



GRAND

24 COUNTY VISITS IN 2024

The Governor's Office of Economic Opportunity (GOEO) and other planning entities provide Utah's 24 rural counties with the economic development they need to deliver economic prosperity to residents. This is no small task, considering our state's rural economy currently comprises over 21% of the state's jobs.

The Utah Legislature charges GOEO to implement programs that support grassroots strategies and create lasting economic benefits.

Over the past three years, under Gov. Cox's leadership, state leaders re-envisioned, consolidated, and significantly improved Utah's rural programs toolkit, resulting in greater opportunities for residents in rural communities. They devised an innovative approach that supports our rural communities with the resources needed to address specific needs and challenges while achieving economic prosperity.

COUNTY ACHIEVEMENTS

From January 1, 2021, to present, GOEO assisted Grand County with the following initiatives and support.

- APEX Accelerator assisted Grand County businesses in winning \$2,447,562 in government contracts.
- In 2021, 2022, and 2023, visitor spending in the county delivered \$253,721,713 in state and local tax revenue.
- The Utah Cooperative Marketing Program (co-op) is a partnership where matching funds are provided to county and city tourism offices and nonprofit organizations to increase visitor spending in the state through marketing projects implemented by the local entity. The Utah Office of Tourism is required by legislation to dedicate 20% of the funds appropriated to the Tourism Marketing Performance Account to this program. Grand County received \$691,560 through this program.
- The Rural Utah Film Incentive Program encourages film and television production in rural areas. Since 2021, \$11,601,980 of Rural Utah Film Incentive Program funds have been granted to productions filmed in Grand County, generating \$46,407,920 in economic spending on accommodations, transportation, catering, and equipment/location rental.
- The Utah Film Commission offers the Film Ready Utah program to qualified cities and counties across the state that want to take advantage of the economic opportunities from feature film, television, and commercial production. Grand County is proud to be a certified Film Ready Utah community.
- The Utah Film Commission provided Grand County \$500 in sponsorship funding to support and foster the local film and entertainment industry.
- Broadband Equity, Access, and Deployment Planning grants were awarded to enable recipients to complete a needs assessment of broadband in the community and develop a five-year strategic plan to achieve universal service in the designated geographic area. A \$50,000 award was given to the Southeastern Utah Association of Local Governments for broadband planning in Carbon, Emery, Grand, and San Juan counties.
- Grand County received \$690,000 in Enterprise Zone tax credits. Eligible businesses located or expanding in enterprise zones may claim these tax credits on Utah state income tax forms.



COUNTY SNAPSHOT

Year-to-Year Change in Nonfarm Jobs March 2024

↑ 55

↑ 0.8%

Grand County

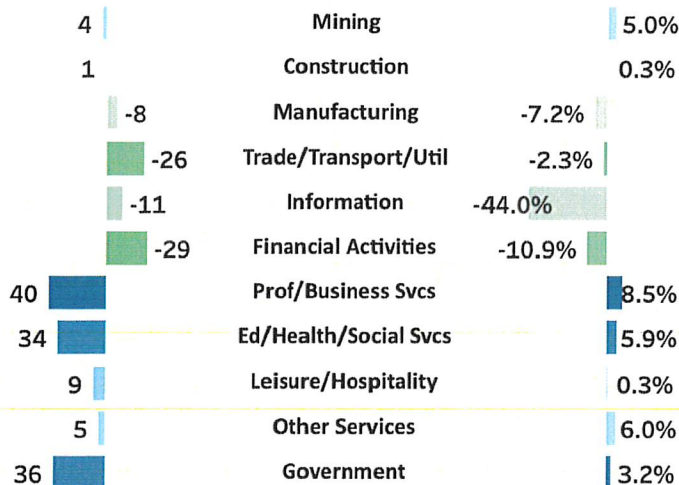
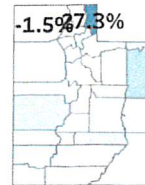
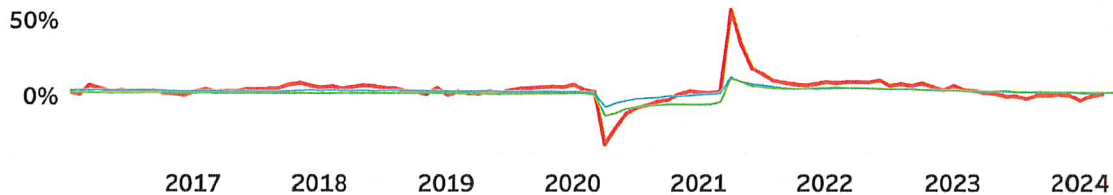
↑ 1.8%

