



***ENHANCING OUR VIBRANT COMMUNITY AND IMPROVING OUR QUALITY
OF LIFE***

**RECREATION, ARTS, AND PARKS TAX
ADVISORY COMMITTEE
March 6, 2025
REGULAR MEETING - 6:00 P.M.**

City Council Chambers
217 East Center Street
Moab, Utah 84532

1. Call To Order
2. Citizens To Be Heard
3. Approval Of Minutes
- 3.1. March 21, 2024

Documents:

[RAP TAC MEETING NOTES 3.21.2024.PDF](#)

- 3.2. April 16, 2024

Documents:

[RAP TAC MEETING NOTES 4.16.2024.PDF](#)

4. Review And Recommend Funding On 2025 RAP Tax Grant Applications

Documents:

[2025 RAP TAX APPLICANTS SUMMARY.PDF](#)
[INDIVIDUAL SCORE SHEET RAP TAC 2025_TEMPLATE.XLSX](#)

5. Discussion And Approval Of Updated RAP Tax Project Guidelines

Documents:

6. Review Of The 2025 Application Process

General discussion about the timeline, application process, and reporting process.

7. Adjournment

Special Accommodations:

In compliance with the Americans with Disabilities Act, individuals needing special accommodations during this meeting should notify the Recorder's Office at 217 East Center Street, Moab, Utah 84532; or phone (435) 259-5121 at least three (3) working days prior to the meeting.

Check our website for updates at: www.moabcity.org

RAP TAC Meeting
3.21.2024

1. Called to order at 5:40 p.m.
 - a. Attendance by committee members: Richard Codd, Emily Roberson, Molly Taylor, Brianna Bowker, Colin Topper, Zoe Huston
 - b. Absent: Neal Clark
 - c. Additional attendance: Kelley McInerney, Mark Jolissaint (part of meeting)
2. Review of Meeting Minutes
 - a. February 26, 2024
 - b. Pass 4-0
3. Citizens to be Heard: none
4. Review of the RAP Tax Grant Applications
 - a. Scores were compiled by Bri to reflect the scoring of each RAP TAC member, some recused themselves from certain applications if they had a conflict of interest so she included a percentage scoring so that all applications could be evaluated equally
 - b. To start, please note that Moab Taiko Dan submitted two applications – one for equipment and one for a Barn build, they pulled the barn application.
 - c. Also, the Cultural Fire Events application is ineligible as the event takes place at the Old Spanish Trail Arena which is outside of Moab City limits
 - d. The group expressed some concerns of the Canyonlands Field Institute application as most of the hikes take place outside of City Limits, if decide to fund, should only fund the percentage that are within the City
 - e. Discussion over relevance of the following applications based on how they tie into Recreation, Arts & Parks;
 - i. Mindfulness in Education – smaller target audience but high need and benefit due to age of the group
 - ii. CFI Mental Health Hikes
 - iii. Wellness Collective
 - f. To score and allocate funding, the group will start with the top scoring applications and earmark an allocated funding amount, then move down the list and total the funding to see where they end up, will then go back to each one if they need to reevaluate based on over the allocated total or under
 - g. The Free Concert Series submitted by the Friends of the Moab Folk Festival scored the highest at 97%, they requested \$18,600, the group earmarked \$10,000 towards this application.
 - h. MVMC
 - i. Discussion on limited audience as it is a child focused program, thorough application demonstrated need and benefit
 - ii. requested \$10k, recommended \$7,000
 - i. Science Moab
 - i. using Parks for events and showing films, not all programming is recreational related they do have educational elements,
 - ii. earmarked at \$7,000
 - iii. returned later and moved to \$6,000 to accommodate another worthy application
 - j. ArtTrails
 - i. Large audience, very accessible, art and recreation

