



AGRITOURISM



ASTROTOURISM



CREATIVE ECONOMY

TOURISM

Business Development

Workshop

2026



LIFE
UTAH
ELEVATED

Table of Contents

Message from UOT	1 - 2
Workshop Supporters & Partners	3 - 4
Agritourism Research Survey	5
Map of the Kanab Center	6
April 22nd Agenda	7
Main Stage	8 - 10
Breakout #1	11 - 14
Breakout #2	15 - 18
Breakout #3	19 - 22
Breakout #4	23 - 27
Kanab Tourism Showcase	28 - 30
April 23rd Agenda	31
Breakout #5	32 - 35
Breakout #6	36 - 39
Main Stage	40 - 42
UOT Partner Newsletter	43
Helpful Terminology	44 - 45



Welcome to the 2026 Tourism Business Development Workshop!

Welcome to the second Tourism Business Development Workshop! Over the next two days, we will share and generate new ideas, inspired by the landscapes and rich history surrounding us.

Last year, we set out to explore the opportunity and potential of agritourism and astrotourism. The "convening power" and volume of ideation we witnessed at the 2025 event were nothing short of remarkable. It became clear that these sectors aren't just niches; they are pillars of Utah's identity. With that incredible momentum, we've brought them back to center stage so we can continue working together to build sustainable business models and economic drivers for your communities.

This year, we are also thrilled to introduce a third pillar: the Creative Economy.

Utah has long been proud of its vibrant cultural roots and its "Little Hollywood" legacy right here in Kane County. By weaving our film history and cultural heritage into the tourism fabric, we aren't just telling stories, we're building an infrastructure for the future. With the 2027 Temple Open House and the 2034 Winter Olympics on the horizon, the world's eyes are turning toward us. Now is the time to refine our offerings, expand experiences and ensure that we are a state united in welcoming the world to experience Utah.



N. Randall

Natalie Randall
Managing Director
Utah Office of Tourism & Film

Learn more about the Utah Office of Tourism at travel.utah.gov.

JOIN US ON MAY 16TH — ADVENTURE SAFE DAY

Help create a statewide moment of unity and preparedness

As part of Utah Forever, state tourism and outdoor recreation partners are inviting businesses to display and distribute Adventure Safe materials to customers. It is a simple way to support preparedness, protect Utah's outdoor places and show state pride.

Participating businesses will receive a packet with messaging guidance, signage, stickers and safety checklists to share with visitors and residents.

SIGN UP BY APRIL 22ND TO PARTICIPATE

Fill Out This Form
or visit UtahForever.org



UTAH
LIFE ELEVATED



2026 Workshop Supporters

Presented By



Sponsored By



Workshop Host



Supporting Partners



Department of
Agriculture and Food



Utah Department of
Cultural & Community
Engagement



Utah State
University

Collaborative Partners

Agritourism –

Adrianna Franco, *Utah Department of Agriculture & Food*

Caroline Hargraves, *Utah Department of Agriculture & Food*

Emily Ashby, *Utah Department of Agriculture & Food*

Harmony Cox, *The Ranch at Wild Rose*

Joan Hammer, *Box Elder County Tourism Office*

Kamille Combs, *Cornbelly's & The MAiZE*

Kynda Curtis, *Utah State University*

Loretta Clayson, *Journey Farm*

Mike Higbee, *Higbee Honey*

Natalie Kane, *Utah Department of Agriculture & Food*

Payton Fisher, *The Farm*

Rachel Creer, *Utah Office of Tourism*

Sara Patterson, *Red Acre Farm & Red Acre Center*

Sheri Staheli, *Staheli Family Farm*

Terry Camp, *Utah Farm Bureau*

Victoria Xiong, *Utah State University*

Astrotourism –

Ben Muhelstein, *Blanding City*

Diana Davidson, *Business Owners of Bluff*

Eric Simms, *Stellar Vista Observatory*

Jason Murray, *Southwest Adventure Tours*

Jayne Church, *Kane County Office of Tourism*

Koye Willis, *Fremont Indian State Park*

Laici Shumway, *Utah Office of Tourism*

Matthias Schmitt, *Stargazing Zion/Stargazing Moab*

Sarah Burak, *Bears Ears Partnership*

Troy Allan, *USU Dark Sky Cooperative*

Creative Economy –

Christina Martin, *Utah Film Commission*

Emma Kwanin, *Utah Office of Tourism*

Katherine Potter, *Utah Department of Cultural & Community Engagement*

Melissa Jackson, *Utah Film Commission*

Sorell Grow, *Utah Office of Tourism*

Tracy Hansford, *Utah Division of Arts & Museums*

Virginia Pearce, *Utah Film Commission*





Shape Utah Agritourism

Utah is undertaking a statewide effort to better understand the economic impacts of agritourism. As part of this work, the Utah Office of Tourism and the Utah Department of Agriculture and Food are inviting agricultural operations to complete a brief survey. The survey will help identify the types of agritourism activities offered on farms, ranches, and other agricultural properties and better understand how they support local economies across the state.

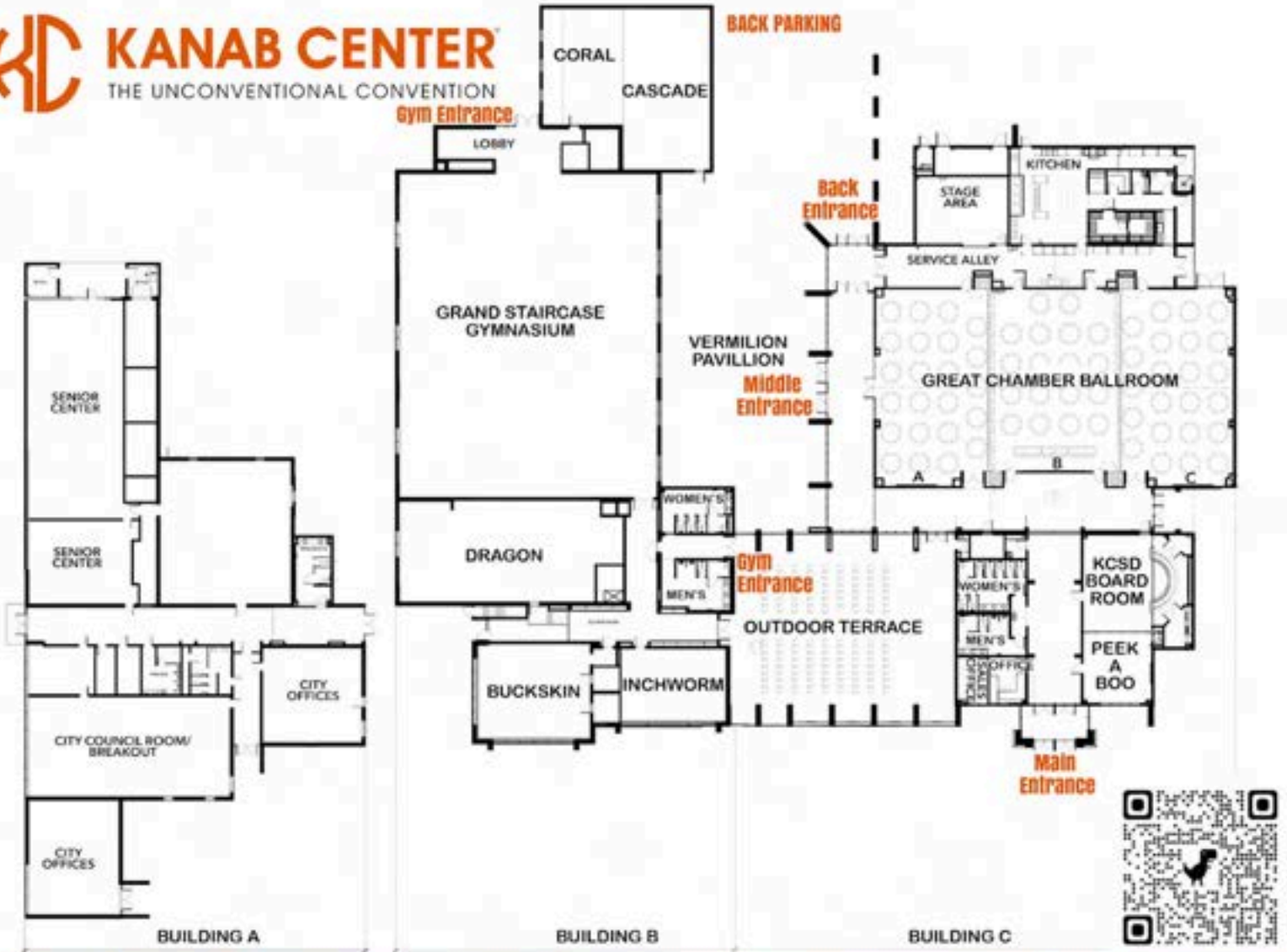
If you are a farmer, rancher, or agricultural business operator, we welcome your input.

