



BOARD OF THE DIVISION OF PARKS AND RECREATION, DEPARTMENT OF NATURAL RESOURCES

Minutes Of The Meeting Held on May 20, 2021 at 9:30 a.m.

Hybrid Meeting via Google Meet

Anchored at DNR Richfield Regional Complex

Streamed Live on YouTube

ATTENDEES

Board Members Present:

Bob Murri (Chair)
Corey Cram
Kevin Christensen
Leshia Coltharp*
Brent Boswell**
Natalie Randall
Claudia Jarrett
Russ Steadman*

Excused:

Doug Thompson

**virtual attendance.*

***joined at 10:00 a.m.*

Host:

The Department of
Natural Resources

Department of Natural Resources:

Jeff Rasmussen
Dave Harris
Scott Strong
Amber Stubbings
Chris Haller
Rachel Toker
Wayne Monroe
Darin Bird

Online:

Susan Zarekarizi
Megan Blackwelder
Laurie Backus
Devan Chavez
Lindsay Higbee

Visitors:

Ray Golden - Ticaboo
Shane Stroud - AG's office
Paul Gedge - AV Specialist

Audio/video recording of this meeting is located at: <https://youtu.be/DTNL798yDNQ>

TIME AGENDA ITEM AND SUMMARY

:00

1. WELCOME

1.1. Call to Order

Board Chair Bob Murri called the virtual meeting to order and presided. Amber Stubbings recorded the minutes. A quorum of Board members being present, the meeting proceeded with business.

1.2. Attendance and Introductions

Chair Murri took attendance of the board members present. He acknowledged the members of the Division of Parks and Recreation present, both as participants in the meeting and as members of the audience.

1.3. Approval of Agenda

Chair Murri reviewed the agenda, and asked that it be approved. The agenda stands approved as presented.

**CLAUDIA JARRETT MOVED TO APPROVE THE AGENDA AS
DISTRIBUTED. NATALIE RANDALL SECONDED THE MOTION
AND IT CARRIED UNANIMOUSLY.**

1.4. Approval of February 18, 2021 Meeting Minutes

Chair Murri presented the minutes of the February 18, 2021 board meeting and asked that they be approved. The minutes stand approved as presented.

CLAUDIA JARRETT MOVED TO APPROVE THE MINUTES FROM THE BOARD MEETING HELD FEBRUARY 18, 2021. COREY CRAM SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

3:45 2. BOARD MEMBER REPORTS

Chair Murri opened the floor to reports from the members of the Board.

Claudia Jarrett reported that she was able to visit Fremont Indian State Park, and received an excellent tour from Ranger Kevin Taylor, stating that his passion for the park is apparent. Ms. Jarrett was then hosted by Park Manager Shon Tripp at Palisade State Park, and received an excellent dinner and round of golf. Ms. Jarrett was able to see the development on the Painted Rock campsite at Yuba State Park. She commented on the water level and signage at Yuba, and posited that it is sad to see the danger associated with low water. Ms. Jarrett also anticipates a trip to Snow Canyon State Park, and to East Canyon State Park. She is looking forward to staying in one of the yurts at East Canyon.

Natalie Randall had an opportunity to visit Kodachrome State Park and Dead Horse State Park. She commented on the concessionaires at Dead Horse and how they are trying to keep up with the increased tourism. She lauded Chris Hanson from Edge of the Cedars State Park and Museum for his well received hosting of Secretary of the Interior, Deb Haaland.

Lesha Coltharp reported that her region's parks are anticipating hosting fun summer events, including an ATV Jamboree with over 750 registered participants. She thanked the OHV program staff for their involvement. The Utah Field House Museum is working on exhibits and lab discoveries for public hosting. There is a film crew planned to visit the Field House. Red Fleet State Park will be remodeling some of their facilities, which is a highly welcomed update. Steinaker State Park has water issues because of the dam remodel; they received new bathrooms with showers. The water levels don't look promising, but there should be some boating available for a few months. Fred Hayes State Park at Starvation still has water to capacity but is anticipated to drop - they are doing well with visitation. Ms. Coltharp is also looking forward to visiting other parks.

