



LA VERKIN CITY PLANNING COMMISSION AGENDA

Regular Meeting

Wednesday, October 22, 2025, 6:00 pm.

Council Chambers, 111 South Main Street

La Verkin, Utah 84745

- A. Call to Order:** Chair Allen Bice
Invocation by Invitation; Pledge of Allegiance
- B. Approval of Agenda:**
- C. Approval of Minutes:** September 24, 2025, October 8, 2025, regular meetings.
- D. Business:**
 - 1. Discussion and possible recommendation regarding the application for Utah Rural Opportunity Grant.
- E. Adjourn:**

In compliance with the Americans with Disabilities Act, individuals needing special accommodations (including auxiliary communicative aids and services) during this meeting should notify Nancy Cline, City Recorder, (435) 635-2581, at least 48 hours in advance.

Certificate of Posting

The undersigned City Recorder does hereby certify that the agenda was sent to each member of the governing body, sent to the Spectrum newspaper, posted on the State website at <http://pmn.utah.gov>, posted on the La Verkin City website at www.laverkin.gov, and at the city office buildings

111 S. Main and 435 N. Main on October 17, 2025

Nancy Cline, City Recorder

LA VERKIN CITY PLANNING COMMISSION

Regular Meeting

Wednesday, September 24, 2025, 6:00 pm.

City Council Chambers, 111 South Main Street

La Verkin, Utah 84745

Present: Chair: Allen Bice, Commissioners: Kyson Spendlove, Hugh Howard, John Valenti, and Richard Howard; Staff: Fay Reber, and Nancy Cline; Public: Bryson Young.

A. Call to Order: Allen Bice called the meeting to order at 6:00 pm.

The invocation and Pledge of Allegiance were given by Bryson Young.

B. Approval of Agenda:

The motion was made by Commissioner Kyson Spendlove to approve the Agenda, second by Commissioner John Valenti. Spendlove-yes, Richard Howard-yes, Hugh Howard-yes, John Valenti-yes. The motion carried unanimously.

C. Approval of Minutes: August 13, 2025, and August 27, 2025, regular meetings.

The motion was made by Commissioner John Valenti to approve the Minutes for August 13, 2025, and August 27, 2025, second by Commissioner Kyson Spendlove. Spendlove-yes, Richard Howard-yes, Hugh Howard-yes, John Valenti-yes. The motion carried unanimously.

D. Reports:

Patricia Wise reported on the City Council meeting held on August 17, 2025.

E. Business:

1. Discussion and possible approval of the Precise Plan Application for Casa De Hot Springs.

Commissioner Bice explained he met with Derek, and he explained what the plans were about. The staff comments are, "The staff believes that Bryson Young has provided the necessary information and that the materials submitted align with the goals of the precise plan and architectural standards. Regarding the items yet to be determined: the sign and trash can enclosure. Mr. Young will collaborate with staff on their locations and designs to ensure compliance with all the requirements. Therefore, the staff recommends approval of the precise plan and architectural standards." Page one was the elevations of the project. Page two was the little elevation, and it shows the lot. This property is the one that we changed to tourist commercial, Setbacks have been approved by staff. Page three setbacks and lot coverage. He asked if these are one story or two stories.

Bryson Young replied they are two stories and have a small loft on the upper floor.

Commissioner Bice continued, looks like footprint's going to be about 722 square feet but then it'll be bigger with the second story. He asked if the second story was going to be a full story.

Bryson commented the loft is about 250 sq ft.

Commissioner Bice continued to report the required parking calculations are 1.1 stalls per unit plus like a half a stall. The perimeter walls required by ordinance to be eight feet unless they're already six feet block, which there are on a couple sides, and they would have to re-engineer. Our code doesn't require them to do that if there's six-foot wall there already. The lighting is in accordance with the city's light requirements. They're

probably going to get a fair amount of light from the hot springs parking lot. On page 6 of 12, displays a stone sign, not what theirs is going to say, but included as an example of what they have in mind, and that's not yet determined. Page 7 of 12 is an example of the required trash enclosure, and they're still working with the city to find a good place for that. On the second page of your big page, labeled C2, it gives the overall plan of it. Where their retention pond is, it's probably going to need to go on one or the other side of the detention pond and there's plenty of room for it there. That's going to put it out on the street, but it's going to be fully enclosed. So, it'll be enclosed with cinder block on three sides and then a gate that will open. And you're going to have to work on that. He wondered if they might strike a deal with Hot Springs and access it from their parking lot, which seemed like a good idea if they would allow it. But our approval will be pending the city to find an acceptable place for that. The Utilities, including the fire hydrant locations will be to the northwest corner of the parking lot. There's a little landscaping area east of the retention pond, which is likely where the fire hydrant will be. Page 10 is a color coordination. The color for the roofing tiles. On page 11 they're going to have black accents and copper soffits.