State of Utah

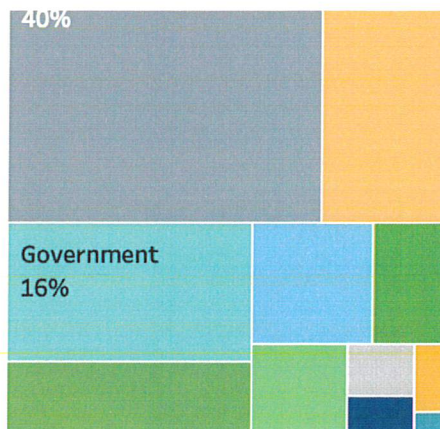
↑ 1.9%

United States

United States State of Utah Grand County



Employment Share 12 Months ending March 2024**

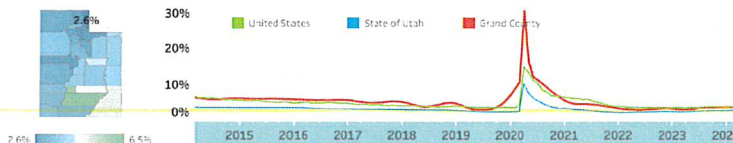


Mining
Construction
Manufacturing
Trade/Transport/Util
Information
Financial Activities
Prof/Business Svcs
Ed/Health/Social Svcs
Leisure/Hospitality
Other Services
Government

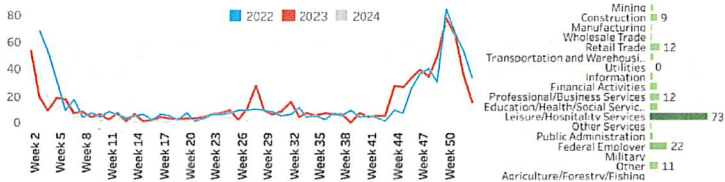
Seasonally Adjusted Unemployment Rate June 2024

3.9% 3.0% 4.1%

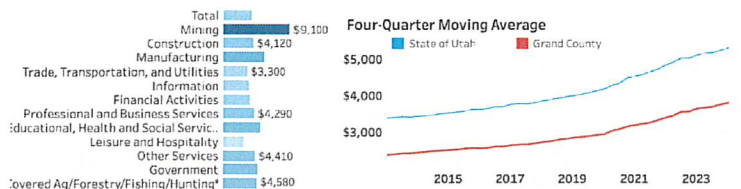
Grand County State of Utah United States



Initial Claims for Unemployment Insurance June 30, 2024 YTD



Average Monthly Wage* First Quarter 2024



*Statistics courtesy of Department of Workforce Services as of April 2024

Construction Permitting December 2023 YTD

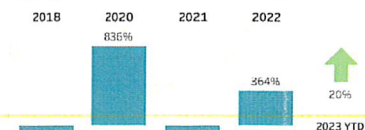
Dwelling Unit Permits



Values to Date



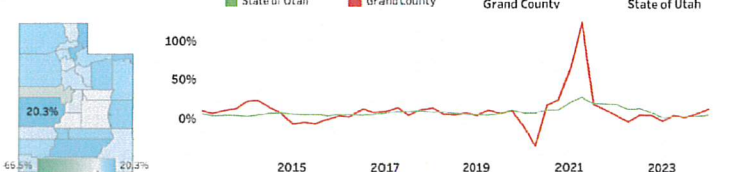
Change in Nonresidential Values



Change in Total Values



Annual Change in Gross Taxable Sales First Quarter 2024



Rural Grants and Incentives

Under the Rural Opportunity Program, there are three funding opportunities. They include the Rural County Grant (RCG), the Rural Communities Opportunity Grant (RCOG), and the Rural Employment Development Incentive Grant (REDI). The RCG awards \$200,000 to each rural county each year. The RCOG is a competitive grant awarded to rural counties and communities for up to \$600,000. These two grants empower rural counties and communities to take responsibility for and manage their unique economic development opportunities. The REDI grant awards businesses \$4,000 to \$6,000 for each new, high-paying job created and retained in rural communities in Utah. Additionally, the state offers the Rural Economic Development Tax Increment Financing (REDTIF) program that can help companies begin or expand operations in rural Utah.

Rural County Grant

Grand County received \$600,000 in RCG funding over the past three years. It used the funds for the AmeriCorps VISTA Program, subgrants for the Moab Chamber of Commerce for Mini Business Summit Programs, Moab Community Childcare to encourage local businesses to match childcare costs for their employees, and Grand County's Economic Development Business Summit for business training and needs assessments.

