

AGENDA SUMMARY
GRAND COUNTY COMMISSION MEETING
SEPTEMBER 6, 2022

TITLE:	Approval of the contract with Hudson Printing for the reprint of the Moab Outdoor Adventure Guide.
FISCAL IMPACT:	\$29,555
PRESENTER(S):	Ben Alter, Economic Development Specialist

Prepared By:

Robert Riberia

Assistant
Marketing
Director,
Grand County
Economic
Development

FOR OFFICE USE ONLY:

Attorney Review:

SUGGESTED MOTION:

I move to approve the contract with Hudson Printing for the reprint of the Moab Outdoor Adventure Guide.

BACKGROUND:

The Moab Outdoor Adventure Guide was created in 2019 in cooperation with local land management agencies such as the Bureau of Land Management, Sand Flats Recreation Area, U.S. Forest Service and Utah State Parks and Recreation. It highlights activities available outside of the national parks such as local hiking and biking trails, scenic drives, equestrian trails and e-bike trails. It is peppered with responsible recreation tips along with safety advice from Grand County Search and Rescue.

The guide is primarily used as a tool at the Moab Information Center to direct in-town visitors to local trails and attractions. The current supply is almost exhausted so there is an immediate need to acquire enough additional copies for the upcoming fall and spring seasons. At that point the guide will most likely be redesigned to match any new branding that may be in place at our department.

Robert Riberia and Melissa Stocks have recently started a public outreach program with local businesses to distribute Moab Outdoor Adventure Guides to their guests. Based on current usage, 75,000 copies (\$29,555) would be a comfortable number to get our office through the spring season.

If the County Commission does not want to approve the higher amount, 50,000 copies (\$21,190) would be adequate to get the Moab Information Center through the spring season.

ATTACHMENT(S):

1. Moab Outdoor Adventure Guide Bids
2. Hudson Printing Bid & Contract