Commissioner Hugh Howard questioned that they could fit all the required parking spaces. The property looked too small.

Commissioner Bice responded that they are the size required by code.

Commissioner Spendlove added they are 9x18 spots, and they will still have room for a sidewalk.

Commissioner Bice added that they will have zero-scape landscaping. No grass.

Commissioner Richard Howard asked if they are allowed to park on the street.

Commissioner Bice replied that it's a city street so they can't stop them. Anyone who wants to park on the street can. This is the 1.1 parking spots per room required by our code.

Commissioner Spendlove added city staff will review the dumpster location. He was concerned about a dumpster being accessible from the roadway if you block traffic. It's got to be accessible in the parking lot somewhere, which means there's a good chance a stall is going to disappear. It's going to be a pretty tight thing to do because you need all the parking. But if they can make it work with city staff review, he doesn't see why anything else that he is concerned about.

Commissioner Bice added it looked to him like it would only be accessed from the Hot Springs parking lot, and it's going to be in the remote corner of their parking lot. Not likely to have cars filling up to there, but that would be between the developer and the Hot Springs. It looks like any place else they put it is either going to get in the way of their landscaping, or block stalls of the parking lot, or be accessed from the street. He thought that's probably out of code. He thought accessing it from the street isn't going to be a legal thing.

Commissioner Hugh Howard didn't see a way to access it in their parking lot and was not blocked by cars. They won't be able to turn around in the parking lot.

Commissioner Spendlove commented that the code allows them to pull in and back out because of the length of the parking lot. The same as a firetruck. Now, if it gets much longer, they will have to have a turnaround for the garbage and fire trucks. They could make it work. They don't want to lose a stall and a room because of it.

Commissioner Bice added that Derek was comfortable that they could make something work.

Commissioner Spendlove had read through everything, he thought everything met code other than it didn't have the dumpster. He was comfortable with it pending staffing approval.

Commissioner Bice added this is brand new for us, but we get to input on color coding. He liked the concept. It looks like it will fit in southern Utah. It looks like it's going to kind of match the hillside.

Commissioner Hugh Howard asked if they had to have someone living there full time.

Commissioner Bice responded he didn't know with there being 18 units if it was required.

Commissioner Richard Howard added that Derek said vacation rentals had to have 5 acres.

Patricia Wise asked if it was a hotel or Motel. There needs to be staff. They do not allow vacation rentals anymore so it must be a hotel or Motel and would need staff.

Commissioner Bice responded that these are not vacation rentals. Do all hotels need staff?

Patricia replied that she did not look up. She knew in the definitions of vacation rentals, hotels and motels there were a number of rooms that qualify them. She asked if it's not a hotel or motel then what's the difference from a vacation rental resort? And the city does not allow them.

Commissioner Bice recalled there being a number of units to qualify but he could not remember. He asked Bryson if he planned on someone living on site.

Bryson responded that Derek and Kyle said he only needed someone there from 8:00 a.m. to 11:00 p.m. He planned for an onsite manager in the unit with the laundry. The manager could stay up in the loft.

Commissioner Spendlove commented on the plans it calls out unit #10 would be laundry and office downstairs and a studio apartment upstairs.

Commissioner Hugh Howard asked if there were no windows on the south elevation.

Commissioner Bice commented the heating and air conditioning units would be on top of the buildings behind the façade. They would not be visible.

Commissioner Spendlove added one clarification on the windows. The south elevation on the last two large pages shows the south elevations of those buildings and then it also shows the north elevation so it doesn't look like at least from the plans that there are any planned windows for the south elevations of the west building or the east building north elevation of the west building would have some windows unless that's different than what they've planned that's how those sheets are reading.

Commissioner Richard Howard asked if they could tell them no windows on the South side.

Commissioner Spendlove replied that the plans don't have windows on the south side unless they change their plans.

Commissioner Hugh Howard asked if they are allowed to approve it without the dumpster plans.

Commissioner Bice replied that they could include in the motion that staff must approve the dumpster site and the sign.

Commissioner Hugh Howard asked about the location of the drainage.

Commissioner Bice responded the two locations would be east or west of the drainage pond. If it was in the east, it would be in the way of parking. 16.1 is the minimal number of parking spaces.