Rural Communities Opportunity Grant

A total of \$1,190,319 has been awarded to Grand County and Moab City over the past three years. The county received \$300,000 in FY 2022 to provide predevelopment and acquisition financing to the Housing Authority of Southeastern Utah to develop affordable workforce housing at the Arroyo Crossing subdivision. It was awarded another \$300,000 in FY 2023 to install infrastructure to service the next phase of Arroyo Crossing. Moab City received an RCOG of \$590,319 in FY 2024, which will fund amenities to create a more beautiful, accessible, inviting, and safe downtown for visitors and residents.

Rural Employment Development Incentive Grant

Grand County received a \$264,000 REDI grant for businesses creating new high-paying jobs in rural Utah communities.

Other GOEO Grants

The Economic Assistance Grants (EAG) assist Utah businesses in promoting and supporting economic opportunities in the state and providing industry, education, community development, and infrastructure services. Emery County received \$450,000 in EAG's.

The county received \$1,710,000 for water infrastructure projects.



Coordinated Action Plan Vision 2030 Unified Economic Opportunity Commission

6 I's of Rural Economic Development

Infrastructure:

Including roads, water and sewer, bridges, telecommunications, airport access, business parks, railroads, digital/broadband, office buildings, retail/community facilities, public transportation, energy, and housing (availability, affordability, desirability).

Innovation:

Consists of the birth of new industries, new value-add products and services, research labs, commercialization of products, garage inventors, adapting to disruptive technologies, and idea generation.

Intellectual Capital:

Including preschool to 12th grade, higher education institutions, workforce skills, job training programs, and life-long learning opportunities.

Interest:

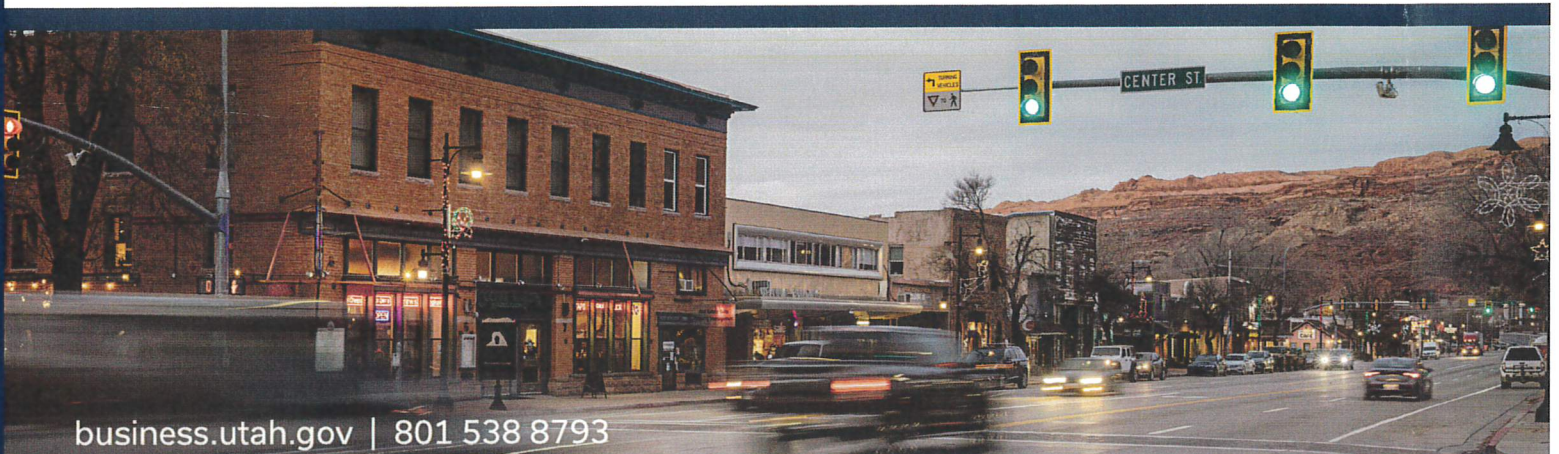
Includes the area's appeal to residents, visitors, outside interests, tourism, intrigue and inspiration, vibrant downtowns, place-making, creative capital, arts, culture and entertainment, history/heritage, and outdoor splendor.

Investment:

Including public investment in infrastructure, angel and venture capital investment, commercial lending, educational resources, economic development financing, small business support, human capital, social support system, philanthropy, and volunteerism.

International:

Includes global trade and export of products and services, direct foreign investment, cultural amenities, ethnic influences, languages spoken, access to world markets, learning opportunities, awareness of the region worldwide, and ease of travel.