- ii. \$7,000
- k. YGP
 - i. Community park and garden
 - ii. Requested \$18,600, recommended \$10,000
 - iii. Returned later and updated recommendation to \$9,488 to fully fund another smaller group's project
- l. Moab Community Cycles
 - i. Good application, project to get them set up, they have support from the community resource center, would like to fully fund at \$7,032
- m. USARA Skate night, good partnership, family friendly, they provide music and skates for attendees, \$6k rec
- n. Moab Community Dance Band, full fund at \$1,180
- o. Moab Music Fest
 - i. Well established program, good work in the community in addition to larger concerts
 - ii. \$10,000 rec
 - iii. Returned later and adjusted recommended funding to \$8,000
- p. KZMU
 - i. Accessible radio, local station
 - ii. Requested \$11,020, rec of \$7,000
- q. Arts Festival
 - i. Good use of public park
 - ii. Requested \$12,000, rec of \$7,400
- r. Moab Museum
 - i. Committee wanted to know if the City supports their programs in other ways, partnerships for events yes but not with funding
 - ii. Requested \$8,000, recommended \$3,000
- s. Moab Taiko Dan
 - i. Committee felt that the application was missing their presence in the community, however the committee was familiar with the group and saw value in their programming
 - ii. They requested \$3,400, recommended \$2,600 and noted will come back if funds remain
 - iii. Returned later and recommended to fully fund at \$3,400
- t. Mindfulness in education
 - i. The committee struggled to find the connection to RAP, this was funded last year but as the committee moves forward they do not see this as the best fit for this particular program
 - ii. This project was not recommended to be funded
- u. Grand County Running Club, Moab Locals 10K
 - i. Committee liked that this event is unlike others in the area, hosted in the off-season, accessible to a large number of people
 - ii. Recommended to fully fund the \$2,500 request, funds must be used in this grant season
- v. SyFy Film Series, rec to fully fund at the \$3,000 requested
- w. Fastpitch Elite Moab, softball camp and tournament
 - i. This group had a good application and letters of support

- ii. It is catered to a specific audience but there are no similar programs here in Moab so it fills a gap
 - iii. Recommendation to fund at \$5,000
 - x. Wellness Collective
 - i. The committee struggled to find the connection to RAP, similar to the Mindfulness in Education group; both are good events and valuable programs but not for this funding source; this in particular the group found is not filling a gap as the programs already exist
 - ii. This project was not recommended to be funded
 - y. Canyonlands Field Institute Mindfulness hikes
 - i. Same as above
 - z. Seekhaven – Art Nights
 - i. Good idea but the application was lacking
 - ii. This project was not recommended to be funded
 - aa. What is the group’s obligation to notify for those unfunded; an email notification will go out and if they ask for feedback we can give it but it will not be included in the original email
 - bb. The Committee will meet up again to debrief and take notes for next year’s session
5. Motion to put the Committee Recommendations to Council, passes 4-0

Organization	Type	RAP	Request	TAC Recommendation	Percent of request
ArTrails	Program	Arts	\$12,000	\$7,000	58.33%
Arts Festival	Program	Arts, Parks	\$12,000	\$7,400	61.67%
CFI	Program	Rec, Parks	\$3,000	\$0	0.00%
Cultural Fire	Program		\$10,000	\$0	0.00%
Fastpitch	Program	Rec, Parks	\$18,000	\$5,000	27.78%
Folk Fest	Program	Arts, Parks	\$18,600	\$10,000	53.76%
GC Running Club	Program	Rec, Parks	\$2,500	\$2,500	100.00%
KZMU	Project	Arts	\$11,020	\$7,000	63.52%
Mindfulness	Program	Rec	\$4,000	\$0	0.00%
Moab Community Cycles	Project	Rec	\$7,032	\$7,032	100.00%
Moab Community Dance Band		Arts, Rec	\$1,180	\$1,180	100.00%
Moab Museum	Project	Arts	\$8,000	\$3,000	37.50%
Moab Music Festival	Program	Arts, Parks	\$18,600	\$8,000	43.01%
MVMC	Program	Rec, Arts	\$10,000	\$7,000	70.00%
Science Moab	Program	Rec	\$14,000	\$6,000	42.86%
Seekhaven	Program	Arts	\$4,000	\$0	0.00%
Syfy Film Series	Program	Arts	\$3,000	\$3,000	100.00%
Taiko Dan	Project	Arts	\$3,400	\$3,400	100.00%
USARA	Program	Rec, Parks	\$8,360	\$6,000	71.77%
Wellness Collective	Program	Rec	\$5,041	\$0	0.00%
YGP	Program	Rec, Parks	\$18,600	\$9,488	51.01%
				\$93,000	

Meeting adjourn: 6:59 p.m.

