt Lake & Utah
PERCENTAGE SHOT IN UTAH	100%
ESTIMATED JOBS	Cast & Crew: 40 Extras: 50
ESTIMATED SPEND	$149,300
MAXIMUM INCENTIVE	$29,860 (20% - Cash)
PRODUCTION DATES (INCLUDING PREP AND POST-PRODUCTION)	September 2026 – March 2027

A TOTALLY AWESOME CHRISTMAS

Motion Picture Incentive Program

PRODUCTION HIGHLIGHTS	Musical Christmas movie set in the 80s
DISTRIBUTION	Theatrical/Streaming
LOCATIONS (COUNTY)	Utah
PERCENTAGE SHOT IN UTAH	55%, also filming in California
ESTIMATED JOBS	Cast & Crew: 51 Extras: 400
ESTIMATED SPEND	$1,950,000
MAXIMUM INCENTIVE	$487,500 (25% - Tax Credit)
PRODUCTION DATES (INCLUDING PREP AND POST-PRODUCTION)	November 2026 – March 2027

UTAH SPEND / INCENTIVE APPROVAL

Approve a total of $539,643 for incentives for the following productions, which have met the criteria defined by statute.

PRODUCTION	ESTIMATED UTAH SPEND	INCENTIVE AMOUNT PER PRODUCTION	LOCATIONS (COUNTIES)
These Little Ones	$111,417	$22,283 - 20%	Millard
The Woman I Forgot to Be	$149,300	$29,860- 20%	Salt Lake & Utah
A Totally Awesome Christmas	$1,950,000	$487,500 - 25%	Utah
	$2,210,717 TOTAL Spend	**$539,643 TOTAL Incentives**	

UTAH