



# 2022 Year End Newsletter



## Director's Message

We are fortunate to live in an area with so much culture and history. My husband and I moved to Monticello one year ago, in December 2021. The community has been so welcoming, and we are pleased to reside in San Juan County. I am honored to represent San Juan County Economic Development & Visitor Services. We are extremely blessed to live in this amazing area of Southeast Utah.

Economic Development & Visitor Services focuses on supporting our local businesses so they may remain in San Juan County and, if they wish, expand their businesses. Our goal is to find employment opportunities for our children, so we refrain from exporting them to other areas of the state and country. Family, jobs, employment, and quality of life are woven into our community fabric.

2022 has been a year of trying to bounce back from prior impacts that have made it challenging for our community. However, we see that San Juan County is steadily moving forward.

We encourage our business owners, residents, and community leaders to become more engaged in our community. We want to hear from you; if you have suggestions or ideas for improving our county, let us know.

**Your voice is important to us, and we value every San Juan County resident!**

Please like our San Juan County Economic Development Facebook page to keep up with grant opportunities, new developments, and more: [facebook.com/SanJuanEDVS](https://www.facebook.com/SanJuanEDVS)

*Elaine Gizler*

## Office Mission Statement

San Juan County Economic Development & Visitor Services' (SJC EDVS) mission is to provide a clear vision for county-wide Economic Development plans and growth. We do this by providing and assisting communities with leveraging resources to create, develop, implement, and promote **strong and sustainable economic opportunities** and communities and, at the same time, ensure healthy growth by focusing on **visitor education** and **sustainable efforts** in San Juan County working to enhance the quality of **life, culture & heritage**.

- 1** Work cooperatively with private and public sectors to advance all economic development opportunities for and within San Juan County.
- 2** Assist and be a resource with countywide business expansion retention and development to provide grant and other funding opportunities to encourage growth and increase the workforce.
- 3** Liaison between stakeholders (federal, regional, state, local)
- 4** Provide a clear countywide promotion vision and communication strategy focusing on sustainability, visitor education, culture, and history of San Juan County.
- 5** Identify new and existing industry needs based on currently available infrastructure

# Organizational Structure

**Elaine Gizler**  
Director



**Allison Yamamoto-Sparks**  
Assistant Marketing Director



**Nate Pitts**  
Office Manager



**Debra McKee**  
USU Intern



Position Open *Economic Development Specialist*

# Digital

- New Utah's Canyon Country **website** *Aug 2022*
- Working on new **trails & campgrounds page**/website
- Updated all **itineraries** & added QR codes for easy download
- Monthly visitor **newsletters**
- Started quarterly **industry newsletter**

## Video

### Utah's Canyon Country promotional videos

- Worked with Capture Adventure Media on a new **30-second promotional video** [youtube.com/watch?v=XWUhu5XB9o0](https://www.youtube.com/watch?v=XWUhu5XB9o0)
- Capture Adventure Media has also updated our **Icons of the West** and **Make it Monumental Videos** to take out the campaign messaging and make them more general so that we can use them in more ways without them looking dated by being attached to a specific campaign.

## Visitor Services

### Tourism Tax Advisory Board Members (TTAB)

**Monica LaFont** *Goulding's Lodge and Tours*

**Jennifer Davila** *La Posada Pintada, Lodging*

**Dallin Tait** *Bluff Dwellings, Resort and Wild Expedition Tours*

**Sean Campbell** *St. Danes Cabins, Lodging*

**Derryl Jack** *Zions Bank*

**Kaeden Kulow** *Monticello City*

**Pratt Redd** *Blanding City*

**Linda Sosa** *Bluff Town*

### Printed Materials

- Updated & reprinted **Travel Guide**
- Updated & reprinted **Bluff, Blanding, & Monticello Rip Maps**



# Website

## Top Spending States for San Juan County

- Utah
- Colorado
- California
- Arizona
- Texas
- Washington
- New Mexico
- Idaho
- Florida
- Oregon
- Montana
- Illinois
- New York