At the end of the survey, there will be an opportunity to enter an opportunity drawing for a Visa gift card.

Please complete this brief [survey](#) by **Wednesday, April 29th**.



Map of the Kanab Center



20 N. 100 E. Kanab, UT 84741

435 644-4333

KanabCenter.com

KanabCenter@kane.utah.gov

Great Chamber Ballroom - Main Stage

Grand Staircase Gymnasium - Meals + Exhibitor Booths

Cascade A - Breakouts

Cascade B - Breakouts

Inchworm - Breakouts

Wednesday, April 22nd

- 9:30 AM Check-In / Networking
- 10:00 AM Welcome
- 10:10 AM **Message from UOT -**
Building a Utah that Lasts (*Main Stage*)
- 10:20 AM **Keynote -**
Path to Success Series (*Main Stage*)
- 11:00 AM Break
- 11:15 AM **Breakout #1 -**
 1. Data-Driven Tourism: Unlocking the Secrets of Your Ideal Customer (*Cascade A*)
 2. Leaning into Cultural Tourism (*Cascade B*)
 3. The Transformational Value of Dark Skies: Awe, Wellness, and Community Cohesion (*Inchworm*)
- 12:15 PM Lunch / Networking / Exhibitor Booths
- 1:15 PM **Breakout #2 -**
 1. Weaving Indigenous Businesses into your Visitor Experiences (*Cascade A*)
 2. Marketing 101: Essentials for Success (*Cascade B*)
 3. Cover Your Assets: An Interactive Insurance Discussion (*Inchworm*)
- 2:15 PM Break
- 2:30 PM **Breakout #3 -**
 1. Fueling Your Tourism Business: Utah's Rural Grants & Incentives (*Cascade A*)
 2. Wrangling Codes, Zoning, and Permits (*Cascade B*)
 3. Your North Star Guide to Developing Expert Teams and Community Partnerships (*Inchworm*)
- 3:30 PM Break / Snack
- 4:00 PM **Breakout #4 -**
 1. Better Together: The Power of Agritourism Partnerships (*Cascade A*)
 2. Marketing 201: Advanced Strategies to Scale Your Impact (*Cascade B*)
 3. Film Tourism Product Development Workshop (*Inchworm*)
- 5:00 PM Dismiss to Kanab Tourism Showcase



MAIN STAGE

WEDNESDAY @ 10:00 AM

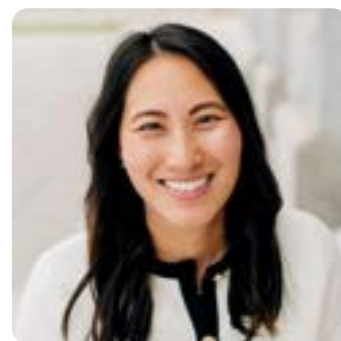
Main Stage –

Building a Utah that Lasts

There is a significant opportunity for the tourism industry to develop experiences and spur economic growth, further establishing Utah as a global hub where creativity, innovation, and community converge. As we look to the future, the Utah Office of Tourism is prioritizing the diversification and development of the visitor economy. Join Natalie Randall, Managing Director of the Utah Office of Tourism & Film, to discuss the state's strategic approach to exploring new investment, enriching our cultural identity and building economic stability.

Natalie Randall – Managing Director, Utah Office of Tourism & Film

Natalie Randall, the managing director of the Utah Office of Tourism and Film, is instrumental in shaping Utah's global and domestic tourism strategy. She has a strong background in both policy and business, having held leadership roles with the Utah Tourism Industry Association and San Juan County's Economic Development and Tourism. Randall was recently recognized as a Utah Business "40 Under 40" and a rising business star. When she's not working, Natalie loves exploring Utah's outdoors with her family.



The Architecture of a World-Class Tourism Experience

Transitioning from a local startup to an international tourism powerhouse like Antelope Canyon Tours requires more than just a great location—it requires a blueprint. Learn about Arden Redshirt's journey in crafting a globally recognized cultural experience. Through the lens of relationship-based marketing and experience design, you'll learn the specific strategies used to scale operations and capture the global market.

Arden Redshirt – Navajo Tour Guide & Marketing Director, Antelope Canyon Tours



A prominent Navajo guide and co-owner of Antelope Canyon Tours, Arden Redshirt shares the cultural and geological heritage of the Navajo Nation with a global audience. A specialist in canyon photography and smartphone optimization, he also serves on the Arizona Office of Tourism Advisory Council to advocate for the preservation of sacred lands. Beyond his professional work, Arden is a dedicated community member and a celebrated five-time Chili Cook-Off Champion, most recently leading his team to victory in late 2025.

Building a Business Under the Stars

When Carly Stocks captured her first Milky Way photo, she had no idea it would lead to a business. She created the Dark Sky Utah social profiles to share her art and quickly gained more than 40,000 followers. But there was one problem: the audience was growing, and the business was not. In this keynote, Carly shares how Dark Sky Utah pivoted from relying on Instagram alone to building a marketing engine that produces real results. Learn how identifying the right audience, creating the right content, and guiding people toward action turned curiosity about the night sky into workshops, courses, and a thriving business.

Carly Stocks - Owner, Dark Sky Utah

Carly Stocks is a high school physics teacher turned Milky Way photographer. After capturing her first Milky Way photo in 2016, she was hooked. She has since built a community of 40,000+ followers, been featured in USA Today, spoken at the Nightscaper Conference, and won the Capture the Dark Contest. Carly now runs Dark Sky Utah, where she teaches others how to experience and photograph the night sky.



From Hoops to Horses & Highlands

After transitioning from a professional basketball career into first-generation ranching, Spencer Butterfield and his wife Chelsey built Golden Hour Farm on a foundation of quality cattle, intentional growth, and a clear vision - then used that foundation to unlock something bigger. Learn how leveraging an authentic story and an existing social media audience helped transform their operation into a sought-after agrotourism destination. Spencer will walk through the wins and hard lessons of pivoting into tourism, what made it successful, and what others can take away to build a brand around their own story - creating new revenue streams without losing the integrity of what they built.



Spencer Butterfield - Owner, Golden Hour Farm

After eight years of professional basketball in Europe, Spencer returned home to Utah to establish Golden Hour Farm alongside his wife, Chelsey. He now channels his competitive drive into raising high-quality Scottish Highland cattle and participating in the sport of team roping. Dedicated to a self-sustaining lifestyle, Spencer is committed to building an operational ranch in Cache Valley that honors the enduring traditions and spirit of the West.



BREAKOUT #1

WEDNESDAY @ 11:15 AM

Breakout #1 -

Data-Driven Tourism: Unlocking the Secrets of Your Ideal Customer

Cascade A | General Product Development

Trying to appeal to everyone usually means appealing to no one. We will break down the latest UOT visitor profiles and market research to help you identify exactly who your ideal customer is. Then we will learn essential Tripadvisor reputation management strategies to increase reviews, improve visibility, and build credibility online, while leveraging 2026 travel trends to connect with today's travelers seeking authentic Utah adventures.