Kevin Christensen was excited to discuss the expansions and improvements scheduled for Palisade State Park; it's a busy park and well deserving of the new funding. Water levels are especially concerning in our parks with reservoirs. Palisade had a fishing tournament with over 200 participants. Mr. Christensen wished to express thanks to all state parks staff.

Corey Cram stated that the theme of the year is water levels. He stated that 90% of our water supply comes from snowpack and we have record lows for all water conditions. It's great to see and continue to foster strong relationships with other divisions within the Department of Natural Resources; we don't anticipate such low levels that fisheries will be affected. Mr. Cram posited that guests from out of state have found us and "our new normal" is that people have found Utah State Parks! He anticipates we are going to be dealing with increased visitation and lowered water capacity for some time. Mr. Cram reported on an event he had attended where Director Brian Steed spoke,

paraphrasing “in all the other issues we face like transportation, none of it matters if you don’t have water.” Quail Creek State Park has been pushing radio advertisements for boating safety and preparedness. Early in the season we had cold water conditions, and the efforts for water safety are appreciated. Mr. Cram expressed thanks for the Division of Parks and Recreation fostering a positive relationship with the Utah Legislature to develop more parks to host the public. He opined that the national parks are overflowing and people are discovering state parks as hidden gems; Mr. Cram specifically called out Kristen Comella for her excellent stewardship as park manager of Snow Canyon State Park. Mr. Cram stated that Coral Pink Sand Dunes has really done an excellent job in increasing visibility in the parks.

Russ Steadman reported that he was able to visit the Southwest Region and experience Sand Hollow State Park. He said that it’s amazing that the parks are so well-run with the opportunities for OHV, boating and hiking. More people are using the lands, and it’s good to be available for them. Steadman’s is taking a group to This Is The Place Heritage Park and also has plans to visit Antelope Island State Park as soon as the gnats are gone. He heard that the gnats bury their eggs in the sand and as the Great Salt Lake recedes, more flies and gnats populate the area. Mr. Steadman attended the RTP Grant Funding meeting, and provided commendation for Chris Haller and Rachel Toker for the work they do on the OHV programs.

Brent Boswell commented that the parks are busy getting ready for the Memorial Day events.

Chair Murri indicated that he is always so excited to visit state parks. He commented on the recent opportunities to receive tours from Park Managers Kevin Taylor and Shon Tripp. Chair Murri commented on the neat opportunity to see the pithouse accommodations at Fremont Indian State Park. He also is looking forward to trying the new zipline at Yuba State Park. Chair Murri reviewed his time golfing at Palisade, and commented that Park Manager Tripp is an excellent host and steward of the park. Chair Murri was able to tour the Pioneer Visitor Center at This Is The Place Heritage Park, commenting on the chandelier and other details of the new center. Chair Murri expressed enthusiasm for the creation of Lost Creek State Park - one of his favorite fishing spots. He opined that more and more people are visiting our parks and the more accommodations and concessions we can make available, the more valuable resource for the public.

29:53 3. DIVISION REPORT

The director and deputy directors of the Division of Parks and Recreation gave a brief report regarding the Division’s recent activities.

3.1. Business Report

Chair Murri welcomed Mr. Scott Strong, deputy director to the Division of State Parks over business, and asked him to report on business operations for State Parks. Mr. Strong thanked the Board for always recognizing our staff at the parks; it is always the staff who make the experiences wonderful. They are dedicated, intelligent and skilled.

Mr. Strong commented about the “new normal” of parks operations. The numbers presented reflect visitation. He provided data on Division profits and losses. In 2017, Division profit was close to \$3 million; in Fiscal Year 2020 we were up \$5 million and for this year we are increased \$8 million. The increases are in every region and across the

state. Our operating profit last year was \$12 million; in terms of our restricted fees account, our balance is \$22 million after drawing down \$16 million for park investments. Mr. Strong discussed the spending and saving strategies of the Division, and how to best use our funds for parks investments.