## The number of visitors to the Canyon Country Website

**297,550**

### Average spend value

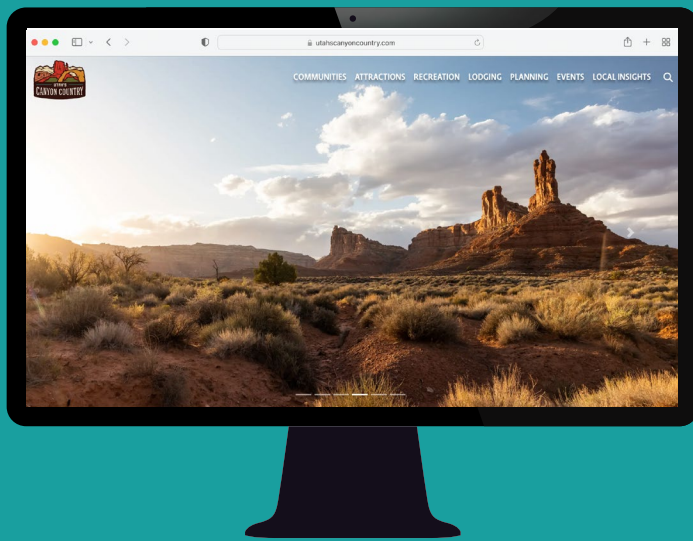
**\$44.30 +1.70%**  
over 2021

## Utah Spend in San Juan County

was up  
**+5.12%**

## Top visited pages

- 1 Utah's Canyon Country - Homepage
- 2 Four Corners Monument | Stand in 4 States at Once
- 3 Monument Valley | Visitor's Guide | Utah's Canyon Country
- 4 Moki Dugway Scenic Backway | Route 261 | Scenic Drive
- 5 Hotels & Lodging | Best Places to Stay | Utah's Canyon Country



# Social Media

## 2022 Organic numbers (does not include paid ads, which Relic handles)

### Facebook

- Reach: 4,961,573 (more than double the previous year)
- New page likes/followers: 8,056

### Instagram

- Reach: 269,731
- New followers: 1,559

## Utah's Canyon Country Top 10 Website Page views

- 1 Utah's Canyon Country- Homepage
- 2 Four Corners Monument
- 3 Monument Valley
- 4 Moki Dugway
- 5 Hotels and Lodging
- 6 Newspaper Rock
- 7 Goosenecks State Park
- 8 Free Brochures
- 9 COVID-19 Traveler Information
- 10 Utah's Canyon Country-Hole-in-the-Rock home

## Number of visitors to the Utah's Canyon Country Website

**2022:** 297,550

**2021:** 295,622

## Virtual Webinars held by San Juan County Economic Development & Visitor Services Staff

### India Virtual Sales Mission | [March 8, 2022](#)

- 6 scheduled appointments- 14 min each.
- First virtual sales mission with India.
- Some of the people we met with will be coming on the Pre-IPW FAM in May, and we are also requesting to meet with them at IPW in June.

### Australia/NZ Virtual Sales Mission

- 15 scheduled appointments over two days, 14 min each.

### San Juan County live webinar/training for German travel agents | [April 26, 2022](#)

- 50 registrants

### Southwest Adventure Tours

- Elaine arranged training for four agents working for Southwest Adventure Tours- 1+ hr zoom training to introduce them to SJC.

### Rocky Mountaineer

- Recorded a 12-minute webinar for Rocky Mountaineer employees to familiarize them with SJC.

## Shows Attended

### Tourism Day on the Hill | [Meeting with Legislators](#)

- Held for the first time since 2020

### International Sportsmen's Expo (ISE) Sandy | [Mid-March 2022](#)

- The show was held for the first time since 2019. It was hectic, with a lot of interest in ATV trails, hiking, camping, etc.

### IPW- International Pow Wow | [Meeting with International Representatives and Tour Companies](#)

- We had approximately 45-50 pre-scheduled appointments.
- Follow-up e-mails have been sent to all appointments.
- It includes several introduction e-mails to specific businesses requested by Little America. (Netherlands)

## FAM Tours Hosted by San Juan County Economic Development & Visitor Services

### Craig Tansley- Travel Writer (AU based in the US) | [Jan 15-17](#)

- Desert Rose, Ancient Wayves, Balloon Fest, Valley of the Gods, Muley Point, Goosenecks, Natural Bridges

### Joker Reizen- Travel Trade (11 participants-Belgium) | [March 19-20](#)

- Bluff Dwellings Resort, Cottonwood Steakhouse, Twin Rocks, Ancient Wayves

### IPW Media Winner (1 participant + UOT host- Belgium) | [April 15](#)

- Bluff Dwellings Resort, Natural Bridges, Cottonwood Steakhouse, Goosenecks, Edge of the Cedars