Becky Keeney - Director of Strategy, Utah Office of Tourism & Film

Becky Keeney has served as the Director of Strategy for the Utah Office of Tourism since 2022, drawing on an extensive background with the organization that dates back to 2015. She facilitates collaborative goal-setting and budget management, fueled by a passion for innovative thinking and the rigorous execution of the office's Strategic Plan. When she isn't steering the state's tourism vision, Becky is likely paddling Utah's scenic waterways or hunting down the best local food and live music on a sun-drenched patio.



Kristen Bonner - Principal Client Partner, Tripadvisor

Based in Austin, Texas, Kristen Bonner leverages thirteen years of experience at TripAdvisor to promote US and Central American destinations to a global audience. Her deep industry expertise is bolstered by a degree in International Business and an international sales background that saw her living in six different countries across Europe and Latin America. A lifelong traveler, Kristen views tourism as both her profession and her passion, and she is always eager to connect with others in the field.

Niche

Audience Research

Explore how to better connect with specific traveler segments by diving into the Utah Office of Tourism's research on niche markets, including agritourism, astrotourism, and cultural & historical tourism.

Visit travel.utah.gov/niche-audiences-interests/ to gain a deeper understanding of traveler motivations, spending habits, and demographics.



Leaning Into Cultural Tourism

Cascade B | Creative Economy

This session will explore culture, heritage, public art, and event programming as potent tools for tourism development and community engagement. Panelists will discuss strategies for creating authentic, culturally rich programming that draws visitors from near and far, from neighboring communities to out-of-state travelers. Whether you're looking to elevate your local heritage or spark a new creative initiative, our panelists will share ideas for creating memorable visitor experiences.

Tracy Hansford – Community Program Coordinator, Utah Division of Arts & Museums

Tracy Hansford is the Community Programs Coordinator for the Utah Division of Arts and Museums (UA&M), where she enjoys working with Local Arts Agencies, graduates of the UA&M Change Leader program, and serving constituents in the most rural parts of Utah. Prior to her current role, she spent five years in the Education Department of Utah Symphony | Utah Opera. Tracy graduated with a master's degree in Public Administration from Southern Utah University.



Chris Anderson – City Council, Spring City

Chris Anderson is currently serving his second term on the Spring City Council following a tenure as Mayor and a distinguished career as a venture capital and corporate attorney. For twenty years, he and his wife have restored a pioneer-era home while actively championing historic preservation, the arts, and cultural tourism within their community. A driving force behind the Spring City Plein Air Painting Competition, Chris also lends his leadership to the Utah Division of Arts and Museums and several other prominent state foundations and boards.



Camberly Anderson – Events Coordinator, Kane County

Camberly Anderson is the Events Coordinator for Kane County, where she plans and executes community events to support local economic growth and tourism, collaborating with businesses and stakeholders to strengthen the region's vitality. Additionally, she serves as the Facility Coordinator at the Kanab Center, overseeing its operations, scheduling, and use as a central gathering space. With over 20 years of experience in event management, the Kanab native combines local traditions with the growth and development of her rural home.



Lenise Peterman – Mayor, City of Helper

Lenise Peterman is currently beginning her third term as Mayor of Helper, following a work background extensively tied to the litigation support industry with companies such as General Motors and Exxon. Tapping into a strength in grant writing, she has managed to capture over \$14 million in funding to address infrastructure improvements, public safety, and historic rehabilitation of buildings in Helper. Her objective, for both Helper and all of Carbon County, is to create sustainable communities for today and the future.



Benefits of Astrotourism: The Transformational Value of Night Sky Experiences

Inchworm | Astrotourism

When it comes to the potential of the stars, the sky's the limit! Move beyond the transactional to truly transformational value and from transactional products to create truly transformational guest experiences. This session explores the deeper value of astrotourism, focusing on the mental health and wellness benefits of the night sky and the awe and connection few people currently experience. Learn to foster human flourishing and community cohesion through awe-filled experiences that attract a dedicated, paying audience.

Troy Allan – Assistant Professor, Utah State University Extension

Dr. Troy Allan, an Assistant Professor at Utah State University Extension, leads statewide Veteran and Rural Mental Health initiatives, drawing on his background as a retired U.S. Army Clinical Chaplain. His research utilizes awe-based experiences, specifically dark-sky engagement, to promote resilience and sustainable tourism throughout the Colorado Plateau. By collaborating with regional stakeholders, he translates dark-sky conservation into impactful visitor experiences that support both human wellness and local economic vitality.



Ben Muhlestein – Community Development Director, Blanding City



Growing up in remote Monticello, Utah, Ben Muhlestein developed an early love for both the outdoors and science. His career has spanned roles as a high school teacher, outdoor education manager, and now, a professional in community development and tourism. While working for the Canyon Country Discovery Center, Ben cultivated his passion for amateur astronomy—a pursuit he continues today by offering stargazing tours in his free time. He believes astronomy offers a unique and consistent sense of awe, both for himself and those he shares it with.



April Dark Sky Month

Governor Spencer Cox declared April as Dark Sky Month for the sixth consecutive year, celebrating Utah's world-renowned night skies and the vital role astrotourism plays in the state's visitor economy.

How are you celebrating?



BREAKOUT #2

WEDNESDAY @ 1:15 PM

Breakout #2 -

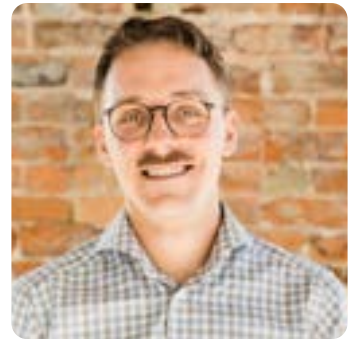
Marketing 101: Essentials for Success

Cascade B | General Product Development

Stop guessing and start strategizing. We will cover the absolute "must-haves" for any modern tourism operator, from optimizing your website to establishing a consistent social media presence. Walk away with a clear, actionable checklist of low-cost tactics that drive awareness and get visitors through your door.

Taylor Hartman - Director of Marketing & Communications, Visit Ogden

As the Director of Marketing and Communications for Visit Ogden, Taylor Hartman pairs data-driven strategy with compelling storytelling to showcase the unique character of local destinations. His extensive background in public relations and journalism fuels a deep drive to explore and articulate the nuances of the world around him. Beyond his leadership role, Taylor is an active contributor to prominent publications including Utah Stories, the Utah Investigative Journalism Project, and Utah Business Magazine.



Arianna Rees - Communications & Marketing Specialist, Utah Office of Tourism & Film

Arianna Rees is the social media strategist for the Utah Office of Tourism. Her background is in journalism and creative writing, but for the past five years, she's loved telling the story of Utah through engaging and creative visual media on social platforms. Arianna plans monthly content across Instagram, Facebook, and Pinterest, keeps her eye on trends, and creates original video and multimedia content for UOT.



Enjoying the Workshop?

Visit travel.utah.gov/workshop/ to see resources from last year's Tourism Business Development Workshop, including presenter slide decks, recordings of presentations, and more.

Weaving Indigenous Businesses into your Visitor Experiences

Cascade A | Creative Economy

This session will inspire collaborations between American Indigenous tourism businesses and communities. We will discuss best practices for integrating authentic experiences into regional tourism offerings, ensuring that economic benefits are shared directly with the communities while respecting cultural integrity. The goal is to move beyond mere acknowledgment to true partnership.

Steve Simpson - Co-owner, Twin Rocks Trading Post

Steve Simpson has co-owned Twin Rocks Trading Post in Bluff, Utah, since 1989, dedicating over 30 years to promoting the arts and traditions of Indigenous communities across the Colorado Plateau. Under his leadership, the post has become a renowned center for the contemporary Navajo basketry movement and a hub for evolving rug and blanket weaving styles. By fostering deep collaborations with artists, museums, and collectors, Steve has ensured the post remains a vital force in preserving and advancing Indigenous cultural heritage.