Over the last eight years, Parks have spent \$104 million dollars out of our revenue for investments. In the last three years, \$55 million has been used to increase access and improve facilities. We are lucky to have the support of the legislature, which again ties into the star-power of our staff.

Staffing is one of our major concerns moving forward, and leadership will be looking into how to best invest in more staffing.

Mr. Strong provided an update to the Board on the development of our Park Pass Application; the contract was finally signed on Wednesday, May 19, after three months of negotiations. Mr. Strong was hopeful that we can roll out the application prior to the Memorial Day holiday. The app creates live data tracking, along with enabling online payments and displaying points of interest for our guests. There will also be an online retail option.

Chair Murri commented that we always have a “new year” every year, filled with firsts. The innovations and advancements are spectacular.

3.2. Operations Report

Chair Murri introduced Mr. Dave Harris, deputy director of the Division of State Parks and Recreation, over operations. Mr. Harris thanked the members of the Board, and expressed thanks to the staff involved in the Board’s tour of the Southwest Region. Mr. Harris commented that every time he visits the parks he learns something new. He commented on how well the staff are stewarding the parks after a stressful year and an early start to the season.

Mr. Harris reflected on recent efforts of the executive staff touring the regions and meeting with the park managers on how we can make a strategic plan for legislative requests. The Director’s staff have so far visited the North Region and Southeast Region, and will be visiting the Southwest Region next week.

We have increased positions in the division; with Lost Creek State Park we have hired an Assistant Park Manager. Lost Creek has been “complexed” with East Canyon, which will be managed by Ranger Chris Haramoto. The expectation is that there will be a law enforcement presence there immediately. The Utahraptor State Park manager interviews will be held next week, and will also provide a law enforcement position. We hired an additional sergeant in the Washington County parks to provide service to those parks experiencing higher visitation. Additional moves include Aaron Farmer moving from Green River to Dead Horse; Nathan Martinez is moving from Kodachrome to Green River State Park. Wayne Monroe hired a new office manager, Nichole Topham, in the Cedar City Office.

We recently had five new graduates from post:

- Zachary Kierstead - Fred Hayes State Park at Starvation
- Chris Nelson - Huntington/Millsite/Scofield State Parks
- Frederika Wischmann - Willard Bay State Park
- Matt Harris - Yuba State Park
- Preston Wood - Willard Bay State Park

Additionally, there are six rangers pending official offers. We hope to have their paperwork finalized so the new recruits can staff the parks in a non-law enforcement capacity before the holidays.

Regarding COVID protocols, mandates and protocols have lessened and we anticipate hosting events June 1.

The Division is working towards updating and publishing employee guidelines, which hasn't been done at least for the tenure of the past two directors.

Mr. Harris stated he is working to have some new administrative rules to review in time for the August meeting. There was a rule related to dogs in the parks that was interesting to review.

Ms. Jarrett complimented the operations team for the successful implementation of the Employee Development School event in March. Chair Murri asked Mr. Harris what the biggest challenge in operations is. Mr. Harris posited that it's been hard to keep positions filled, but water issues are also mounting in terms of water pumps, filtration and capacity.

3.3. Director's Report

Chair Murri welcomed Director Rasmussen to the meeting. Director Rasmussen commented that he was glad to meet in person, and that restrictions lifting will be great for our parks and how they are operating. Recommendations, guidelines and safety protocols related to COVID-19 prevention will still be followed.

Director Rasmussen provided an overview of the final results of the 2021 Legislative Session, commenting that the session was historic for the Division of Parks. Director Rasmussen reflected on a comment from former Director Fred Hayes, "the only thing crazier than a legislative session with no money is a session with surplus money." Director Rasmussen stated that the Division ended up tracking more than 100 bills that would affect or relate to parks and natural resources.