Commissioner Hugh Howard pointed out something in the parking lot. They have squeezed a lot on to this piece of land

Commissioner Spendlove commented they are handicap parking. He thought it makes sense that it is. For them to have to figure out where to put a dumpster pad, it's fairly easy. Worse case scenario, they could go and do some underground retention and do parking and gain space that way, gain stall. So, there are ways to do it for a price.

Commissioner Bice added Derek seemed to think it wouldn't be a problem to make it happen.

The motion was made by Commissioner Kyson Spendlove to approve the precise plan for the Casa De Hot Springs subject to the staff and developers agree on a location for the dumpster and the sign location, second by Commissioner John Valenti. Bice-yes, Spendlove-yes, Richard Howard-Obstain, Hugh Howard-Obstain, John Valenti-yes. The motion passed.

F. Adjourn:

The meeting was adjourned at 6:30 p.m.

Planning Commission Chair

Date Approved

LA VERKIN CITY PLANNING COMMISSION

Regular Meeting

Wednesday, October 8, 2025, 6:00 pm.

City Council Chambers, 111 South Main Street

La Verkin, Utah 84745

Present: **Chair** Allen Bice; Commissioners: John Valenti; Staff: Derek Imlay, Fay Reber.

A. Call to Order: Chair Allen Bice called the meeting to order at 6:00 pm.

The meeting was cancelled due to not having enough commissioners for a quorum.

Planning Commission Chair

Date Approved



Governor's Office of Economic Opportunity

**CENTER FOR RURAL
DEVELOPMENT**



The Governor's Office of Economic Opportunity administers the Rural Communities Opportunity Grant (RCOG), §63N-4-802. This grant is available to rural counties, cities, towns, and associations of governments to support economic development projects and activities. The Rural Opportunity Advisory Committee oversees this grant program.

Grant Purpose

The RCOG empowers rural communities to take responsibility for their unique economic development planning, projects, and activities. Rural communities may qualify to receive grant funding up to a maximum amount of \$600,000. The grant addresses economic development needs, 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 classes
- 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

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, project and activity 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 Rural Opportunity Advisory Committee may prioritize applications that demonstrate any of the following elements:

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

Qualified Counties by classification (State Code 17-50-501) are:

Counties of the Third Class

(Populations from 40,000 to 259,999)

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

Counties of the Fourth Class

(Populations from 12,000 to 39,999)

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

Counties of the Fifth Class

(Populations from 5,000 to 11,999)

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

Counties of the Sixth Class

(Populations less than 5,000)

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

*Counties of the third class are eligible for RCOG if the county of the third class has no municipality with a population of 100,000 or more (63N-4-801(9)(b)). Washington County, a third-class county, does not qualify for the RCOG because it has a city with a population greater than 100,000. Cities within Washington County, other than St. George, also qualify for RCOG.

Qualified cities and towns in counties of the second class with populations less than 10,000 (FY 2026):

Davis County

Fruit Heights
South Weber
Sunset City
West Bountiful

Utah County

Cedar Fort
Cedar Hills
Elk Ridge
Fairfield
Genola
Goshen
Woodland Hills

Weber County

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

Qualified Associations of Governments:

- Bear River Association of Governments (BRAG)
- Five County Association of Governments
- Mountainlands Association of Governments (MAG)
- R6, formerly known as the Six County Association of Governments
- Southeastern Regional Development Agency (SERDA), formerly known as the Southeastern Utah Association of Local Governments
- Uintah Basin Association of Governments (UBAG)
- Wasatch Front Regional Council (WFRC)

For more
information
about
this grant,
visit:



econ-opp.fyi/RCOG

Utah Code Section 63N-4-802 establishes the Rural Opportunity Program and instructs the Governor's Office of Economic Opportunity (GOEO) to administer the program. It further directs that the Rural Opportunity Advisory Committee (created by Section 63N-4-804) oversee the funding opportunities available through this program. The Rural Opportunity Program contains several funding opportunities, including the Rural Communities Opportunity Grant (RCOG).

Rural Communities Opportunity Grant — FY 2026

For this grant, a "Rural Community" means a rural county or rural municipality as defined by Section 63N-4-801. An "Association of Governments" (AOG) means an association of political subdivisions of the state established pursuant to an interlocal agreement under Title 11, Chapter 13, Interlocal Cooperation Act, and as defined by the same section as above.