Gillmore Scott - Artist

Gillmore Scott is a Diné artist whose paintings are inspired by capturing Diné Bikéyah's desert southwest landscapes, storms, skies, and stars, often incorporating geometric designs from Diné rug weavers to transform traditional stories about the harmony between Earth, Sky, and Diné. He works in watercolors and acrylics on various surfaces, including canvas and wood panels. After studying art at the College of Eastern Utah and Utah State University, and later working a seasonal career as a Wildland Firefighter with the U.S. Forest Service, Gillmore has now dedicated his efforts full-time back to his artwork.



Arden Redshirt - Co-owner and Manager, Antelope Canyon Tours

A prominent Navajo guide and co-owner of Antelope Canyon Tours, Arden Redshirt shares the cultural and geological heritage of the Navajo Nation with a global audience. A specialist in canyon photography and smartphone optimization, he also serves on the Arizona Office of Tourism Advisory Council to advocate for the preservation of sacred lands. Beyond his professional work, Arden is a dedicated community member and a celebrated five-time Chili Cook-Off Champion, most recently leading his team to victory in late 2025.



Louis Williams - Owner & Guide, Ancient Wayves

Louis Williams is an enrolled member of the Diné (Navajo) tribe, belonging to the "Deer Springs People" clan, with heritage that also includes Chippewa and Dakota (Sioux) ancestry. His passion for the outdoors, influenced by his native roots and the teachings of his elders, led him to study Environmental Science at the University of New Mexico and begin guiding on the San Juan River in 2011. Seeing the need for an added presence of Indigenous guides and interpretation along the river and within the Bears Ears National Monument, he created Ancient Wayves in 2020.



Cover Your Assets: An Interactive Insurance Discussion

Inchworm | Agritourism

Losing sleep over "what ifs"? Come with your questions and be prepared to share ideas in breakout groups as guest insurance agents share their insights about your unique risks, and walk away with a roadmap to securing your business.

Kamille Combs - Marketing & Events Director, Cornbelly's

Kamille Combs, a BYU public relations graduate with a lifelong passion for farming, serves as the Marketing & Events Director for Cornbelly's in Utah County. She has played a key role in growing the festival into a premier destination with two locations and over 90 attractions, which will celebrate a landmark 30th anniversary this fall. Beyond her local leadership, Kamille also works year-round for The MAiZE Inc., the world's largest corn maze and agritourism consulting company.

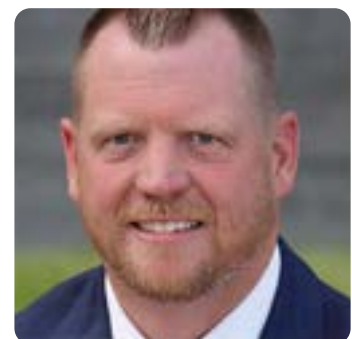


Kim Ayers - Risk Advisor, Leavitt Group Enterprises

Kim Ayers is a Producer with Risk Services of Louisiana, specializing in insurance and risk management solutions for agritourism and farm-based businesses. She works closely with owners of farms, festivals, U-pick operations, and on-farm attractions to identify exposures, strengthen coverage strategies, and support safe, sustainable growth. Known for her practical approach and clear communication, Kim helps clients navigate complex risks with confidence while protecting their long-term operations.

Tyler Jeffs - Agent, Farm Bureau Financial Services

A dedicated Farm Bureau agent since 2004, Tyler Jeffs provides families, farmers, and business owners with customized insurance strategies designed for long-term financial security. He utilizes a human-centric approach, prioritizing personal relationships and unique goals over generic algorithms to better prepare his clients for the unexpected. Through these trusted partnerships, Tyler remains committed to protecting both current assets and the future legacies of his community.





BREAKOUT #3

WEDNESDAY @ 2:30 PM

Breakout #3 -

Fueling Your Tourism Business: Utah's Rural Grants & Incentives

Cascade A | General Product Development

Maximize your growth with state-funded tools. Join Colette Cox (GOEO) to discover how Utah's Center for Rural Development supports tourism businesses. This session provides a roadmap to the REDI grant for hiring, Enterprise Zone tax credits for capital investments, and Rural Utah Jobs funding. Learn to navigate state resources, connect with outreach managers, and secure the capital needed to scale your venture.

Colette Cox - Director of Rural Development, Utah Governor's Office of Economic Opportunity

As Director of Rural Development for the Utah Governor's Office of Economic Opportunity, Colette Cox oversees economic strategy and advocacy for the state's 24 rural counties. A Certified Economic Developer (CECd) with 25 years of experience, she specializes in startup growth and workforce expansion to ensure small-town businesses thrive. Beyond her professional work, Colette is a mother and grandmother who actively volunteers for local nonprofits dedicated to supporting women and children.



Elevate Your Local Impact

Beyond the statewide resources at travel.utah.gov, we recommend partnering with your county's Destination Marketing Organization (DMO) for tailored, local support.

Simply find your contact in our online [partner directory](#) to introduce yourself and start utilizing the tourism tools they offer to community partners.



Wrangling Codes, Zoning, and Permits

Cascade B | Agritourism

Let's demystify the often-confusing world of city and county codes, zoning laws, and permits that every Utah agritourism operator needs to understand. This session breaks down what Utah agritourism operators should know to be compliant and move projects forward. Learn who to talk to, how to prepare applications to minimize delays, and effective ways to build constructive relationships with city and county staff, planning commissions, and local elected officials.

Terry Camp – Vice President of Public Policy, Utah Farm Bureau

A graduate of Utah State and George Mason University, Terry Camp built a distinguished career on Capitol Hill, serving in the offices of Senator Orrin Hatch and the House Committee on Natural Resources. In late 2022, he returned to Utah to join the Utah Farm Bureau Federation as Vice President for Public Policy, where he advocates for the state's agricultural and natural resource interests. Terry currently resides in Bountiful with his wife, Kayla, and their two children.



Tyson Roberts – Vice President, Utah Farm Bureau Federation

Tyson Roberts is a lifelong farmer and owner of Roberts Family Farms in Layton, where he manages diverse crop production and direct-to-consumer sales. Currently serving as Vice President of the Utah Farm Bureau Federation, he draws on his experience in local government and state advocacy to champion agricultural interests and policy. Tyson is deeply passionate about connecting the public to farming through agritourism and education, focusing his efforts on preserving farmland and strengthening local food systems.



The Hive Agritourism Resources

The Hive offers a comprehensive collection of specialized tools for Utah's agritourism operators, ranging from business planning templates and marketing guides to essential risk management and safety checklists.

Explore the full library at agritourism.utah.gov/resources/

Your North Star Guide to Developing Expert Teams and Community Partnerships

Inchworm | Astrotourism

Utilize this two-part session as a resource for either staff training or community partner collaboration. The “Stargazing Playbook” curriculum is used to equip star party hosts of all experience levels with a high-level understanding of common topics. These organizations offer a roadmap for identifying community partners and developing collaborative astrotourism initiatives, such as education, support in Dark Sky Designation, and building Ambassador Programs.

Eric Sims - Vice President, Stellar Vista Observatory

As the Vice President of Stellar Vista Observatory, Eric coordinates public star parties and outreach initiatives to share his lifelong passion for science and the night sky. Professionally, he is a data scientist who specializes in coding and building machine learning projects. Based in Kanab with his wife, Sylvia, Eric balances his astronomical pursuits and technical work with gardening, hiking, and playing music in his band.



Sylvia Sims - Director, Kane County Friends of the Night Sky

Sylvia Sims, who holds an MBA and a degree from Southern Utah University, is passionate about sustainability and dark-sky preservation. She put this passion into action by helping develop the Kane County Friends of the Night Sky program and currently serves on SVO’s Preservation Committee. Now based in Kanab, Sylvia brings valuable local insight and expertise to astrotourism partner development.