RAP TAC Meeting
4.16.2024

1. Called to order at 5:40 p.m.
 - a. Attendance by committee members: Richard Codd, Neal Clark, Brianna Bowker, Colin Topper
 - b. Absent: Zoe Huston, Molly Taylor, Emily Roberson
 - c. Additional attendance: Kelley McInerney
2. Review of Meeting Minutes
 - a. March 21, 2024
 - i. Need the RAP TAC Recommendations list attached
 - b. No quorum this evening so the minutes will have to be approved at the next meeting
3. Citizens to be Heard: none
4. Review of the RAP Tax Grant Application Process
 - a. General note for next year/next cycle – start the entire process earlier; meet with the committee to get application all set, the review criteria and scoring, start advertising the application and funding, get the application open in January; possibly start new committee meeting in October
 - i. Neal Clark was on a two-year term for the RAP TAC and the committee will need a new member for the next cycle.
 - b. Promotion and Advertising
 - i. Earlier advertisements in the paper, on the radio, in newsletters, on social media, direct emails to past applicants and awardees
 - ii. Potentially put in Holiday direct mailer?
 - c. Host a possible open house where potential applicants can come and ask questions and the TAC or Staff can showcase examples in the form of past projects/programs that have received RAP funding
 - d. The TAC would like the City to showcase or spotlight projects that have been funded throughout the year, this could be on social media or as an article in the local newspapers
 - e. Look into tabling at City Events to get the word out; possibly at the October Arts & Ag Market
 - f. TAC review process adjustments
 - i. Clarity in what we would like to see in the final reports; we currently ask for a narrative and financial report, staff are looking into providing a template
 - ii. Ask for what percent of the project budget they are asking for RAP funds for
 - iii. Clarity for the committee on how to evaluate a more established project and program vs a smaller and new project and program
 1. Consistency is important for all of the review process
 - iv. Impact on the Community question
 1. Not just numbers based here, the larger events tend to score higher here but some of the more targeted programs still have a big impact; for example what would the event look like without the RAP funding?
 - v. The TAC would like to review again some examples of applications and scoring form other Cities with RAP Tax programs and get some ideas of how we could adjust ours
 - vi. The TAC scoring sheet this year did not necessarily align with the funding that was ultimately allocated; if this is the case we need to ensure all TAC members

are being consistent with their scoring; potentially have them come to the review meeting with their suggestions for funding of each application then the TAC can discuss as a group

- g. Clarify the mission of the tax so that the committee can align funding and feedback with this
 - i. Project goals of the requested funding or the project itself?
- h. If applications have elements that occur outside of the City limits, are they eligible for funding or is it ok to just ensure that funding awarded needs to be spent for the elements that are in the City limits
- i. TAC would like the staff to put together a comprehensive report on the 2023 funded projects that includes a breakdown of what category (Recreation, Arts, Parks), groups served, etc.
- j. Application budget form was better this year but will adjust to eliminate repetitive sections and streamline for applicants and reviewers

Meeting adjourn: 6:39 p.m.

Total RAP Tax Grant Funding for the 2025 Session
\$83,000

Application/501(c)3 Max

\$16,600

2025 RAP Tax Applicants Summary

Applicant	Sub Entity	Project/Program Name	RAP Amount Requested	Total Project Cost	Recommended Funding Amount
Friends of the Moab Folk Festival		Moab Free Concert Series	\$15,000	\$78,470	
Youth Garden Project (YGP)		YGP: A Public Park	\$16,600	\$127,947	
Moab Music Festival		Moab Music Festival's 33rd Year of Concerts and Music Education Programs	\$16,600	\$435,756	
Ephemeral Collective	Department of Public Transformation as 501(c)3	Moab Stoop Fest	\$13,000	\$18,656	
Fastpitch Elite Moab (FEM)		Field of Screams: Girls Fastpitch Tournament	\$10,400	\$40,836	
Moab Community Childcare		Playground Expansion	\$7,500	\$7,500	
KZMU		Broadcasting Arts and Cultural Events to Increase Equitable Access and Community Connection	\$16,000	\$20,000	
Grand County Running Club	Moab Valley Health Care as 501(c)3	Moab Locals 10K	\$2,000	\$6,000	
ARC: Art for the Recovery Community	Moab Valley Health Care as 501(c)3	ARC: Art for the Recovery Community	\$6,000	\$7,500	
Wellness Collective		Thrive Health & Wellness Fair	\$5,000	\$12,508	
USARA	Skate Moab	Family Fun Skate Date	\$8,360	\$10,450	
Moab ArtTrails	Canyonlands Arts Council as 501(c)3	Moab ArtTrails 8th Annual Sculpture Exhibition	\$10,000	\$33,000	
Moab SyFy Film Festival	Canyonlands Arts Council as 501(c)3	Moab SyFy Film Festival	\$3,000	\$7,500	
Moab Solutions		Reusable Community Picnic Basket	\$4,603	\$6,137	
Moab Museum		"U92: Moab's Uranium Legacy" Speaker Series	\$8,040	\$15,640	
Friends of Arches and Canyonlands Parks		Moab's First Annual Wild & Scenic Film Festival	\$3,300	\$10,300	
Moab Arts Festival		Moab Arts Festival 2025	\$12,000	\$56,000	
Science Moab		Free Local Science and Natural History Events	\$15,767	\$24,792	
Cultural Fire Events		Dancing with Traditions	\$9,000	\$9,000	
Create Reel Change / Mental Healthy F.i.T.		Focus on Fests	\$3,000	\$15,000	
Moab Valley Multicultural Center (MVMC)		Multicultural Youth Arts & Recreation	\$10,000	\$69,000	
Friends of Anonymous Bike Park		Anonymous Bike Park Reclamation and Improvement	\$15,000	\$150,000	
Totals			\$210,169	\$1,161,992	0