Eligible Communities

Rural communities eligible for RCOG included:

- Counties of the third*, fourth, fifth, and sixth classes
- 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 established in the state of Utah

(See Appendix A)

**Counties of the third class are eligible for RCOG if the county of the third class has no municipality with a population of 100,000 or more per Utah Code Section 63N-4-801(9)(b). Washington County, a third-class county, does not qualify for the RCOG because it has a city with a population greater than 100,000. Cities within Washington County, other than St. George, also qualify for RCOG.*

Grant Purpose

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

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

Grant funding is competitive and requires matching funds from awardees. A municipality, city, town, metro township, county, or AOG may receive up to \$600,000. Rural counties may receive grant funds from the RCOG exceeding the \$200,000 distributed to counties under the Rural County Grant (RCG), but counties may not receive more than \$800,000 of state funds per fiscal year.

AOGs may be awarded up to 20% of the overall RCOG funding in a given fiscal year; however, that 20% is not a set-aside amount for AOGs applying for this grant. AOGs will compete against all other qualified applicants for the same pool of available funds and be judged by the same application, evaluation, and award standards as all other qualified applicants.

To qualify for this grant, AOGs must also receive buy-in from all the counties represented by the AOG and demonstrate that each county has approved the request for grant funds per Utah Code Section 63N-4-802(4)(e). Evidence of county approval consists of letters of agreement from each county within an AOG's region. AOGs that include counties of the first or second class are also eligible to apply for the RCOG but must propose a project or projects that address the needs of rural communities within their association.

Qualifying Requirements

1. A rural county must form and have a functioning County Economic Opportunity Advisory Board (CEO Board). A rural municipality must have a functioning planning and zoning commission or a duly organized municipal economic opportunity advisory board or commission that will fulfill the same advisory requirements as a CEO Board. An AOG's General Board must also meet the exact advisory requirements as a CEO Board regarding eligibility for this grant (*see Appendix B*).
2. The community's legislative body or AOG must submit a formal application through GOEO's designated application portal.
3. The application must include a description of anticipated economic development projects and activities approved by the legislative body and recommended by the CEO Board, the commission, or the general board acting in the same advisory role. This description must include the following:
 - o Scope of Work
 - o Project and Activities Budget
 - o Timeline
 - o Deliverables and Outcomes
4. The applying community or AOG must demonstrate a funding match, which may come from any of the following sources:
 - o Community reinvestment agency
 - o Redevelopment agency
 - o Community development and renewal agency
 - o Private-sector entity
 - o Nonprofit entity
 - o Federal matching grant
 - o County or municipality's general fund match

For counties, a funding match must total:

- o 10% match for a county of the sixth class;
- o 20% match for a county of the fifth class;

- o 30% match for a county of the fourth class; or
- o 40% match for a county of the third class

For municipalities in any rural county classification, including within the second class, a funding match must total:

- o 10% match for a town;
- o 20% match for a municipality of the fifth class;
- o 30% match for a municipality of the fourth class; or
- o 40% match for a municipality of the third class

For AOGs, the match requirement is 40%.

The applying community or AOG must verify compliance with the Rural Opportunity Advisory Committee's reporting requirements and verify reporting requirements for all previous years the community or AOG has received an RCOG or an RCG.

If a community or AOG has not entered a previous RCOG or RCG, it must agree to the Office's annual reporting requirements if a grant is awarded.

Application

GOEO will open an online portal application to eligible communities and AOGs to apply for the RCOG once each fiscal year. If the applicant is a county, it will be encouraged to design new economic development projects and activities, as well as budget grant funding based on the economic development needs of the county, including the needs of cities and towns within its boundaries. If the applicant is a rural municipality, it will be encouraged to design new economic development projects and activities and budget grant funding based on its economic development needs. If the applicant is an AOG, it will be encouraged to design new economic development projects, activities, and budget grant funding based on regional economic development needs within its boundaries. The basic elements of the RCOG application can be found in *Appendix E*.

As the RCOG is a competitive funding opportunity, each application will be scored based on its quality, the proposed budget, the economic development projects and activities described therein, and the purposes, goals, and measurable outcomes related to improving the overall economy. Each applicant must justify the economic development needs for the grant and the dollar amount requested.

The application period will be determined by the Office each year. The designated application will take into account verification of compliance with annual reporting requirements of previous RCG and/or RCOG awards, which are due each year before the opening date of a new RCOG application. A rural county that has not complied with RCG reporting requirements will not be eligible to apply for the RCOG. No community or AOG will be eligible to apply for the RCOG if a previously awarded RCG or RCOG contract is still open and incomplete, or if they have not complied with annual reporting requirements.