Rich Csenge - President, Stellar Vista Observatory

Rich Csenge, President of Stellar Vista Observatory, founded the 501(c)(3) nonprofit in 2019 to create a public educational astronomical observatory in Kane County. As a longtime advocate for public lands, he also founded Amazing Earthfest in 2009, an annual festival celebrating the public lands of the American West. In 2025, Rich conducted over 140 personalized night sky experiences for groups and individuals in the southern Utah area. He has balanced his career as a professional furniture craftsman with extensive community service since moving to Kanab in 2007.



Sarah Burak - Senior Education Director, Bears Ears Partnership

Sarah Burak, Senior Education Director for Bears Ears Partnership, brings over a decade of experience in public lands education, including service as a National Park Service Dark Sky Ranger. In 2025, she successfully led the initiative to designate Bluff, Utah, as an official Dark Sky Community, a testament to her long-term advocacy in San Juan County. Today, she directs the Dark Sky Ambassador program, training volunteers in sky glow monitoring and telescope operation to preserve and share the region’s uniquely dark skies.



BREAKOUT #4

WEDNESDAY @ 4:00 PM

Breakout #4 -

Marketing 201: Advanced Strategies to Scale Your Impact

Cascade B | General Product Development

Ready to take your marketing efforts to the next level? Adopt the habits and data-driven strategies of top creators—from understanding and connecting with your audience to monetizing your following.

Ben Cook - Director of Marketing, Utah Office of Tourism & Film

Ben Cook is the Director of Marketing for the Utah Office of Tourism. With 20 years of experience across brand, marketing, and communications, he leads statewide campaigns that inspire travel, support local communities, and help shape how people experience Utah. He previously held senior marketing roles at Health Catalyst and Primary Children's Hospital. Ben is passionate about creativity, fun, and building memorable brands that connect with audiences.



Spencer Butterfield - Owner, Golden Hour Farm

After eight years of professional basketball in Europe, Spencer Butterfield returned home to Utah to establish Golden Hour Farm alongside his wife, Chelsey. He now channels his competitive drive into raising high-quality Scottish Highland cattle and participating in the sport of team roping. Dedicated to a self-sustaining lifestyle, Spencer is committed to building an operational ranch in Cache Valley that honors the enduring traditions and spirit of the West.

Carly Stocks - Owner, Dark Sky Utah

Carly Stocks is a high school physics teacher turned Milky Way photographer. After capturing her first Milky Way photo in 2016, she was hooked. She has since built a community of 40,000+ followers, been featured in USA Today, spoken at the Nightscaper Conference, and won the Capture the Dark Contest. Carly now runs Dark Sky Utah, where she teaches others how to experience and photograph the night sky.



Chad Taylor - Co-Founder, Soren Marketing

Chad Taylor is a marketing leader and the Co-Founder of Soren Marketing, bringing over 20 years of experience to tourism and hospitality brands. He specializes in translating complex data into actionable strategies for demand generation, performance marketing, and customer acquisition. By building data-driven connections between destinations and their target audiences, Chad helps organizations optimize conversions and unlock new growth. He remains dedicated to helping travel brands reach the visitors most likely to value and engage with their unique offerings.

Better Together: The Power of Agritourism Partnerships

Cascade A | Agritourism

Explore successful case studies of Utah farms and ranches that have multiplied their revenue by partnering with neighbors, local artisans, and tour operators. Discover how to build "agri-trails," cross-promote with nearby businesses, and create regional destination packages that attract more visitors than any single location could on its own.

Caroline Hargraves - Director of Marketing & Economic Development, Utah Department of Agriculture & Food

Caroline Hargraves serves as the Director of Marketing & Economic Development and the Public Information Officer for the Utah Department of Agriculture and Food. Drawing on over 15 years of diverse experience in food systems, she brings a uniquely grounded perspective to statewide agricultural trade and agritourism initiatives. Caroline is deeply passionate about strengthening local food systems and providing Utah's producers and food businesses with the tools they need to thrive.



Brandie Hardman - Owner, Boulder Mountain Guest Ranch

Brandie Hardman is the owner and operator of Boulder Mountain Guest Ranch, a 170-acre lodge and cultural hub located between Capitol Reef and Bryce Canyon National Parks. Since 2008, she has integrated hospitality with holistic land stewardship, managing a regenerative cattle program centered on soil health and water restoration. Her work fosters a unique gathering space for retreats and education that prioritize creativity and community connection. These efforts create a vital intersection of ecological conservation and high-desert hospitality in the heart of southern Utah.



Doug McCombs - Owner, I/G Winery & Utah Wine Trail

After 35 years in Las Vegas hospitality, Doug McCombs transitioned from the casino floor to the vineyard, earning his Sommelier certification before founding Iron Gate (I/G) Winery in 2012. As a pioneer in Cedar City, Doug successfully navigated unprecedented regulatory hurdles to establish the first winery in the region since the 1860s, effectively launching a new local industry. Today, he continues to elevate Utah's viticulture profile by having developed the Utah Wine Trail and the Utah Wine Festival to promote the state's growing collective of vintners.



Sara Patterson - Co-Owner, Red Acre Farm CSA

Sara Patterson, a farmer, chef, activist, and entrepreneur, is the co-owner and operator of Red Acre Farm CSA in Cedar City, in its 18th year. A successful, diversified 2-acre Biodynamic, certified Organic farm, Farm Stand, farm kitchen for events, and farm stay. She also co-founded the Red Acre Center, a nonprofit focused on food and agriculture. She loves sharing her journey.



Film Tourism Product Development Workshop

Inchworm | Creative Economy

In this working session, participants will break into small groups to identify the film assets they already have – filming locations, recognizable backdrops, film trail markers, and production stories – and explore how to build new visitor experiences around them. nineteen counties now have official Utah Film Trail markers, and visitors (especially international visitors!) are ready to get off the beaten path to experience the real-world locations where their favorite movies or TV shows have been filmed. The question is: how do you turn that into a product?

Come prepared to think creatively, collaborate, and leave with actionable concepts you can refine and implement in your own business or community.

Emma Kwanin – Global Markets Manager, Utah Office of Tourism & Film

Emma has worked on the Utah Office of Tourism’s Global Markets team for 3 years now. She works with representative agencies in France, Germany, the United Kingdom, and the Netherlands to market the state of Utah to visitors in these markets and beyond. She also spearheads efforts for domestic trade marketing. She is knowledgeable of Utah tourism product and international travel patterns and needs.



Melissa Jackson – Operations Manager, Utah Film Commission

Melissa Jackson has been with the Utah Film Commission for over 11 years and serves as the Operations Manager. Melissa excels in project management, budgeting and strategic planning, leading on various initiatives, such as Film Ready Utah and the Utah Film Trail. She is passionate about connecting with film crews, vendors, and regional partners to develop opportunities that grow the local film industry.

Carli Mahas – Production Coordinator, Utah Film Commission

With over 10 years of experience in the film industry, Carli Mahas has served as the Production Coordinator for the Utah Film Commission since 2023. Carli is the first point of contact for productions interested in filming in the state and also facilitates the Utah film incentive program while maintaining local film resources. She also manages the Production Assistant certification program, fueling her passion to foster new talent in the film industry.





Christina Martin – *Marketing & Communications Manager, Utah Film Commission*

Christina Martin has been with the Utah Film Commission since 2018 leading all marketing and communication efforts to promote Utah's film industry and film tourism in the state. Christina has over 20 years of experience in the non-profit and public sectors, developing and executing direct marketing and communication strategies that build brand awareness and drive engagement. Recent marketing campaigns include the 100 Years of Utah Film & Television celebration and the Utah Film Trail.

Virginia Pearce – *Director, Utah Film Commission*

Virginia Pearce has been the Film Commissioner for the state of Utah since 2014, after spending time at both Sundance Institute and Spy Hop Youth Media. Under her leadership, the Utah Film Commission has brought network television series and numerous award-winning projects to the state, creating over \$800 million of new spending in the state. Virginia has a passion for the many iconic locations in Utah and for nurturing new voices and has created a number of programs in the entertainment industry, including a low-budget incentive, workplace harassment policies, a workforce development program, and a new rural initiative.