- HCR 13 - Bridal Veil Falls - conduct a study as to future management of BVF. There was a proposal to privatize the area, so Representative Stratton directed Parks to study the best course of action. We are now in the process of identifying stakeholders and compiling reports to report to the legislative interim session in the fall.
- HCR 11 - OHV 50th Anniversary Program celebration. This bill gives us the chance to talk about promoting responsible OHV use.
- House Bill 111 - changed the age requirements for OHV operation. It's been a problem for years that machines are made to children's specifications. This rule change allows for youth who are being safe, wearing a helmet and are properly supervised, they can then operate the vehicle.

Additionally, Director Rasmussen reviewed the legislature's historic and tremendous investment in state parks. The 2021 Legislative Session resulted in \$120 million to state parks

- \$29 million appropriated for Utahraptor State Park, with \$7.5 million dedicated to the land purchase with SITLA. We are pending appraisals from SITLA to make sure it's a worthwhile investment. This park is a great opportunity: it's got great views of the La Sal mountains, Arches State Park, along with OHV access and

great interpretation opportunities for the paleontological resources and the historic ruins of the Moab Isolation Center and CCC camp.

- \$7 million was appropriated for Lost Creek State Park; this location is a diamond in the rough. It has a lot of problems from over-visitation but it can be properly stewarded with facilities and staffing. It gives us another boating park and also eases some demand on the Wasatch Back. It's also a BOR property so we can use funds to match with the BOR for funding. That will be phased slowly.
- \$67 million was appropriated for "shovel ready" projects for expansion. Speaker Wilson and President Adams were strong supporters and were on the frontline to invest in recreation. Director Rasmussen shared the anticipated investments list with the Board.
- \$16 million was appropriated from our Restricted Fund accounts. Director Rasmussen reviewed the improvements anticipated for those projects.

Director Rasmussen commented that he anticipates that these investments will increase campsites by approximately 500 units and approximately 1000 more parking spaces. Chair Murri asked if there are ribbon cutting ceremonies scheduled; Director Rasmussen posited that Parks will be doing more publicity on ribbon cuttings and making sure the Board is involved.

Visitation growth in the last five years continues to drive the Division's goals for expansion and improvement. The continued growth year over year, and the demand for recreation opportunities continues to explode.

Director Rasmussen reviewed the bifurcation of the Division of Parks and Recreation into the Division of State Parks and the Division of Recreation. This will allow each operation to focus on the goals they have for their industries. It will also open up potential for bringing in more recreation investment resources. We will certainly work together between divisions. We are still in the initial stages of planning, so far the only position that was funded is the division director.

Director Rasmussen opined that water levels are going to be one of our biggest challenges this season. We have three parks along the Sevier River, and Yuba has already dropped down to 30% capacity. The levels are dropping fast. Echo State Park will actually benefit from low water this year because they have to close the boat ramps for development.

In our 2022 Legislative building blocks, Parks will be looking at adding full time positions. Director Rasmussen stated you can't go from 5 million visitors to 11 million visitors without adding staff.

Director Rasmussen said that he loves our staff, and we never would get the support we get without the work and effort of our staff. Our people are here because they want to be and that reflects on our product.

Chair Murri reflected on the challenges of 2020 and the adjustments staff made. Ms. Jarrett commented that she is disappointed in the legislation dividing the Division. Mr. Cram asked about the availability of federal COVID relief funding. Because they are federal funds they have to apply to certain types of projects. Ms. Randall asked about the housing plan for park staff. Director Rasmussen stated that employee housing continues to be a concern for our parks. We haven't seriously talked about adding housing in recent history but we are researching new options. Mr. Strong noted that we invested \$1 million last year for tiny homes.

1:35:24 **4. OFF-HIGHWAY VEHICLE PROGRAM**

Chair Murri welcomed Mr. Chris Haller and Ms. Rachel Toker to the meeting.

4.1. FISCAL INCENTIVE GRANT (FIG) RECOMMENDATIONS

Ms. Toker provided some background information on the creation of the Fiscal Incentive Grant. Ms. Toker highlighted some of the grant requests including the purchase of land in Beaver to be used as a trailhead. Chair Murri acknowledged three public comments related to the FIG that were received, which were circulated to the Board, and will be provided as an attachment to the minutes for the record.