Applications will be reviewed and scored by GOEO staff and the Rural Opportunity Advisory Committee (Advisory Committee) (for information regarding the Advisory Committee, see *Appendix D*). Limited funds and the number of quality applications will factor into the overall number of grants awarded and the amounts awarded to each recipient. Due to these limitations, an applicant may 1) receive the full award of the grant funds requested, 2) may be asked to accept a lower funding amount than is requested and adjust its proposed plan accordingly, or 3) may not be awarded a grant. Submitting an application does not guarantee funding.

Prioritization

The Advisory Committee may prioritize applications that demonstrate any combination of the following:

1. The community or AOG 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 that jobs will be created
6. Evidence that there will be a positive return on investment

How To Submit An Application

The RCOG application can be accessed by visiting business.utah.gov/rural/rural-communities-opportunity-grant and selecting the “Apply Now” button. All instructions on how to successfully apply for the grant are available on the RCOG webpage and will be included in the application.

Contracts And Terms

Upon application approval, the state of Utah and the applying rural community or AOG will enter into a contract for the RCOG. Contract periods are set for two years from the time of approval. All projects and activities under the grant must be completed within 24 months of the contract. No community or AOG may have more than one RCOG contract open. An awarded community or AOG must complete the projects and activities of an initial grant and meet all reporting requirements before applying for another grant.

Because the RCOG is subject to competitive review against other rural community applications and because applications will require significant planning and budgeting, amending an awarded contract to altogether different projects or activities is highly discouraged. Any attempt to amend a contract and change projects or activities once a contract is finalized will require an appeal to and review by the administering staff of GOEO and the Rural Opportunity Advisory Committee. Final approval of a contract amendment will ultimately be given at the discretion of GOEO’s executive director. In the event of hardship or other unforeseen economic circumstances, a grant recipient may appeal to the Rural Opportunity Advisory Committee for an extension beyond the 24 months of this grant and await final approval from the GOEO executive director.

Grant Fund Distribution

Grant funds under the RCOG will be distributed to each awarded rural community or AOG after application approval. Funds will be distributed on a 90/10 basis, meaning 90% of grant funds will be delivered upon application approval and contract finalization between the community or AOG and the state of Utah. The remaining 10% of funds will be delivered upon GOEO's receipt of satisfactory evidence of the completion of economic development projects and activities as proposed by the applicant and outlined in the grant contract.

Grant recipients will request the disbursement of the remaining 10% of grant funds using the Office's online application portal. The GOEO compliance team will identify key benchmarks from each contract to determine whether the economic development projects and activities are complete and whether the applicant has provided sufficient evidence to support that claim. The key elements to assess benchmarks will come from the grant recipient's submitted scope of work, budget, timeline, deliverables, and outcomes recorded in their contract and annual reports. Proof of expenditure of all grant funds and matching funds is also required.

Reporting Requirements

Each CEO Board within a county, or the commission or general board acting in the same advisory role as a CEO Board, shall assist and advise the community or AOG legislative body with complying with reporting requirements for grant money received under the program and as required by the Rural Opportunity Advisory Committee (*see Appendix C*). Annual reports are due each year that an RCOG contract is in effect. The Office will inform grant recipients of annual reporting periods and yearly requirements.

Appendix A

Qualified Rural Communities and Associations of Governments

Rural communities eligible for the Rural Communities Opportunity Grant (RCOG) include counties of the third*, fourth, fifth, and sixth class; cities, towns, and metro townships located in counties of the third, fourth, fifth, and sixth class; and municipalities with a population of 10,000 or less in counties of the second class. The seven AOGs established in Utah are also eligible to apply for the RCOG.

Qualified Rural Counties, by classification (State Code 17-50-501), are:

Counties of the Third Class (Populations from 40,000 to 259,999)

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

Counties of the Fourth Class (Populations from 12,000 to 39,999)

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

Counties of the Fifth Class (Populations from 5,000 to 11,999)

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

Counties of the Sixth Class (Populations less than 5,000)

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

**Counties of the third class are eligible for RCOG if the county of the third class has no municipality with a population of 100,000 or more (63N-4-801(9)(b)). Washington County, a third-class county, does not qualify for the RCOG because it has a city with a population greater than 100,000.*

Qualified Rural Municipalities within a county of the third, fourth, fifth, or sixth class by classification (State code 10-2-301) are as follows:

- A municipality with a population of 30,000 or more but less than 65,000 is a city of the third class
- A municipality with a population of 10,000 or more but less than 30,000 is a city of the fourth class
- A municipality with a population of 1,000 or more but less than 10,000 is a city of the fifth class
- A municipality with a population under 1,000 is a town

**Cities within Washington County, other than St. George, also qualify for RCOG.*

Qualified cities and towns in counties of the second class with populations less than 10,000 (FY 2026):

Davis County

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

Utah County

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

Weber County

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

Qualified Associations of Governments:

- Bear River Association of Governments (BRAG)
- Five County Association of Governments
- Mountainlands Association of Governments (MAG)

- R6, formerly known as the Six County Association of Governments
- Southeastern Regional Development Agency (SERDA), formerly known as the Southeastern Utah Association of Local Governments
- Uintah Basin Association of Governments (UBAG)
- Wasatch Front Regional Council (WFRC)

Appendix B

County Economic Opportunity Advisory Board (CEO Board)

"CEO Board" means a County Economic Opportunity Advisory Board as described in Utah Code Section 63N-4-803.

**Note: For a municipality to qualify for a Rural Communities Opportunity Grant, it must have a functioning planning and zoning commission, or a duly organized municipal economic opportunity advisory board or commission, that will act under the same advisory requirements as a CEO Board. An Association of Governments' General Board must act under the same advisory requirements as a CEO Board, regarding eligibility for this grant.*

Each rural county that seeks to obtain an RCOG shall create a CEO Board composed of at least the following members appointed by the county legislative body:

- County representative
- Representative of a municipality in the county
- Workforce development representative
- Private-sector representative
- Member of the public who lives in the county

The county legislative body may appoint additional members with experience or expertise in economic development matters. In appointing members to the CEO Board, the county legislative body may consider gender and socioeconomic diversity.

Each CEO Board shall assist and advise the county legislative body on:

- Applying for a Rural Communities Opportunity Grant
- What projects should be funded by the grant money provided to a rural county under the program
- Preparing reporting requirements for grant money received by a rural county under the program

CEO Boards are subject to the Utah Open and Public Meetings Act (52-4-101-104, 201-210, 301-304) and are expected to abide by ethics in governance and conflict of interest practices.

Appointment and Terms of the CEO Board Members

- Appointment and Terms:
 - o The county legislative body shall appoint or reappoint each member to a four-year term. It is encouraged that an appointed member of the CEO Board be limited to serving two consecutive terms.
 - o The county legislative body shall adjust the length of terms at the time of appointment or reappointment to ensure that the terms of advisory committee members appointed by the county legislative body are staggered so that approximately half of the appointed advisory committee members are appointed every two years.

- The CEO Board shall elect a chair of the advisory board. A CEO Board Chair is encouraged to serve for no more than two consecutive years.
- The CEO Board shall elect annually a vice chair from the advisory board's members.
- When a membership vacancy occurs, the county legislative body shall appoint a replacement for the unexpired term.
- A majority of the CEO Board constitutes a quorum to conduct advisory board business, and the action of a majority of a quorum constitutes the action of the advisory committee.

Appendix C

Rural Communities Opportunity Grant Reporting Requirements

On or before a date designated by the Office each year, a rural community or an Association of Governments (AOG) that has received a grant under this program in the previous 12 months shall provide a written report to the Advisory Committee that describes:

- The amount of grant money the community or AOG has received
- How grant money has been distributed by the community or AOG, including:
 - o Which companies or entities have utilized grant money
 - o How much grant money each company or entity has received
 - o How each company or entity has used the money
- An evaluation of the effectiveness of awarded grants in improving economic development in the community or AOG, including:
 - o The number of jobs created
 - o Infrastructure created
 - o Capital improvements in the community or AOG
- How much matching money has been utilized by the community or AOG, and what entities or sources have provided the matching money
- Any other reporting, auditing, or post-performance requirements established by GOEO in collaboration with the Advisory Committee

Appendix D

Responsibilities of the Rural Opportunity Advisory Committee

"Advisory Committee" means the Rural Opportunity Advisory Committee created in Section 63N-4-804.