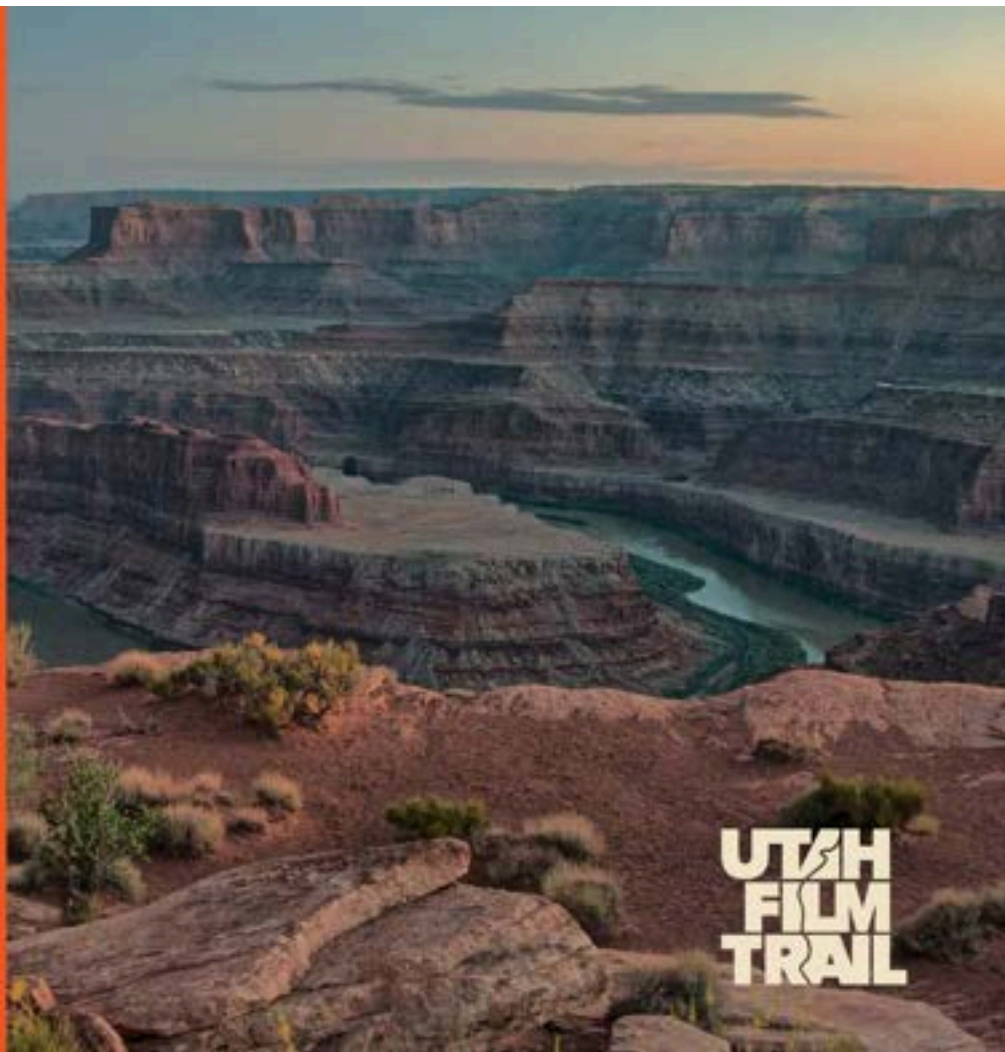
Stand where stars were made.

Utah is known as America's Film Set for a reason, our iconic landscapes are famous for making movie magic. Now, a series of physical markers take you off the beaten path to discover the settings of made-in-Utah films and television shows you've fallen in love with.

Discover the hideout of Butch Cassidy and the Sundance Kid. Step onto the set of *Thelma and Louise's* infamous car scene. And relive the nostalgia of 1962 at *The Sandlot's* iconic locations. The magic is even more real when you experience it on location.



Scan to learn more or go to visitutah.com



**UTAH
FILM
TRAIL**

Wednesday, April 22nd

Stars, Screens, and Sandstone: A Kanab Tourism Showcase

- 6:00 PM **Networking Reception & Activities -**
Best Friends Roadhouse & Mercantile
30 N 300 W, Kanab
- 6:30 PM **Niche Tourism - How It's Done in "Little Hollywood"**
Janette Peatross, *Director, Kane County Office of Tourism*
Kira Ikeda, *Visitor & Community Engagement Sr Manager, Best Friends*
Harmony Cox, *Owner, The Ranch at the Wild Rose*
Kelly Stowell, *Film Commissioner, Kane County*
- 7:00 PM **Dinner & Demos -**
Iron Horse
78 E Center St, Kanab
- 8:45 PM **Stargazing Experience -**
Jackson Flat Reservoir (*5 min drive*)
See Map

Important - All three components of the evening (networking reception, dinner, and stargazing experience) will be fully or partially outdoors. Dress accordingly and bring your attendee name badge.



◀ BASE CAMP ▶
KANAB

Map to Jackson Flat Reservoir



IMPORTANT: Attendees are responsible for their own transportation to and from the reservoir. The drive is approximately 7 minutes from the Kanab Center. Remember to dress appropriately for the outdoors.

STAY  HERE

to go
anywhere

◀ BASE CAMP ▶
KANAB

Visit Zion, Bryce Canyon, and the Grand Canyon all in one stay.
STAY HERE TO GO ANYWHERE. VISITSOUTHERNUTAH.COM

LIFE
UTAH
ELEVATED

Thursday, April 23rd

- 9:00 AM **Breakout #5 -**
1. Launch Your Astrotourism Product: Business Mechanics and Experience Design (*Cascade A*)
 2. The Art of 5-Star Hospitality (*Cascade B*)
 3. Maximizing Agritourism: New Products, New Seasons, New Incomes (*Inchworm*)
- 10:00 AM Break / Snack
- 10:30 AM **Breakout #6 -**
1. Getting Utah, and Your Business, Ready for Global Visitors (*Cascade A*)
 2. Understanding Guest Personality Styles to Improve Communication (*Cascade B*)
 3. Tastemakers and Trailblazers (*Inchworm*)
- 11:30 PM **ELEV8 Utah Showcase -**
Behind the Scenes of Experience Design (*Main Stage*)
- 12:15 PM Lunch / Networking / Exhibitor Booths
- 1:15 PM Announcements
- 1:25 PM **Keynote -**
Mega Events: Turning Big Moments into Local Momentum (*Main Stage*)
- 1:55 PM Closing Thoughts
- 2:00 PM Dismiss



BREAKOUT #5

THURSDAY @ 9:00 AM

Breakout #5 -

Launch Your Astrotourism Product: Business Mechanics and Experience Design

Cascade A | Astrotourism

Ready to launch or grow your astrotourism offering? This session provides the practical steps you need. We'll cover low-barrier-to-entry experiences and critical business mechanics, including pricing, cashflow, best safety practices, insurance, and equipment. Walk away with a strategy for economical market entry and effective money collection.

Jason Murray - Owner, Southwest Adventure Tours

A Utah native with over 45 years of experience exploring the Western United States, Jason has a lifelong passion for the region's unique history and geology. His extensive background in camping and backpacking spans from the Sierra Nevadas to the depths of the Grand Canyon, where he first fell in love with the Southwest's rugged landscapes. Today, Jason finds his greatest fulfillment in sharing the beauty and heritage of these iconic lands with the visitors he leads and interacts with.



The Art of 5-Star Hospitality

Cascade B | Astrotourism

Exceptional hospitality is built on more than policies and procedures—it is driven by how guests feel throughout their experience. This session focuses on understanding and balancing functional guest needs (accuracy, efficiency, and problem resolution) with emotional guest needs (feeling valued, heard, and welcomed). Participants will explore how tone, word choice, body language, and intentional guest engagement influence guest perception, trust, and loyalty—ultimately creating memorable experiences guests are eager to share.