[illegible]



RAP Tax Grant Project Guidelines

Supporting and promoting recreational, cultural, arts and parks facilities and programs to benefit the Moab community

These funds are meant to aid project and program-based activities (art creation, art presentation, park and recreation facilities, capital projects, and recreation programs).

Capital projects are allowed but must be available for public use for at least 10 years. This timeframe may vary depending on project specifics including dollar amount, the estimated useful life of the capital project, etc. This timeframe will be determined before the grants are awarded.

Applicants are required to have 501(c)(3) status to qualify for a grant.

If an applicant (such as a local artist) does not have such status, they must partner with an organization that does to receive funding.

Additional Requirements:

- Projects must take place within Moab City limits and/or on City Owned Property.
- Projects must be completed within one year of the grant award.
- Projects must be matched by at least 25% (direct or indirect match)
- An entity may only apply for up to 20% of the total RAP Tax Grant funds available for the year. In 2025 the total available funding is \$83,000 and the application limit amount is \$16,600.
- Grant awards will be distributed as one payment to each accepted organization once the grant contract is completed.
- If the organization has a currently open RAP Tax project, they may apply for a new cycle of RAP Tax funding but will not be awarded funds until the open project is completed.
- Projects are required to announce and display that funding was provided by the City of Moab RAP Tax Program.

RAP/Tax funds may be USED for expenditures directly related to:

- Collections /Exhibits: Acquisitions or public display of items that in part, or as a whole, are collected or exhibited.
- Contracted Services: Services obtained through the aid or direction of a second individual or company. that are directly related to the project.
- Salaries that have a direct relation to the project (i.e. an art instructor's time in preparing and teaching an art program)
- General administration and overhead costs may be allowed if the applicant can demonstrate a direct relation or need to the proposed project: These costs are limited to a maximum of 10% of the total requested amount.
- Marketing/Advertising: Promotion of the organization's RAP Tax funded project/program
- Programs/Performance/Production: Staging of programs, performances, productions, cultural festivals
- Projects: Development of one-of-a-kind or one-time physical item or one-time event
- Travel/Housing: Travel by organization's staff for specific projects/programs; travel and housing for performers

RAP/Tax funds may NOT BE USED for (this list is not exhaustive):

- Accumulated deficits or debt retirement
- Public schools and/or school programs or hiring of temporary or permanent staff
- Lobbying Expenses
- Scholarships, purchase awards or cash prizes
- Regular operations of Magazines or Newspapers
- Activities intended primarily for fundraising
- Rehabilitative or therapeutic programs
- Fireworks
- Rodeos
- Activities that are primarily religious in purpose
- Cash reserves

Projects will be evaluated on:

- Quality of Proposed Project
- Demonstrated Community Need
- Benefits to the Community
- The organization's history and ability to implement the project, and financial considerations

Evaluation Criteria

Quality of proposed project

- o The quality and clarity of the project goals and design
- o Completeness
- o Value of supporting materials

Demonstrated community need

- o What is the current need of Moab citizens that this project aims to address?
- o Are other projects or programs already addressing this need?

Benefits to the community

- o The number of Moab residents by age, user group, etc., served by the project.
- o Potential for the project to become an influential part of the Moab community experience in years to come.
- o Tangible benefits to the Moab community.

The organization's history, ability to implement the project, and financial considerations

- o The ability to carry out the project based on factors including the appropriateness of the budget, the resources involved, and the qualifications of the project's personnel
- o History of past City funding and RAP Tax projects