



MEMORANDUM OF UNDERSTANDING BETWEEN

**SAN JUAN COUNTY
AND
PUBLIC LAND MANAGEMENT**

This Memorandum of Understanding (MOU), while not a legally binding document, indicates a voluntary agreement to assist in the implementation of the goals described in the San Juan County San Juan Strong Recreate Responsibly Campaign.

Overall Project Goals, Services and Outcomes: The San Juan Strong Recreate Responsibly Campaign is designed to address the public land visitation impacts as observed:

- In that San Juan County, due to COVID-19, is experiencing a new visitor demographic.
- In that this new visitor demographic has comparatively less experience with visiting public areas such as offered in San Juan County.
- In that these new visitors are spending less dollars to support our local economies
- In that these new visitors are less familiar with traditional Leave No Trace principles.
- As an overall effort to educate the new visitor, and develop a collaborative campaign with all the Public Land Agencies represented in San Juan County.
- With outcomes including:
 - Creative collateral – filming, video series, social media posts, map creation, visitor facing collateral
 - Development of a Virtual Visitor Guide to house creative collateral
 - Digital Campaign & Media buys – social media, online news and radio outlets

Timeline: This MOU shall begin immediately upon both parties signature agreement. The overall project execution will begin in 2020 with content creation and initial in-market campaigns, and will integrated into 2021's marketing efforts (Jan-Dec).

Roles and Responsibilities: San Juan County:

- Provide project funding, vision, and leadership
- Strategize marketing and distribution
- Content Creation and media buys

Roles and Responsibilities: Partnering Agency:

- Provide messaging guidance
- Waive permitting and other related fees
- Assist with distribution of content as outlined in campaign strategy
- Provide assets (i.e. logos, branding requirements, overlays, etc) and content feedback within a reasonable timeframe

Termination: This MOU may be terminate by either party, for any reason, by providing 30 days' written notice.

San Juan County Representation

Signature: _____
Printed Name: _____
Title & Department: _____
Date: _____

Partnering Public Land Management Agency

Signature: _____
Printed Name: _____
Title & Agency: _____
Date: _____