Brad Anderson - Senior Training Architect & President, Blueprint Training



Since 2009, Brad Anderson and Blueprint Creation have earned a global reputation for delivering high-energy training in customer service, sales, and leadership. Drawing on over 20 years of experience with brands like Ritz-Carlton and Hilton, Brad has empowered tens of thousands of individuals across the globe through interactive, story-driven workshops. His "fun and impactful" approach provides practical tools that help diverse teams create lasting impressions and stronger professional connections. Backed by advanced degrees, Brad remains dedicated to making professional development both unforgettable and highly effective.

Maximizing Agritourism: New Products, New Seasons, New Income

Inchworm | General Product Development

Learn how to increase revenue by developing off-season programming and events, diversifying product offerings, and expanding market channels. Discover strategies to keep customers coming back year-round while brainstorming creative ways to leverage your existing assets—from farm stores and food souvenirs to dark-sky events and balloon festivals.

Rebekah Esplin - Professional Practice Extension Assistant Professor, USU Extension

Rebekah Iverson is the Agriculture and Natural Resources Extension Assistant Professor in Iron County with Utah State University Extension. She focuses on livestock production, rangeland management, and applied research supporting local producers. Becca also leads programs in 4-H and agricultural literacy, working closely with the community to deliver practical, research-based solutions.



Sean Rowley - Manager, Cherry Hill Farms

Sean is a fifth-generation farmer at Cherry Hill Farms, a family-owned operation spanning Utah and Idaho. Working alongside his father, uncles, and cousins, he manages the production and marketing of peaches, apples, apricots, nectarines, and tart cherries for wholesale and retail markets. A Utah State University graduate, Sean earned his B.S. in Ag Business in 2010 and an M.S. in Plant Science in 2012. He blends deep family traditions with advanced technical expertise to sustain the farm's long-standing legacy.



Sherrie Staheli - Owner, Staheli Family Farms

Sherrie Staheli is a fifth-generation farmer who, along with her husband Mike, has been welcoming guests to Staheli Family Farm in Southern Utah for the past 24 years. As passionate advocates for agriculture, Sherrie has played a key role in building awareness around agritourism—helping to shape legislation and support others pursuing the same path. Together, Sherrie and Mike have 10 children and 13 grandchildren, and they love sharing their farm and deep-rooted love for agriculture with others.





Dayla Ulrich – Owner, Sweet Pea Farm & Orchard

Dayla Ulrich operates a 2.75-acre vegetable and flower farm in southern Utah, where she intentionally blends agricultural production with immersive community experiences like farm-to-table dinners and tours. Guided by her motto, "Make Everything Beautiful," she treats her landscape as a creative canvas designed to foster local connection, sustainable viability, and community resilience. Beyond the farm, Dayla is a passionate collaborator who bridges the gap between practical agricultural systems and higher education through regional partnerships.

Kellie Webb – Owner, North Ogden Flower Farm

Kellie Webb is the owner of North Ogden Flower Farm, a two-acre specialty operation in Northern Utah that launched commercially in 2020. Today, the farm produces over 50,000 annual stems, featuring premium ranunculus and dahlias grown in open fields and high tunnels. Kellie has established a robust regional presence through wholesale partnerships, bouquet subscriptions, and immersive U-pick experiences. Her approach blends efficient production strategies with a genuine passion for connecting people to the beauty of locally grown flowers.



Utah Agritourism Directory

Discover **65+** unique local destinations at agritourism.utah.gov to plan your next authentic Utah farm adventure.

If you'd like your agritourism business featured on the list for free, complete the interest form today!





BREAKOUT #6

THURSDAY @ 10:30 AM

Breakout #6 -

Understanding Guest Personality Styles to Improve Communication

Cascade B | General Product Development

Guests communicate differently, and effective service adapts accordingly. Using a simple and memorable personality framework (Eagle, Owl, Dove, and Peacock), this session helps participants quickly identify guest communication styles and adjust their approach in real time. The result is clearer communication, fewer misunderstandings, reduced conflict, and stronger guest relationships across a wide range of hospitality and tourism environments.

Brad Anderson - Senior Training Architect & President, Blueprint Training



Since 2009, Brad Anderson and Blueprint Creation have earned a global reputation for delivering high-energy training in customer service, sales, and leadership. Drawing on over 20 years of experience with brands like Ritz-Carlton and Hilton, Brad has empowered tens of thousands of individuals across the globe through interactive, story-driven workshops. His "fun and impactful" approach provides practical tools that help diverse teams create lasting impressions and stronger professional connections. Backed by advanced degrees, Brad remains dedicated to making professional development both unforgettable and highly effective.



Ready to Go Global?

Elevate your tourism business by connecting with global distribution channels like Expedia and Google with zero upfront costs through the Utah Office of Tourism's partnership with Tourism Exchange USA.

Discover how this innovative digital marketplace can help you reach a wider audience and boost your bookings by visiting travel.utah.gov/tourism-exchange/

Getting Utah, and Your Business, Ready for Global Visitors

Cascade A | General Product Development

International travelers stay longer and spend more—discover how to position your product to appeal to key global markets and turn international guests into brand ambassadors! This session demystifies the international travel trade and offers practical tips you can apply in preparation for America250, the Salt Lake Temple Open House, and the 2034 Olympics.

Rachel Bremer - Director of Global Markets, Utah Office of Tourism & Film

Rachel Bremer is a successful leader in the hospitality and tourism industry, with over 20 years of experience in tourism and hospitality marketing and management. She currently serves as the Director of Global Markets for the Utah Office of Tourism. Leading international marketing campaigns, PR strategies, travel trade, and airline development to promote Utah's responsible discovery and visitation.



Hylton Fothergill - Senior Contract Manager, Bonotel Exclusive Travel

Hylton Fothergill began his global tourism career in Europe before managing receptive tour operations across Florida, Colorado, and Las Vegas. Following a tenure at the Arizona Office of Tourism, he spent over a decade in senior contracting roles within the Las Vegas market. In 2023, he joined Bonotel Exclusive Travel as Senior Contract Manager for the Western USA and National Parks. He now leverages his extensive travel trade expertise to oversee regional partnerships and strategy.

Chris Pilley - CEO, Rocky Mountain Holiday Tours

After moving from Missouri to pursue his mountain dreams, Chris Pilley started at Rocky Mountain Holiday Tours and eventually purchased the company in 2016. Under his leadership, the firm achieved record growth while successfully navigating the pandemic's challenges. A dedicated advocate for tourism, Chris serves on the International Inbound Travel Association (IITA) board and recently chaired the 2025 Summit in Salt Lake City. Now based in Fort Collins, he spends his free time hiking, snowboarding, and exploring Colorado's backcountry.



Lena Ross - COO, America4You

Lena Ross serves as the Chief Operating Officer for America4You, a Receptive Tour Operator she joined in 2006 after a decade as Director of Product Development. Her extensive background includes roles with various CVBs and a Master's degree in Sustainable Destination Management from George Washington University. A distinguished leader, Lena is currently serving her second term as Chairperson for the International Inbound Travel Association (IITA). Her career is dedicated to elevating global standards and fostering sustainable tourism growth.

Tastemakers and Trailblazers

Inchworm | Creative Economy

The plate is no longer just a pit stop – it's the destination. This session delves into the rise of culinary tourism, from foodie festivals to "destination dining." Join Sorell Grow, Public Relations Manager from the Utah Office of Tourism, as she explores the latest trends captivating today's taste-seekers, and how Utah's very own culinary trailblazers leverage landscapes, community connections, and strategic partnerships to enhance products and the overall customer and visitor experience.

Sorell Grow - Public Relations Manager, Utah Office of Tourism & Film
Sorell Grow started her career in journalism, reporting for different publications including the Christian Science Monitor, IndyStar, and Indianapolis Monthly. After pivoting to marketing and communications, Sorell wrote ad copy for Vail Resorts' portfolio of mountain resort brands and most recently led out on the Utah Office of Tourism's photo and video content strategy. Now, as Public Relations Manager, she's able to combine her love of storytelling and her communications skills to share Utah's story.