Travel & Tourism County Profile

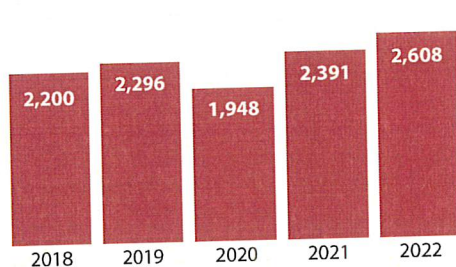
March 2024

Grand County, 2022

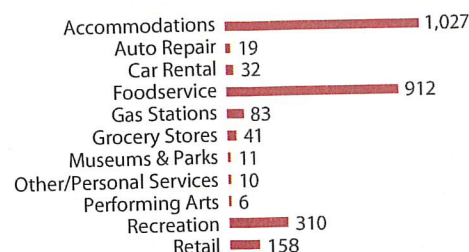
Direct Visitor Spending, Total and Year-Over Change¹
(millions of 2022 dollars)



Direct Travel & Tourism Jobs



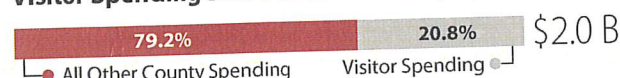
Direct Travel & Tourism Jobs by Job Type



County Share of Statewide Visitor Spending



Visitor Spending Share of Total County Spending (Output)



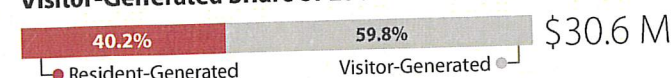
Visitor-Generated Tax Revenue (Direct)



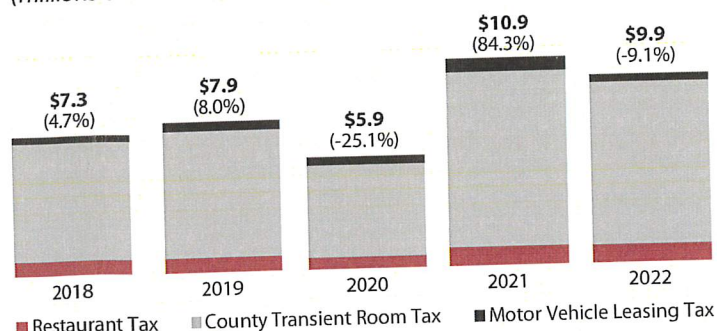
Visitor-Generated Tax Revenue (Total)



Visitor-Generated Share of Local Sales Tax Revenue²



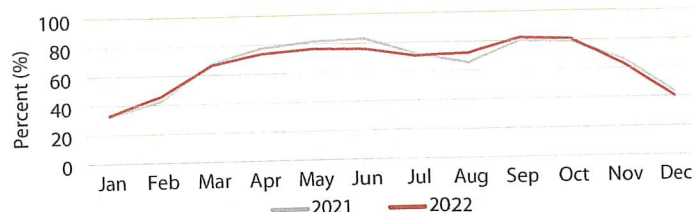
Select Tourism-Related Sales Taxes, Total and Year-Over Change
(millions of 2022 dollars)



Total Travel & Tourism Jobs



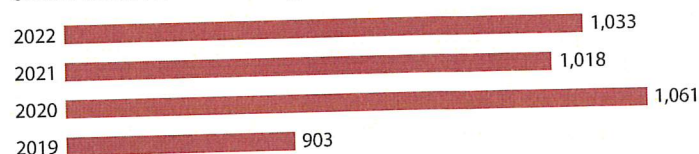
Hotel Occupancy Rates by Month



Hotel Data

Year	2019	2020	2021	2022
Hotel Rooms	2,544	2,649	2,808	2,789
Year-Over Change	NA	4.2%	6.0%	-0.7%
Occupancy %	63.2	49.4	66.7	65.6
Year-Over Change	NA	-21.9%	35.1%	-1.6%
Average Daily Rate (ADR)	\$146.42	\$126.39	\$173.77	\$182.26
Year-Over Change	NA	-13.7%	37.5%	4.9%

Short Term Rental Listings³



Short Term Rental Data

Year	2019	2020	2021	2022
Unique Listings	903	1061	1018	1033
Year-Over Change	NA	17.5%	-4.0%	1.4%
Occupancy Rate (%)	58.8	47.8	63.8	57.4
Year-Over Change	NA	-18.7%	33.5%	-10.0%
Average Daily Rate (ADR)	\$118.52	\$205.36	\$259.36	\$287.66
Year-Over Change	NA	73.3%	26.3%	10.9%

Source: Kem C. Gardner Policy Institute analysis of Tourism Economics, U.S. Bureau of Labor Statistics, U.S. Bureau of Economic Analysis, Utah State Tax Commission, Transparent, STR, Inc., and IMPLAN data

1. Visitor transportation spending has been omitted in this analysis.

2. E-911, Liquor, Muni Telecom, and Muni Energy local sales taxes have been omitted from the total local sales tax revenue estimate.

