



# Be **SPONTANEOUS!**

## A **NEW** Mobile Personal Tour Guide

- Turn your road trip into a real **ADVENTURE!**
- Uncover hidden **TREASURES!**
- **Events & Festivals**
- **Trails & Off-Road Maps**
- **Hundreds of stories right in your hand**
- **Geofenced to notify you when a story is nearby**



- A new concept in mobile travel apps!
- **Entertainment at every turn**
- **Discover the Utah you never knew existed**
- **Professional narration**
- **World-class music & songs**



**Because getting there should be more than half the FUN!**

Available in The App Store and Google Play Store **NOW!**



Utah Pioneer Heritage Arts is a 501(c)(3) public benefit company formed in 2009 to use the entertainment arts to gather and tell Utah's pioneering and heritage stories. It's an association of over 150 artists, artisans, craftsmen, and heritage organizations headed by a team of experts and seasoned professionals.

We advocate for cultural heritage tourism as a means to boost rural economic development as well as to support Utah's artist community.

We have been designated the *Interpretive Affiliate* of the Mormon Pioneer National Heritage Area to help them tell their heritage stories, draw tourism, and spur additional restorations to further their mission.

We provide heritage programming for festivals and events all over Utah by coordinating the talent of our state's finest artists, artisans and craftsmen, heritage re-enactors, musician, singers, and songwriters. We also provide and coordinate mentorship to help raise their presentation techniques, artistic skills, and production values.



We are the creators of *The Legacy Series* of Artisan Artbook/CDs — a collection of the pioneering stories that will include every county in Utah. We commission songwriters, musicians, singers, and artists to portray those stories in entertaining and memorable stories, songs, cowboy poems, and visual art to enhance the listener's experience and serve as keepsake-quality souvenirs for visitors.

We are the creators of **Story Road Utah**, a mobile platform designed to showcase Utah's stories to travelers and tourists — to attract their interest and attention, and to entice them to come visit the story destinations. Much like a shopping mall contracts with well-known stores to become their "anchor tenants", we work with the stakeholders of counties, communities, or areas to determine which stories have enough appeal to become "anchor stories". Then, we identify surrounding stories that will support those anchors — giving travelers more reasons to visit. Developing a critical mass of story destinations and tourist-related businesses draws tourists and, where tourists gather, economic development follows.



We have created a **Story Marketing Assessment** program to help tourism and economic development directors (and departments) measure the potential effectiveness of using stories to leverage return on investment for construction — brick and mortar restorations and related infrastructure; showing how we can create a turn-key solution to budget shortfalls that reduce the need for staffing while increasing the draw for tourists and visitors. This assessment can be customized and is generally a two-week project that identifies "anchor stories" and story clusters within travel patterns, and area "gateways". This assessment identifies options for using story destinations within various budgets and timeframes.



We invite you to explore our products and services individually or collectively as a means to boost your tourism and spur economic development.

**Utah Pioneer Heritage Arts • Story Road Utah • 1258 Pitchfork Road, Murray, UT 84123**  
**801-706-1997 • [www.upharts.org](http://www.upharts.org)**