



COMMISSION STAFF REPORT

MEETING DATE:	March 03, 2026
ITEM TITLE, PRESENTER:	Memorandum of Understanding between San Juan County & Craft Lake City, Presented by Talia Hansen, Economic Development Director
RECOMMENDATION:	For consideration and approval of the Memorandum of Understanding between San Juan County and Craft Lake City for services associated with the 2026 Business Basecamp Conference.

SUMMARY

San Juan County Development Department is requesting consideration and approval of a Memorandum of Understanding with Craft Lake City for participation in the 2026 Business Basecamp Conference.

Under the agreement, Craft Lake City will curate and present two (2) workshops as part of the conference programming:

- Selling Art with Social Media – Russel Albert Daniels
- Pricing Artwork – Jessica Wiarda

These workshops will support local artists, makers, and entrepreneurs by providing professional instruction in pricing strategy and digital marketing.

San Juan County agrees to compensate Craft Lake City in the amount of \$2,000 and provide lodging accommodations for Angela H. Brown, Russel Albert Daniels, and Jessica Wiarda for the nights of March 11–14, 2026

HISTORY/PAST ACTION

The Business Basecamp Conference is an annual event designed to support business development, entrepreneurship, and economic growth in San Juan County. This partnership expands conference programming to include specialized content for creative entrepreneurs and artists.

FISCAL IMPACT

The Utah Division of Museums has provided sponsorship funding to support Craft Lake City's participation. San Juan County will receive sponsorship funds to offset the cost associated with bringing Craft Lake City to present and connect with the local community.