3. Short term rental subtypes "Other" and "Shared Room" have been omitted from this analysis.

INFORMED DECISIONS™



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Economic Opportunity

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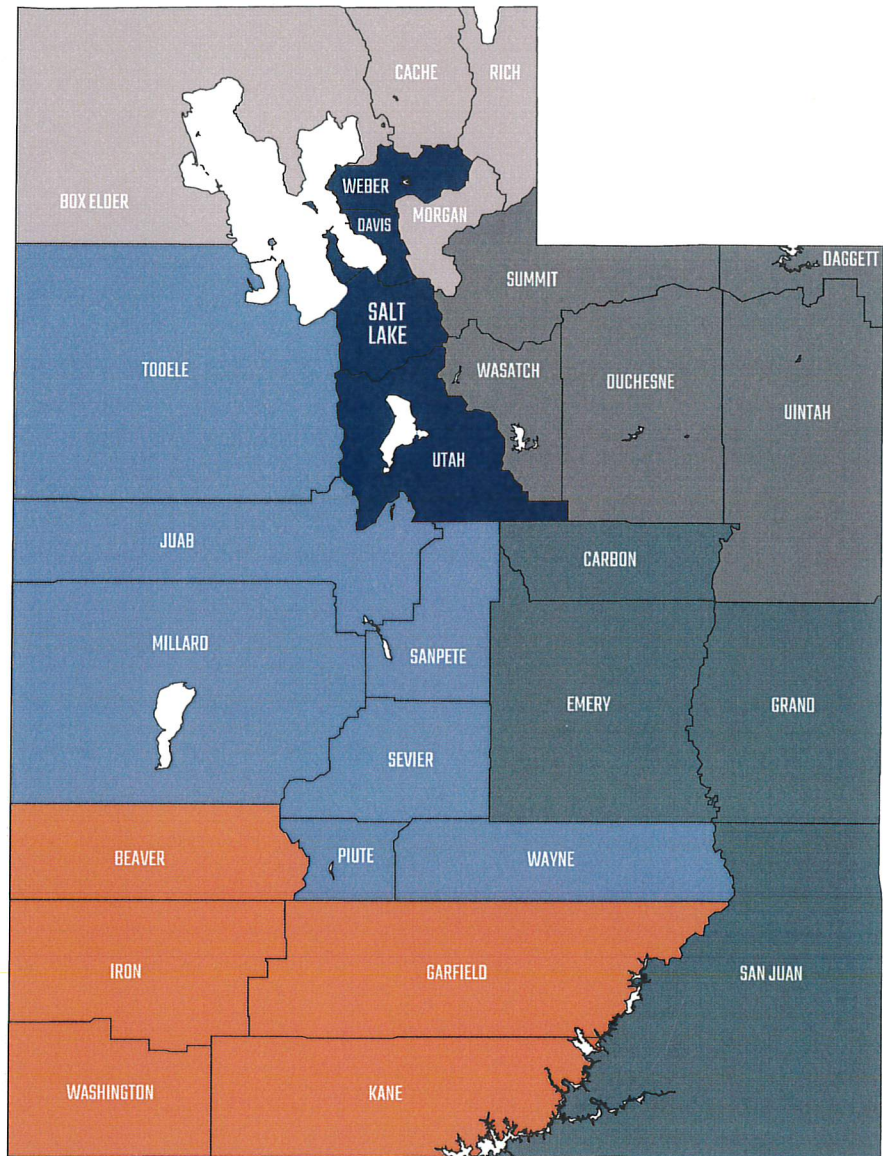
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For a digital version of this map or to find out more about targeted industries and community economic development opportunities, scan this QR code or visit: BUSINESS.UTAH.GOV/RURAL





Governor's Office of Economic Opportunity

The Center for Rural Development partners with local governments and businesses to facilitate rural economic growth. The center:

- Manages state programs, including tax credits and grants, to promote business growth
- Supports the economic development goals and strategies of rural counties and communities, and
- Fosters healthy and diverse rural economies by connecting businesses and communities with other state and federal resources and programs.

Rural Opportunity Program

Rural County Grant

A grant for rural county governments supporting economic development planning, projects, and activities.

The Rural County Grant addresses economic development needs, including:

- Business recruitment, development, and expansion
- Workforce training and development
- Infrastructure and capital facilities improvements for business development

Rural Communities Opportunity Grant

Competitive grants are available to qualified rural communities.