### India Reps (2 participants & 1 UOT host-India) | [April 20-21](#)

- Desert Rose, Comb Ridge Eat & Drink, Cedar Shack, Tour of Monument Valley w/ Goulding's Lodge, Goulding's Stagecoach Restaurant, Goosenecks, Moki Dugway, Natural Bridges

### UK Walker Tracker challenge winners (10 participants-UK) | [May 5](#)

- Natural Bridges, Goosenecks, Goulding's Lodge, Monument Valley Tour w/ Goulding's Lodge

### Rocky Mountaineer (12 participants- AU) | [May 30-31](#)

- Natural Bridges, Goosenecks, Desert Rose, Cottonwood Steakhouse, Monument Valley tour w/Goulding's, Twin Rocks

### India Travel Trade Pre-IPW (9 participants- India) | [June 1-2](#)

- Desert Rose, tour of Monument Valley w/Goulding's, Cedar Shack, Goosenecks, Twin Rocks

### Germany Reps (2 reps- UOT's German reps) | [May 31-June 2](#)

- Natural Bridges, Goosenecks, Forrest Gump Hill, Monument Valley tour w/ Goulding's, Goulding's Restaurant, Bluff Dwellings Resort, Cedar Shack

### Dirk Baumgartl (1 participant, German media) | [July 25 & 26](#)

- Glamping Canyonlands, Bluff Dwellings Resort, Bluff Fort, Twin Rocks, Cedar Shack, Valley of the Gods, Goulding's Restaurant

## November featured Native American Heritage Month

A celebration of San Juan County Native American Culture and History

**Link:** [utahscanyoncountry.com/native\\_american\\_culture](https://utahscanyoncountry.com/native_american_culture)

Natural History Explorer Corps Coins for San Juan County are available at Edge of The Cedars, Blanding, Utah. The Passport booklet is also available, and each page is dedicated to one of Utah's 29 counties; collect them all.

## San Juan County Economic Development Secured the following grants

- Outdoor Recreation Grant to construct RV Spots at the Fairgrounds for participants in the Fair.
- Secured a grant from the Utah Office of Tourism for marketing and branding to support San Juan County's budget.
- Secured a grant from the Utah Office of Tourism to support Canyonlands National Park in Germany with Arches, Capital Reef, Bryce, and Zion partners.

## Economic Development

### County Economic Development Board (CED)

**Pratt Redd** *Blanding City Municipality*

**Kaeden Kulow** *Monticello City, Municipality*

**Linda Sosa** *Bluff Town Municipality*

**Meghan McFall** *Workforce Development Representative*

**Andrea Wilson** *San Juan County Private Sector*

**Ryan Benally** *San Juan Public Health*

**Hannah Bailey** *Blanding City Business Owner*

**Karen Whipple** *Monticello City, Business Owner*

- In January 2022, The CED Board allocated **\$173,000** of grant funding to local San Juan County Businesses from the Governor's Office of Economic Opportunity Rural Grant Funding.
- 50 applications received requesting **\$1,1696,112** in grant funding.
- Twelve businesses throughout San Juan County were allocated grant funding totaling **\$178,000**.
- Out of that same Rural Grant Fund, two high school students were allocated **\$1500** each toward furthering their education. One student from Monument Valley and one from White Mesa.

## Employment: 2nd Qtr 2022

**Nonfarm Jobs Average Employment** June 2022 4483 Jobs

**Government** 1638 Jobs

**Ed/Health/Soc Services** 841 Jobs

**Leisure/Hospitality** 801 Jobs

**Health Care/Social Services** 774 Jobs

## Top 10 2021 San Juan County Largest Employers

- 1 San Juan School District
- 2 Utah Navajo Health System
- 3 Utah State University
- 4 San Juan County Local Government
- 5 United States Government
- 6 San Juan Healthcare Services
- 7 Bullfrog Marina
- 8 Blue Mountain Hospital
- 9 State Of Utah

### According to the Utah Department of Workforce Services

- The long-term trajectory of job levels in San Juan County remains relatively flat, with a slight variation over the last 15 years
- The largest employment sector of the San Juan County economy is the government which provides 40% of total employment in the county.
- Taxable sales for the second quarter of 2022 were up nearly 30.1% over the second quarter of 2021. This is the most considerable year-over change in San Juan County's taxable sales since the fourth quarter of 2018.