Mr. Haller reviewed the recommendations from the OHV Advisory Council, stating that for the second time in the history of the grant program, OHV staff feel strongly that some of the recommendations from the Council were not adequate, and that staff supported the remaining applications that were not advanced with a recommendation. Mr. Haller stated for the record that the existing recommendations were inconsistent with past recommendations. He reviewed the following:

- Color County OHV Trail Maintenance Vehicle & Supplies Request - Mr. Haller stated that while purchasing a vehicle would not be within the means of the program grant, that providing promotional materials to the applicant in the amount of \$1500 would be within the program scope, and provide value to the applicant and their community.
- Uintah County Trails Webpage Request - Uintah County requested funding for their website enhancements, which may not meet the requirements of the grant, however \$5000 was earmarked for OHV information associated with this website under this project and those funds would qualify. Mr. Haller suggested that amending the approval to \$5000 would be consistent with the need and the program scope.
- San Rafael Swell OHV Campground Improvement - Mr. Haller stated this application was approved by the OHV Advisory Council, however additional research is required as to whether the picnic tables for the project would meet the scope. He recommended holding off on an approval for this grant until that research has been completed.

Mr. Haller informed the Board that since the creation of the grant program, \$2.6 million has been put on the ground in rural Utah. He continued that getting these grant funds into the hands of small and rural communities is in the best interest of everyone involved.

Mr. Steadman commented that the recommendations that were not advanced should be approved. He stated those recommendations go to small municipalities that aren't going to be able to find funding any other way. He opined that the Board should consider the comments of the OHV staff.

Ms. Coltharp expressed displeasure with the vendor At Your Leisure who performs 360 Trail maps. She posited that the company isn't fulfilling their end of the contract by uploading the final products to Google. She posited that the company doesn't seem to have the bandwidth, but also recognized that those small local areas need the promotion. Ms. Coltharp asked if there are other companies available to perform similar services. Discussion ensued.

Mr. Haller stated that of the 33 trail mapping projects that have been awarded, 21 of

them have been finalized. Eight are currently scheduled for filming, and three are being reviewed for completion. Mr. Haller also stated for the record that the companies or governments applying for grants do not have to use any specific vendor. Chair Murri asked about the management of the contract. Mr. Kevin Christensen commented on the purchasing guidelines of the local governments. The applicant holds the responsibility to fulfill the contract and follow up with the vendor. Discussion ensued as to whether the creation of a "vendor cafeteria" would be appropriate to mitigate some of these concerns. Mr. Christensen expressed his concern over using Google servers; these projects are filmed and finalized and posted to the vendor website, but they aren't actually posted on Google for public use. He posited that the projects are still published to local websites, but there is a lapse.

Discussion centered around the process and who has the authority to deal with vendors and contractors. Mr. Strong suggested that smaller governments could work together on grants for more buying power. Discussion continued regarding who holds the liability when services have not been received when a grant has been issued.

Chair Murri recognized Ray Golden from Ticaboo Basecamp Lodge, who provided public comments regarding his involvement with At Your Leisure. He stated Ticaboo is the largest employer on the east side of Garfield County. He stated he was present to speak on behalf of the nonprofit organization Friends of Ticaboo, which is in support of using At Your Leisure. He stated there is a need to supply promotional funding for rural areas. The public comes to Ticaboo between Memorial Day and Labor Day and only goes to Lake Powell. He stated he would go with At Your Leisure to promote traffic for trails. He reviewed the revenue figures for Lake Powell and Ticaboo and how they relate to lake levels. It's in water recreation's best interest to work towards OHV programs enhancement. Mr. Golden reviewed his efforts with past FIG approvals and how the traffic has improved, even without Google server participation.

Chair Murri called for a vote on the recommendations for Quarter 4 Fiscal Incentive Grant applications.