Adrianna Pachelli - Senior Manager, Caputo's Market & Deli

Adri Pachelli began her journey with Caputo's in 2007 and carved her path as Caputo's Director of Education. Over the last 21 years, she has been the program's driving force, growing the education classes from a once-a-month endeavor to an average of 4 to 5 classes per week, which often sell out well in advance. An expert in Southern European food traditions, her unique personality (old Italian Grandma meets uber hip millennial) quickly wins over students and customers.

Brandie Hardman - Owner, Boulder Mountain Guest Ranch

Brandie Hardman is the owner and operator of Boulder Mountain Guest Ranch, a 170-acre lodge and cultural hub located between Capitol Reef and Bryce Canyon National Parks. Since 2008, she has integrated hospitality with holistic land stewardship, managing a regenerative cattle program centered on soil health and water restoration. Her work fosters a unique gathering space for retreats and education that prioritize creativity and community connection. These efforts create a vital intersection of ecological conservation and high-desert hospitality in the heart of southern Utah.



Brooke Salt - Co-Owner/Co-Founder, Shooke Coffee Roasters & Coffeehouse

Brooke Salt is the Co-Owner and Co-Founder of Shooke Coffee Roasters & Coffeehouse in Torrey, Utah, which serves visitors exploring Capitol Reef National Park. Since opening in 2021, she has built partnerships with hotels, tour operators, and Capitol Reef National Park partners. Through sustainable practices and artisan partnerships, Salt focuses on strengthening the connection between tourism, small business, and rural economies.

ALF ENGEN SKI MUSEUM

WILL AND JEAN PICKETT
INTERMOUNTAIN SKI HALL



MAIN STAGE

THURSDAY @ 11:30 AM & 1:15 PM

ELEV8 Utah Showcase

Overview -

Launched in October 2025, the ELEV8 Utah Product Development Program partnered the Utah Office of Tourism with Veneto Collaboratories to transform the state's visitor economy through a specialized 8-step development process. Designed to meet the growing demand for authentic, immersive travel, the program's pilot phase is working with Iron, Kane, and Sevier counties to create eleven new world-class experiences by May 2026.

Iron County -

*Maria Twitchell, Iron County Tourism Office
Giani Julander, Frontier Homestead State Park
Dayla Ulrich, Sweet Pea Farm & Orchard
Brittney Correy, Utah Shakespeare Festival*

Sevier County -

*Amy Myers, Sevier County Tourism Office
Koye Willis, Fremont Indian State Park & Museum
Rodd Gerhardy, JP Sport Adventures
Eric Wofford, JP Sport Adventures
Danielle Boore, Redmond Minerals
Stephen Crimin, Utah Vivid Aventures*

Kane County -

*Janette Peatross, Kane County Office of Tourism
Pat Guerrero, Best Friends
Shana Clark, Desert Healing Med Spa
Julie Williams, East Zion Adventures
Tiffany Unsworth, Kanab Tour Company*



Main Stage –

Mega Events: Turning Big Moments into Local Momentum

This panel will focus on what local action looks like. Panelists will share information about the 2034 Winter Olympic effort, this year's America250, and the soon-to-be-open Museum of Utah. We will discuss practical steps you can take to turn short-term attention into lasting visibility. Whether you manage a destination, run a local business, or work in community development, this conversation focuses on ensuring big moments translate into real returns at home.

Moderated by Natalie Randall, Managing Director of the Utah Office of Tourism & Film (*bio on pg. 9*).



Kelsey Berg – *Government Relations Lead, Utah 2034 Organizing Committee & Paralympic Winter Games*

Kelsey Berg is currently leading government relations for the Utah 2034 Organizing Committee for the Olympic and Paralympic Winter Games. She has extensive experience in campaigns and government relations, including serving as Vice President of Government Relations for the Larry H. Miller Company and holding political director and deputy chief of staff roles for United States Senator Mitt Romney. Her background also includes years of advocating for rural communities and serving as a staff lead for former Congressman Jason Chaffetz.

Tim Glenn – *Museum Director, Museum of Utah*

Tim Glenn is a Salt Lake City based cultural sector enthusiast and Museum Director for the Museum of Utah. For more than 15 years, Tim has built a career working in community spaces throughout the state. In the past, he's found success drawing cartoons in coffee shops, and writing in a variety of forms – including fiction, poetry, strongly worded letters, songs, typo-filled emails, and Dad-jokes.



Kat Potter – *Deputy Director, Utah Department of Cultural & Community Engagement*

Kat Potter serves as Deputy Director of the Utah Department of Cultural & Community Engagement, overseeing divisions and initiatives like America250 Utah. She brings over 25 years of international experience in management and consulting for cultural, nonprofit, and government organizations. Previously, Kat was the Senior Policy Advisor for Arts & Culture for Salt Lake City and served on several prominent arts boards. Her expertise spans strategic planning, marketing, and financial analysis.





Let's Stay Connected!

For the latest resources, grants, research, and updates from the Utah Office of Tourism, be sure to visit travel.utah.gov and subscribe to our industry newsletter.



Helpful Terminology

Agritourism - the combination of agricultural production with tourism to attract participants from the general public to an agricultural enterprise for the entertainment, recreation, or education of the participants

Astrotourism - tourism-related activities that involve or relate to the viewing of celestial objects and events, particularly night sky experiences

Audience - the demographic of people most likely to be interested in your product or service

Bookable Product - product that is currently available for tour operators or travel agents to book

Brand Awareness - the extent to which consumers are familiar with the distinctive qualities or image of a particular brand of goods or services

Creative Economy - a collaborative ecosystem of cultural and economic sectors, including areas such as film, game design, entertainment, culinary, fashion, and the arts. This ecosystem represents a significant opportunity for the tourism industry to develop experiences and spur economic growth, further establishing Utah as a global hub where creativity, innovation, and community converge.

Dark Sky Places - places that provide night-sky viewing free from light pollution; the International Dark Sky Association (IDA) establishes formal criteria and designations for dark sky places including cities and towns, counties, parks, and wilderness areas

Destination Marketing Organization (DMO) - private or public entity designed to coordinate the management and marketing of all the elements that make up a destination including attractions, access, marketing, human resources, image and pricing

Education - sector of agritourism in Utah includes demonstration farms, workshops, day camps or field trips, farm tours, community gardens and more; through educational activities participants can see firsthand where food comes from and the work involved in agriculture

Entertainment - sector of agritourism in Utah includes many varied activities from harvest festivals and petting zoos to event venue rental for weddings and photo sessions to hosting an art or music festival and even includes culinary experiences like wine tastings and farm to fork dinners

International Dark Sky Association - a non-profit that advocates for the preservation and protection of the nighttime environment; IDA is the recognized authority on night sky protection

Itinerary - a planned tourist route or journey that includes visits to various historical sites, places of interest, or natural attractions

KPI - key performance indicator that evaluates the success of an organization or particular activity in which it engages

Light Pollution - a term used to describe the inappropriate or excessive use of artificial light

Lodging - sector of agritourism in Utah includes farm stays like bed and breakfasts or dude ranches; it also includes any form of camping venture like glamping, RV parks, and tent campgrounds. One benefit of opening up your farm or ranch to lodging is that it allows guests to experience the daily rhythms, charm, and activities of a working farm

Marketing - the process or technique of promoting, selling, and distributing a product or service; to be most effective, marketing requires the efforts of everyone in an organization and can be made more or less effective by the actions of complementary organizations

Outdoor Recreation - sector of agritourism in Utah encompasses guided or unguided experiences that take place on a farm or ranch that are intrinsically linked to the agricultural setting, often utilizing the land or resources associated with farming and ranching

Utah Office of Tourism & Film (UOT)- the Destination Management and Marketing Organization for the State of Utah