The grants support unique economic development projects and activities addressing needs related to:

- Business recruitment, development, and expansion
- Workforce training and development
- Infrastructure and capital facilities improvements for business development

Center for Rural Development

Facilitating business growth and economic prosperity in rural Utah



Rural Communities Opportunity Loan

Revolving loan funds available to qualified rural communities for economic development projects and infrastructure*

- \$21 million revolving loan fund
- Enhances the capacity of rural communities to further economic opportunities

Rural Employment Development Incentive

Grants for companies creating new high-paying jobs, remotely, online, in a satellite hub/office space, or physically located in qualified rural communities

Companies can receive:

- \$4,000 to \$6,000 for each new position based on the employee's work location
- Up to \$250,000 total grant funding per year



Governor's Office of Economic Opportunity

Center for Rural Development

Other Rural Business Resources

Enterprise Zone Tax Credit

Promotes economic development and business growth in rural areas of the state

The Enterprise Zone Tax Credit program provides tax credits to rural businesses to expand operations and create new jobs, including:

- Tax credits for new jobs paying above-average county wages
- Tax credits for capital investment in support of business growth

Rural Economic Development Tax Increment Financing

A tax increment financing program to help companies begin or expand operations in rural Utah

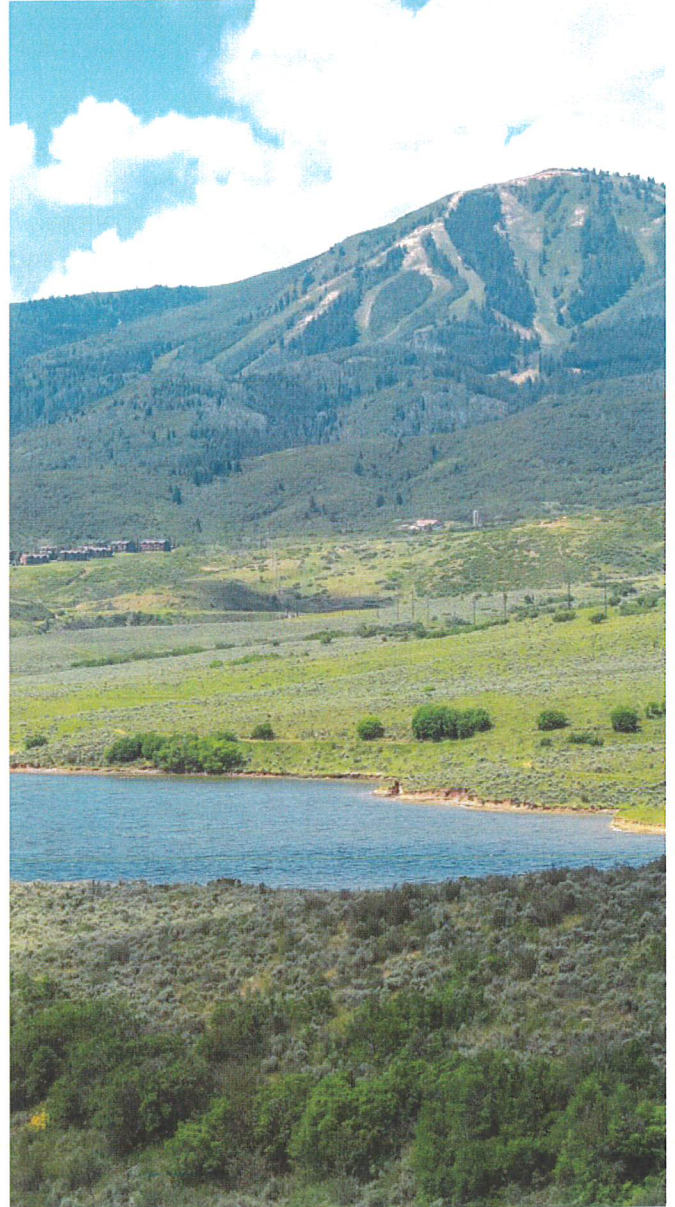
Incentives are offered as tax credit rebates:

- For companies expanding in targeted industries and non-retail projects
- With tax credits ranging from 30% to 50% of new state tax revenue

Utah Rural Jobs

Supports growth of eligible rural small businesses by providing flexible and affordable capital to expand and create new jobs

- \$42,000,000 in capital available (\$5 million or less per loan)
- Companies must have fewer than 150 employees, a net income of less than \$10,000,000 in the previous year, and be located in a qualified rural county.