CLAUDIA JARRETT MOVED TO APPROVE THE 11 GRANT APPLICATIONS (#8, 10, 14, 17, 18, 20, 21, 22, 33, 37, 40) FOR THE MAY 2021 QUARTERLY FISCAL INCENTIVE GRANT APPLICATIONS AS PRESENTED. RUSS STEADMAN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

CLAUDIA JARRETT MOVED TO APPROVE \$1500 TO THE GRANT APPLICANT FOR APPLICATION #13 FOR THE MAY 2021 QUARTERLY FISCAL INCENTIVE GRANT AS AMENDED. COREY CRAM SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

CLAUDIA JARRETT MOVED TO APPROVE \$5000 TO THE APPLICANT FOR GRANT #28 MAY 2021 QUARTERLY FISCAL INCENTIVE GRANT APPLICATIONS FOR MAY 2021 AS PRESENTED. NATALIE RANDALL SECONDED THE MOTION AND IT CARRIED WITH LESHA COLTHARP ABSTAINING DUE TO CONFLICT OF INTEREST.

KEVIN CHRISTENSEN MOVED TO APPROVE THE REMAINING RECOMMENDED QUARTERLY FISCAL INCENTIVE GRANT APPLICATIONS FOR MAY 2021 WITH THE EXCEPTION OF APPLICATION #45 WHICH REQUIRES FURTHER REVIEW. WITH HIS MOTION, MR. CHRISTENSEN MADE A COMMENT THAT HE

WOULD LIKE TO SEE CONTRACTS FOR TRAIL 360'S INCLUDE A DELIVERABLE WITHIN THE SCOPE OF WORK AND THE CONTRACT MUST BE UPDATED. NATALIE RANDALL SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

4.2. OHV ACCESS & EDUCATION GRANT RECOMMENDATIONS

Ms. Toker reviewed the OHV Access and Education Grant application. There were \$17,500 available in funds, and an applicant requested the full amount. The applicant met the requirements.

COREY CRAM MOVED TO APPROVE THE RECOMMENDED ACCESS AND EDUCATION GRANT APPLICATION FOR MAY 2021 AS PRESENTED. RUSS STEADMAN SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

4.3. OHV ADVISORY COUNCIL VACANCY APPOINTMENTS

Mr. Haller reviewed the applicants and recommendations for the appointments to vacancies. Both recommended applicants received positive comments.

COREY CRAM MOVED TO APPROVE BOTH OF THE RECOMMENDATIONS FOR OHV REPRESENTATIVES ON THE OHV ADVISORY COUNCIL AS PRESENTED. CLAUDIA JARRETT SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

2:38:44 5. LAND & WATER CONSERVATION FUND GRANT APPLICATION RECOMMENDATIONS

Susan Zarekarizi reviewed a grant application from Provo City requesting funding for a regional sports park in Utah Lake. It's a 52 acre site, and there is matching from the federal government and the city. This will help the LWCF avoid lapsing any funds in this fiscal year.

KEVIN CHRISTENSEN MOVED TO APPROVE THE LAND AND WATER CONSERVATION FUND GRANT RECOMMENDATION AS PRESENTED. BRENT BOSWELL SECONDED THE MOTION AND IT CARRIED UNANIMOUSLY.

2:40:00 6. OTHER BUSINESS

Chair Murri opened the floor for other business.

Ms. Jarrett proposed that we should share our quarterly reports for the Board to the Natural Resources Committee of the Legislature. The Board was in agreement, and Ms. Stubbings will work to identify an operation for this.

2:42:00 7. ADJOURNMENT

The Board having no further business, Chair Murri sought a motion to adjourn.

COREY CRAM MADE A MOTION TO ADJOURN. NATALIE RANDALL SECONDED THE MOTION AND THE MEETING WAS ADJOURNED.

The following public comments have been provided in their original format, with no editing.

