

**GRAND COUNTY, UTAH  
RESOLUTION NO. 3248 (2020)**

**ESTABLISHING A GRAND COUNTY POLICY FOR ACTIVITIES RELATING TO  
THE ESTABLISHMENT AND PROMOTION OF RECREATION, TOURISM, FILM  
PRODUCTION, AND CONVENTIONS**

**WHEREAS**, Utah Code Ann. § 17-31-2 requires that Grand County spend approximately 48% of its Transient Room Tax collections for the purposes of establishing and promoting recreation, tourism, film production, and conventions;

**WHEREAS**, Grand County's natural, cultural, and paleontological resources are delicate and require close adherence to best practices in order to avoid irreversible damage and degradation;

**WHEREAS**, the Grand County economy is dependent on maintaining the quality of its natural, cultural, and paleontological resources in perpetuity;

**WHEREAS**, increases in visitation to Grand County have elevated the need to mitigate traffic congestion, noise, off-trail/road travel, vandalism, and other detrimental impacts;

**WHEREAS**, it is the desire of the Grand County Commission to ensure that all activities relating to the establishment and promotion of recreation, tourism, film production, and conventions predominately conveys a message of, or supports the establishment of, responsible recreation and natural resource stewardship;

**NOW, THEREFORE BE IT RESOLVED** that the Grand County Commission adopts and enacts the following policy:

1. Definitions. As used herein:
  - a. "Responsible Recreation" shall mean any recreational activity that strictly adheres to best practices as devised by local, state, or federal authorities to mitigate any detrimental impacts to the natural environment, cultural resources, paleontological resources, roads and trails, other recreational assets, dark skies, flow of traffic, or the tranquility of both natural and residential areas.
  - b. "Educational" shall mean the promotion and dissemination of information or instruction that encourages Responsible Recreation, or provides natural, historical, paleontological, cultural, or other information that may lead to a more comprehensive understanding of the delicacy of, and importance of maintaining in perpetuity, Grand County's resources.
  - c. "Activities" shall mean any online, television, radio, print, billboard, familiarization tour, or other form of advertisement or promotional effort by Grand County. "Activities" shall also mean any support provided by Grand

County to any entity, group, or individual that pertains to the promotion and establishment of recreation, tourism, or conventions.

2. All future Grand County Activities relating to the promotion and establishment of recreation, tourism, and conventions shall ensure that the predominate message or objective is Educational, or promotes and establishes Responsible Recreation as defined herein.
3. Any current Activities that are not compliant with section 2 shall be brought into compliance at the earliest convenience.
4. Any support provided by Grand County for the promotion or establishment of film shall include a requirement that the recipient provide messaging and advisement on best practices for reducing impacts associated with film production.

**APPROVED** this 4th day of November, 2020 by the following vote of the Grand County Commission:


AYE: McGann, Hawks, Woytek, Halliday, Clapper, Wells, \_\_\_\_\_

NAY: \_\_\_\_\_


ABSTAIN: \_\_\_\_\_

ABSENT: \_\_\_\_\_

**ATTEST:**

  
\_\_\_\_\_  
Quinn Hall  
Grand County Clerk/Auditor

**APPROVE:**

  
\_\_\_\_\_  
Mary McGann  
Grand County Commission Chair