

Utah Board of Tourism Development
Meeting Minutes
Friday, July 11, 2025

Board Members Present	Lesha Coltharp, Joan Hammer, Commissioner Victor Iverson, Graydon Pearson, Nathan Rafferty, Melva Sine, Jordan Smith, Kevin Smith, Shayne Wittwer
Board Members Excused	Kaitlin Eskelson, Jessica Merrill, Jason Murray, Harold Simpson, C.J. Wade, Jennifer Wesselhoff

Tourism & Film Staff	Tera Atwood, Jenica Barber, Lorraine Daly, Melissa Jackson, Todd K. Jenson, Camille Johnson, Denise Jordan, Becky Keeney, Anna Loughridge, Carli Mahas, Derek Mellus, Virginia Pearce, Natalie Randall, Laici Shumway, Heather Zang
----------------------	---

Public	Stacey Boney, Colette Cox, Terra Girvin, Colin Greenberg, Lori Haslem, Debra McKee, Brittany McMichael, Marissa Mallory, Mike Roe, Angie Rothen, Jen Shakespeare, Bridget Siebert, Sherry Stevens, Maria Twitchell, Athens Webster
--------	--

WELCOME & INTRODUCTIONS

Vice Chair Nathan Rafferty called the meeting to order and welcomed everyone.

MEETING MINUTES

MOTION: Graydon Pearson motioned to approve the June 13, 2025, board meeting minutes. **Victor Iverson** seconded the motion. The motion was carried unanimously.

UTAH FILM COMMISSION

Virginia Pearce, Utah Film Commissioner

- Pop music performer Benson Boone has made three music videos in Utah. The most recent, “*Mr. Electric Blue*” filmed in Utah County. He has roots in Utah with his family now residing near St. George. His music videos get millions of views.
- *Better Off Dead*, an 80s movie classic, is playing at the Electric Theater in St. George on July 15 to celebrate its 40th anniversary. Part was filmed in Utah.
- A Utah Film Trail marker, which is one of the few bench markers, was recently installed at the historic Wendover airfield.
- The Utah Historical Society is doing a pin scavenger hunt and the Wendover airfield is one of the locations where you can get a pin. Some of them are already sold out.
- A Rivian commercial filmed recently in Swing Arm City near Torrey. They took the truck up and down the mountainside.
- A total of 145 commercials considered filming in Utah and confirmed at least 49 were filmed in Utah during FY25 but certain it was a lot more. Confirmed those were filmed in a variety of counties throughout the state.

- Commercials do not receive incentives but can have a huge economic impact around the state.
- Wrapping up FY25, approved 36 projects - 14 in the rural program, 12 in motion picture tax credit and 10 in motion picture cash rebate.
- Projects have been shot throughout the state including Davis, Grand, Iron, Juab, Millard, Salt Lake, San Juan, Sanpete, Summit, Tooele, Utah, Uintah, Wasatch, Weber and Washington counties.
- The incentive program awarded more than \$32M in FY2025, which has resulted in almost \$138M in economic impact.
- Starting a new fiscal year (FY26) with these applications. We have already approved some of FY26 funds for projects.
- Film incentive program was allocated \$20M for FY26. The rural film program is \$12M, the motion picture program is \$6.79M in tax credit and \$1.5M in cash rebate.
- The motion picture program has been in place since 2011. The rural incentive program began in 2022 and it was started to specifically encourage production off the Wasatch front and into rural Utah.
- This month one new project and one amended project to review.

MOTION: Kevin Smith motioned to approve \$1,105,242 for incentives for the following productions which have met the criteria defined by statute. Joanie Hammer seconded the motion. The motion was carried unanimously.

Production	Estimated Utah Spend	Incentive Amount Per Production	Locations (counties)
<i>Guarded Seasons 2&3</i>	\$3,770,000	\$942,500 - 25%	Salt Lake and Utah
<i>The Secret of Skinwalker Ranch S7 AMENDMENT</i>	\$3,254,851	Additional \$167,742 - 20%	Uintah

MEETING ADJOURNED

The next board meeting will be held in person on Friday, August 8 at 10am in Salt Lake City.