I have been informed that our grant request to promote Eureka and the trails that we are scheduled to map was turned down by your review committee. It is my understanding that the mapping part was approved, but the promotion part was denied. I thought these were the kind of grant applications you were seeking. As I read through the grant application we seem to meet all of the criteria for approval. We have the "in kind" match, we have letters of support from local businesses, we were able to find reliable vendor that has a proven track record of delivering the message, especially to the OHV crowd. We have had experience with them before and to draw attention to a place when they come and visit. In fact, a recent show highlighted our town, so we are experiencing a bit of an uptick at our local businesses that seems to correspond with this message. Heck, this thing seemed like a no-brainer so we expected it to fly.

What is even more troubling is that I was under the impression that this kind of promotion and advertising grant has been approved in the past, but apparently not this time. Honestly, I can't think of a better time to do this kind of promotion. We see streams of new machines roll through Eureka every day on their way to the Sand Dunes, numbers we have never seen before. Many of them are new to the sport and are looking for places to explore in their new found hobby. If we can just get some of them to stop and explore, we can offer some very unique experiences here in Eureka. Our little city is a snapshot of history, but in the case of Eureka, discovery and history follows you out on the trails. We love to show off this history.

Is there any way we can reverse this decision before the tourism season ends? It doesn't make any sense to do this in the fall because the riders are out looking for new places to explore all summer. I hope you can give me some good news to share with the citizens of our little town.

Thanks,

Nick Castleton, Mayor

Dear Mr. Haller,

My business partner, Mark Wade, and I are consultants, planners, and guides that assist rural counties with marketing including brand awareness. We specialize in tourism and outdoor recreation including off-road recreation, which is an area we see tremendous opportunity with many of our clients in Utah, and especially in Emery County.

We have ridden trails in the San Rafael Swell starting from Ferron several times with the owners of Big Mountain Lodge and more recently with members from several Utah OHV organizations as part of a familiarization trip to introduce the off-road opportunities, and to glean advice from this group of expert users. From these experiences we clearly see a need for assistance with promoting the many OHV opportunities in the county. What we have learned over the years is that OHV riders enjoy trails that lead to interesting places. Emery County is exactly that. Historic sites from early settlers, native Americans, and dinosaurs that are immersed in geological wonders make this an ideal destination.

Users originating in Ferron have access to interconnecting routes with Sanpete and Sevier counties that make this small community an ideal hub for extensive off-road adventures throughout central Utah. This type of off-road experience appeals not only to users in local markets, but also to travelers from distant markets that stay longer and spend more.

Ferron does not benefit from the traffic drawn to our iconic national parks and is not on a popular tour route. Yet they offer landscapes that rival these places with adventure that is ideal for those seeking a

backcountry experience away from tourist destinations. This is what locals are looking for, we hear this all the time.

For small communities and businesses in rural counties to be discovered, help is needed in getting word out. They do not have the resources to compete with the popular and well-known destinations. Local travelers are looking for new places to recreate and OHV consumers are Ferron's best opportunity. OHV users spend money and support communities and businesses with their purchasing power. This is exactly what Ferron and businesses like Big Mountain Lodge need, but they cannot do it on their own.

The Wasatch Front has changed tremendously in the recent years. With so many new residents coming from outside the area, the need for additional help in getting word out is critical. These new residents and many long-time residents have not heard of Ferron or know about its many outdoor assets. Without support it will be difficult for this small community to get noticed. Your support can make the difference.

Sincerely,
Bob Grove, Partner
Tourism Development Consultants/Roadtrippinwithbobandmark.com

Town of Orderville
PO Box 165
Orderville, Utah 84758

May 11, 2021

Chris Haller
chrishaller@utah.gov

Hi Chris,

We just heard that we were approved for the mapping grant, which we greatly appreciate, but were turned down for the tourism grant that promotes the maps. Our community is very depended on tourism and welcomes the tourism industry. We have new accommodations and tour experience companies developing here in our community. We believe we are a great fit for this tourism grant. We would like to know what we can do different to qualify and be considered for the tourism grant before we apply for it again. Any suggestions or comments would be greatly appreciated.

Thank you for your time and consideration,

/s/ Bob Caruso
Mayor Bob Caruso