*Rural communities include **1)** all rural counties (counties of the 3rd, 4th, 5th, and 6th class) and cities, towns, and metro townships within them, and **2)** municipalities with a population of 10,000 or less in Davis, Utah, Washington, and Weber counties. View the list [here](#).



Governor's Office of Economic Opportunity

Rural Communities Opportunity Grant

The Governor's Office of Economic Opportunity administers the Rural Communities Opportunity Grant (RCOG). These grants are available to counties, cities, towns, and associations of governments to support economic development projects and activities. The Rural Opportunity Advisory Committee oversees this grant's funding opportunities.

Grant Purpose

The RCOG empowers rural communities to take responsibility for economic development planning, projects and activities, and to manage their unique opportunities. The grant addresses the economic development needs of rural communities, which include:

- Business recruitment, development, and expansion
- Workforce training and development
- Infrastructure, industrial building development, and capital facilities improvements for business development.

Eligible Communities

Eligible rural communities include:

- Counties of the third, fourth, fifth, and sixth class
- Cities, towns, and metro townships located within those counties
- Municipalities with a population of 10,000 or less in counties of the second class
- Associations of Governments

Rural communities may qualify to receive grant funding of up to \$600,000.

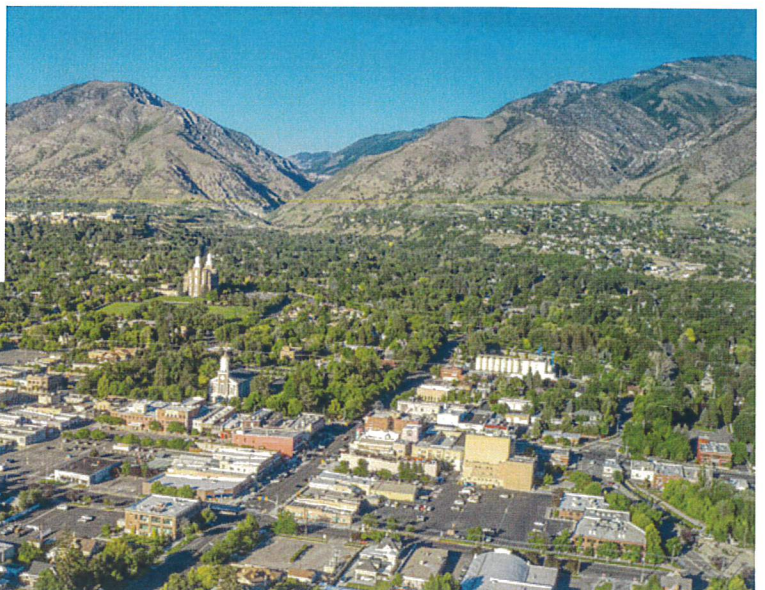
Competitive Application

The RCOG is competitive and requires a funding match based on the community's population. Applications are scored based on their quality, proposed budget, economic development projects and activities descriptions, and the purposes, goals, and measurable outcomes related to improving the community's overall economy. Applicants are required to justify the economic development need for the grant and the amount of funding requested.

Prioritization

The advisory committee may prioritize applications that demonstrate any combination of the following:

1. The community has or is actively pursuing the creation of an effective strategic economic development plan
2. Consistency with local economic development priorities
3. Economic need
4. Utilization of local financial resources in combination with a grant
5. Evidence the grant will help create jobs
6. Evidence of potential positive return on investment





Governor's Office of Economic Opportunity

Rural Communities Opportunity Grant

Qualifying Communities

The Utah rural counties are listed below by classification. All counties, cities, and towns within their boundaries qualify for the Rural Communities Opportunity Grant.

Counties of the Third Class (population of 40,000 or more but less than 175,000):

- Box Elder County
- Cache County
- Iron County
- Summit County
- Tooele County

Counties of the Fourth Class (population of 11,000 or more but less than 40,000):

- Carbon County
- Duchesne County
- Juab County
- Millard County
- Morgan County
- San Juan County
- Sanpete County
- Sevier County
- Uintah County
- Wasatch County

Counties of the Fifth Class (population of 4,000 or more but less than 11,000):

- Beaver County
- Emery County
- Garfield County
- Grand County
- Kane County

Counties of the Sixth Class (population less than 4,000):

- Daggett County
- Piute County
- Rich County
- Wayne County

Qualifying Cities and Towns in Counties of the Second Class (populations less than 10,000):

Utah County:

- Cedar Fort
- Elk Ridge
- Fairfield
- Genola
- Goshen
- Salem
- Woodland Hills

Davis County:

- Fruit Heights
- South Weber
- Sunset City
- West Bountiful

Weber County:

- Farr West
- Harrisville
- Hooper
- Huntsville
- Marriott-Slaterville
- Plain City
- Riverdale
- Uintah
- Washington Terrace

Washington County:

- Apple Valley
- Hildale
- Ivins
- LaVerkin
- Leeds
- New Harmony
- Rockville
- Santa Clara
- Springdale
- Toquerville
- Virgin

Qualifying Associations of Governments:

- Bear River Association of Governments
- Five County Association of Governments
- Mountainlands Association of Governments
- Six County Association of Governments
- Southeastern Utah Association of Local Governments
- Uintah Basin Association of Governments
- Wasatch Front Regional Council



Governor's Office of Economic Opportunity

Rural Employment Development Incentive (REDI) Grant

Businesses can receive \$4,000 to \$6,000 for each new high-paying job created in many rural Utah communities. These jobs can be remote, online, in a satellite hub/office space, or physically located in the same county as the business.

Eligibility

A business considering the REDI grant must apply for and receive approval through the Utah Governor's Office of Economic Opportunity (Go Utah) in advance of creating any new position, which meets the following requirements:

- Pays at least 110% of the county's average wage
- It is filled by an employee who works at least 30 hours per week or meets customary full-time industry standards
- Will exist for at least 12 consecutive months
- It does not include construction, retail, staffing or public utility industries

Incentives

A business may qualify for up to \$250,000 each fiscal year in REDI grants and concurrently apply for or receive other Go Utah incentives.

Potential Grant Amounts

\$4,000 for each new

full-time employee position in a county where the average county wage is equal to or greater than the state average wage

\$5,000 for each new

full-time employee position in a county where the average county wage is between 85% and 99% of the state average wage

\$6,000 for each new

full-time employee position in a county where the average county wage is less than 85% of the state average wage



For detailed information or to apply for the REDI grant, please visit: business.utah.gov/rural.



Governor's Office of Economic Opportunity

Rural Employment Development Incentive (REDI) Grant

Rural Utah Counties	County Avg. Wage	110% County Avg. Wage	State of Utah Avg. Wage	% State Avg. Wage	Potential Job Incentive
Beaver	\$38,877	\$42,765	\$56,851	68.4%	\$6,000
Box Elder	\$50,460	\$55,506	\$56,851	88.8%	\$5,000
Cache	\$44,837	\$49,321	\$56,851	78.9%	\$6,000
Carbon	\$43,439	\$47,783	\$56,851	76.4%	\$6,000
Daggett	\$35,889	\$39,478	\$56,851	63.1%	\$6,000
Davis*	\$51,874	\$57,061	\$56,851	91.2%	\$5,000
Duchesne	\$47,482	\$52,230	\$56,851	83.5%	\$6,000
Emery	\$46,319	\$50,951	\$56,851	81.5%	\$6,000
Garfield	\$45,658	\$50,224	\$56,851	80.3%	\$6,000
Grand	\$40,105	\$44,116	\$56,851	70.5%	\$6,000
Iron	\$38,329	\$42,162	\$56,851	67.4%	\$6,000
Juab	\$40,457	\$44,503	\$56,851	71.2%	\$6,000
Kane	\$39,984	\$43,982	\$56,851	70.3%	\$6,000
Millard	\$44,795	\$49,275	\$56,851	78.8%	\$6,000
Morgan	\$49,520	\$54,472	\$56,851	87.1%	\$5,000
Piute	\$30,005	\$33,006	\$56,851	52.8%	\$6,000
Rich	\$32,403	\$35,643	\$56,851	57.0%	\$6,000
San Juan	\$40,691	\$44,760	\$56,851	71.6%	\$6,000
Sanpete	\$35,758	\$39,334	\$56,851	62.9%	\$6,000
Sevier	\$40,711	\$44,782	\$56,851	71.6%	\$6,000
Summit	\$56,300	\$61,930	\$56,851	99.0%	\$5,000
Tooele	\$46,334	\$50,967	\$56,851	81.5%	\$6,000
Uintah	\$44,501	\$48,951	\$56,851	78.3%	\$6,000
Utah*	\$53,659	\$59,025	\$56,851	94.4%	\$5,000
Wasatch	\$47,585	\$52,344	\$56,851	83.7%	\$6,000
Washington*	\$41,994	\$46,193	\$56,851	73.9%	\$6,000
Wayne	\$36,574	\$40,231	\$56,851	64.3%	\$6,000
Weber*	\$49,321	\$54,253	\$56,851	86.8%	\$5,000

* Cities/Towns with Population <10,000 in Counties of the Second Class are eligible REDI work locations. View the list [here](#).