Rural Communities Opportunity Grant (RCOG) Grant

Oversight

This grant program shall be overseen by the Rural Opportunity Advisory Committee and administered by GOEO. In overseeing the grant program, the Advisory Committee shall advise and make recommendations to the Office regarding the awarding of grants. The Advisory Committee shall recommend the awarding of grants to rural communities to address the economic development needs, including:

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

Rules and Reporting Criteria

The Advisory Committee shall collaborate with GOEO to make rules establishing the eligibility and reporting criteria for the rural communities and Associations of Governments to receive grant money, including:

- The form and process for a community to apply
- The method of scoring and prioritizing grant program applications from rural communities and AOGs
- The reporting, auditing, and post-performance requirements for a rural community or an AOG that receives grant money
- Any deadlines that shall be met by a rural community or AOG when applying for a grant

Application Review, Scoring, and Fund Distribution

In determining the award of grant money under RCOG, the Advisory Committee may only recommend awarding up to \$600,000 annually to a rural community or AOG. The Advisory Committee may prioritize applications that demonstrate any combination of the following:

- The community has or is actively pursuing the creation of an effective strategic economic development plan
- Consistency with local economic development priorities
- Economic need
- Utilization of local financial resources in combination with a grant
- Evidence that jobs will be created
- Evidence that there will be a positive return on investment

Additionally, the Advisory Committee will verify that the applying community or AOG has complied with:

- The reporting requirements required by the Advisory Committee
- The reporting requirements for all previous years in the community have received an RCG or RCOG

After reviewing the Advisory Committee recommendations, the executive director of GOEO shall award grants to rural communities and/or AOGs in accordance with the provisions of the state statute and governing rules.

Appendix E

Basic Elements of the Rural Communities Opportunity Grant Application

Organizational Information

- Name of the applying community
- Complete mailing address and telephone number of the applying community
- Tax ID
- Name of Fiscal Agent
- Key organizational contacts
- Email addresses and telephone numbers of responsible contacts
- List of CEO Board members, including names, titles (e.g., chair, vice chair, etc.), organizations each member represents, and contact information
- Amount of grant funding requested (up to \$600,000)

Supporting Documentation

- Letter of support from the County Economic Opportunity Advisory Board (CEO), planning and zoning commission, or a duly organized municipal economic opportunity advisory board or commission if the applicant is a municipality or the AOG General Board
- The entity's W9 form
- The entity's state vendor number, if it is currently a state vendor
- Verification of compliance with the reporting requirements of the Rural Opportunity Advisory Committee
- Verification of reporting requirement for all previous years, the community or AOG has received an RCG or an RCOG

Scope of Work

To be written into the appropriate field in the application:

- A detailed description of what the proposed RCOG projects and activities are, including:
 - Type of work that will be completed
 - Description of how projects and activities will be completed
 - Description of the economic development goals and benchmarks of the projects and activities

Budget

To be written in the appropriate field in the application and submitted in a spreadsheet by the applicant:

- An explanation of the funding requirements of the project
- Calculated project bids
- Estimated cost to administer the grant
- Proposed budget in spreadsheet format

Timeline

To be written in the appropriate field in the application, and submitted in a spreadsheet by the applicant:

- An explanation of the timeline for completing projects and activities, including important dates, goals, benchmarks, etc.
- A proposed timeline in spreadsheet format

Deliverables and Outcomes

Responses to the following questions should be written in the appropriate fields in the application:

- What will the completed economic development projects and activities look like?
For example:
 - o What populations or industry sectors will the project affect?
 - o Will business opportunities be enhanced by this project?
 - o How many projected new jobs will be realized due to this project?
- Show metrics of project success, such as how it will be measured, tracked, and recorded against goals and benchmarks and how the project will affect:
 - o Business recruitment, development, and expansion;
 - o Workforce training and development; and/or,
 - o Infrastructure and capital facilities improvements for business development.

Brief overview

- Branding: Once we figure out what we want to be *(Under Deliverables)*
- Master plan for downtown using SR9 and SR17 as the center point and going out so far *(Master Development Plan for “downtown” La Verkin)*
This would also include development around the Hot spring area on the South end of town
- They would provide *(Action plans and statistics)* to support the Master plan
- Creation of ordinances to fit within the newly created master development plan would still fall on the Staff, which includes Brad

What they are looking for is the Planning Commission in support of moving forward with filling out the grant application

This follows a 12-step process (sounds like AA) that has a 98% success rate. It took us years to develop this process.

All the rest of the PDF is just about the Destination Development Association (DDA), most of our crew, and some examples that don't really apply to La Verkin.

We would make alternations to this plan since your focus is totally different than that of Ashtabula County in Ohio, so don't take this for the actual plan. We would develop the Action Plan final scope of work WITH YOU.