## Southeast Revolving Loan Program

**Businesses in San Juan County that were supported by the Rural Loan Program in 2022**

**Total Outstanding Loans: 14**

- Emergency Loans: 10
- Standard Loans: 4

**Total Loan Amounts: \$431,496.00**

- Emergency Loans: \$93,495.00
- Standard Loans: \$338,000.00

## San Juan NOW- Podcast

**Episodes: The San Juan Now Podcast**

[yoursanjuancountynow.com](https://yoursanjuancountynow.com)

- ep. 01 **Introduction to the San Juan Now Podcast**
- ep. 02 **Bruce Adams**  
*Commissioner*
- ep. 03 **Mack McDonald**  
*Chief County Administrator*
- ep. 04 **Meghan McFall**  
*USU, S.P.A.R.C.*
- ep. 05 **Jade Powell and Geri Gamber**  
*South East Utah Association of Local Governments*
- ep. 06 **Jordan Leonard**  
*Rural Online Initiative*
- ep. 07 **Mayor Ann Leppanen**  
*Mayor of Bluff*
- ep. 08 **Mayor Logan Monson**  
*Mayor of Blanding*
- ep. 09 **Natalie Randall**  
*Utah Tourism Industry Association*



## United Way Soles 2 Souls- Event Held at the Canyon Country Discovery Center

**Monticello Co-Working Space-** opened in March 2023

**lower level of the Library-** add photos.

### **Business Licenses**

- Business licenses are required by San Juan County. We honor all incorporated cities including Monticello, Blanding and Bluff business licenses.
- San Juan County passed the Ordinance in 2020; it is listed on the San Juan County Website under Ordinance 2020-10-A.

**Sign up for your new business license here:**

[sanjuancounty.portal.iworq.net/portalhome/sanjuancounty](https://sanjuancounty.portal.iworq.net/portalhome/sanjuancounty)

**If you are renewing your business license, here is the link:**

[secureinstantpayments.com/sip/cart/event.php?EID=4871](https://secureinstantpayments.com/sip/cart/event.php?EID=4871)

## Hosted the 1st Annual Business Basecamp Conference & Expo

On November 9, 2022, the first **Annual San Juan County Business Basecamp Conference & Expo** was held in Blanding at the USU Arts & Events Center. The event was a huge success with the support of the following sponsors:

**Energy Fuels**

**Rocky Mountain Power**

**Desert Rivers Credit Union**

**Relic Agency**

**Deeter Accounting**

**Blanding City**

**Zions Bank**

**Utah - MEP**

**South Eastern Utah Title Company**

**Sunrise Outfitting Scenic Adventures**

**Desert Rose Resort & Cabins**

**Jones and Demille Engineering**

**Latigic**

**50Below**

**Canyon Country Discovery Center**

**Carbs Kneaded**

**Empire Electric Association, Inc.**

**Utah.com**

**Unique Creations**





## New Businesses



### Congratulations to all of the new businesses and those that expanded services:

**Gustavo's Restaurant**, [Monticello](#)

**Sunrise Outfitting new building**, [Blanding](#)

**Historic Heritage Homestead Conestoga Wagons**, [Monticello](#)

**Goatreks- hiking with pack goats**, [Monticello](#)

**Ancient Wayves River & Hiking Adventures**, *permitted San Juan River trips*

**Dukes Restaurant**- reopened, [Bluff](#)

**Atomic Blue Motor Inn**- *previously Blue Mountain Horsehead Inn*, [Monticello](#)

**E's Market Retail Store**, [LaSal](#)

**S&D Plumbing**, [Monticello](#)

**SOL Custom Designs Cabinet Maker**, [LaSal](#)

**Dropline- Hot Air Balloon**, [Spanish Valley](#)

**Wander Camp- Glamping**, [Monticello](#)

**GS3 Outfitters Tour Guide**, [LaSal](#)

**Big Country Services Handyman**, [Monticello](#)

**Dependable Automotive Service**, [Monticello](#)

## San Juan County Economic Development

### SJC Economic Development participated in the following Organization meetings:

- Southeast Utah Association of Local Governments and South East Utah Economic Development Board Meetings
- Rural Loan Fund Board
- Utah Association of Counties, Conference and Tourism Committee Meetings
- BLM San Juan County Coordination Meeting
- Rural Bike Tourism Panel
- Live United/United Way



