A mainstay of what Kane Creek Preservation and Development is undertaking could be called a "research and innovation hub," Weston said.

"Kane Creek is about bringing in experts from around the world to work on these ideas," he said, "and turning those into solutions for how to deal with some of the challenges we face in this area of the country." He said that the partners at Kane Creek Preservation and Development will build on the work that has been done to date to create a space for research and innovation.

The company recently completed an acquisition of roughly 180 acres along Kane Creek Boulevard, and in discussing their plans for the area, they hope to attract experts and researchers to their development to work on innovative ideas.

"We really think it's the right thing to do," said Greg Weston, one of the company partners.

One of the first steps in the project, however, is deconstructing some of the barriers that have kept the project from coming to fruition. The company's vision for the area includes a wastewater treatment plant that would output water that's safe for use in agricultural and residential applications.

"We know some people think of Moab as anti-business," Arnold said. "We don't see it that way."

The company is capitalized, and investing in a community they believe will accommodate the growth. And as for the likelihood of the project getting done, Arnold said the company is "not in any rush on this," that it is "well-situated on files, legal issues, and financial requirements, among other things."

The vision the partners at Kane Creek Preservation and Development have for the area's future is one of technical innovation and environmental restoration.

"For too long, we've spent Moab's frigid winters...."