Here's the important information:

Deliverables

- *La Verkin will have a solid brand direction (what the community wants to be known for) including:*
 - *A full set of brand graphics that include:*
 - *Logos and marketing taglines*
 - *Key marketing messages for tourism, community development (quality of life) and economic development*
 - *Concept print and online ads*
 - *Marketing brochure cover concepts*
 - *Wayfinding signage design concepts*
 - *Pedestrian, vehicular, trailhead signage*
 - *Vehicle wraps (for the city if ever needed or wanted them)*
 - *Logo gear (hats, scarves and other items that fit and promote the brand)*
 - *Logos for partnering organizations*
 - *A detailed marketing Plan with specific recommendations*
 - *Tie to tourism, community development, economic development*
- ***A Master Development Plan for "downtown" La Verkin***
 - *Site planning and detailed site plans ready for implementation, recruitment (private-sector)*
 - *Detailed business mix right down to square footages*
 - *Private-sector recruitment guide*
 - *Funding options for public-sector portion of any new development*

- Zoning overlay guide (allowable uses, architectural guidelines)
- Full color renderings showing what downtown will look and feel like when developed (important for selling the vision locally)
- Phasing of the downtown development project
- Creation and site planning for a secondary retail “village shops” at or near the hot springs area (non-competing with downtown)
- Programming and design of public assembly spaces (perhaps a plaza or other downtown gathering areas)
- Parking solutions
- Tie to trails and local activities and attractions
- Product development initiatives: downtown and beyond (other areas of the town)
- Step-by-step instructions through the entire process
- Full demographic and lifestyle research
 - This is to make sure the focus is on the residents of La Verkin and the general area, not just on tourism
 - Development research
 - Tourism research (state and local)
 - Competitive and comparative research (for downtown development)
- Public outreach:
 - Workshops with local residents and stakeholder organizations for educational purposes and to gather information from local residents
 - In-person interviews with local stakeholder groups or individuals, including development interests and land owners
 - Follow-up interviews with all parties as the plan is being developed
 - Online questionnaire gauging what local residents would like to see or have in the community
 - Presentations throughout the process, a final presentation near the completion of the Action Plan

ACTION PLANS

These are the DDA’s “Articles of Faith” (so to speak)

- *We believe in developing Action Plans over general Strategic Plans. Details, details, details.*
- *Every recommendation includes:*
 - *A title for the recommendation*
 - *They are put in chronological order so you can work down the list when it comes to implementation - even the Table of Contents has check boxes as you move down the list*
 - *Who would take the lead (UDOT, City of La Verkin, local chamber, etc.)*
 - *Description of the recommendation*
 - *Cost to implement*
 - *Possible funding sources*
 - *Implementation details*
 - *Rationale for making the recommendation*
- *We believe in a plan that sits on your desk, not on a shelf gathering dust*
- *We believe in building the plan WITH the community not FOR the community*
- *We believe in three to five year plans. After three years almost every plan has been set aside. So, it would include a long-term vision, but the first three years of implementation and then it would be updated either locally or with outside help*
- *We believe in what Ralph Waldo Emerson said, "Nothing great was ever achieved without enthusiasm."*
- *We believe in plans built on feasibility not just a dream list or pie-in-the-sky visions*
- *We believe in making something happen. We don't do plans just for the sake of doing a plan.*
- *We believe in plans, not studies. Cut to the chase planning with real deliverables*
- *We believe downtowns need to be about people - not cars*
- *We believe the core downtown should be local businesses - creating zoning overlay to make sure local businesses don't get pushed out of the way for franchises and corporate chains (they have a place, just not in the downtown core area)*

STATISTICS

- *Downtowns create a sense of place, a sense of arrival, and provide a nucleus for the community*
- *When it comes to tourism, the top activity of visitors - in the world - not the reason they come, but the top activity once they arrive - is shopping, dining and entertainment in a pedestrian-friendly intimate setting. Your downtown.*
 - *This is where 80% of the non-lodging spending takes place*
 - *This is why Springdale has the highest per capita retail sales of any city in Utah*
 - *This is why there's a Downtown Disney outside each of its parks*
- *If locals don't hang out in your downtown, neither will visitors. They go where you go. Locals first, visitors follow*
- *Destination downtowns include the 10+10+10 Rule: Ten places that sell food, ten destination retail shops, and ten of those open after 6:00 pm*
 - *70% of all consumer retail spending takes place after 6:00 pm and on weekends*
- *The average visitor is active 14 hours a day, yet they spend just four to six hours with the primary activity or attraction. That leaves them with six to eight hours for "complementary activities." "What else do you have for us while we're here?" This is where downtown comes into play.*

