



Regular Meeting
Moab Tourism Advisory Board
Grand County Commission Chambers 125 East Center
Street, Moab, Utah

3:00 PM

AGENDA
November 25, 2025

Zoom And Youtube Meeting Information

Join Zoom Meeting:

<https://us02web.zoom.us/j/84013922560?pwd=Qbxjbarkaa0wjttvgndb9won3nd7j4.1>

Meeting ID: 840 1392 2560

Passcode: 135246

Special Events Marketing Grants Workshop

1. **Workshop Attachments**
2. **Review Online Application**
3. **Review Scoring Guidelines**
4. **Discuss Dynamic Matching Funds**
5. **Review Distribution Of Funds**
6. **Review Reporting Requirements**
7. **Overview Of Grant Process And Procedures, Including Timelines/Deadlines And Subcommittee Assignments**

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees are encouraged to contact the

County two (2) business days in advance of these events. Specific accommodations necessary to allow participation of disabled persons will be provided to the maximum extent possible. T.D.D. (Telecommunication Device for the Deaf) calls can be answered at: (435) 259-1346. Individuals with speech and/or hearing impairments may also call the Relay Utah by dialing 711. Spanish Relay Utah: 1 (888) 346-3162

It is hereby the policy of Grand County that elected and appointed representatives, staff and members of the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees may participate in meetings through electronic means. Any form of telecommunication may be used, as long as it allows for real time interaction in the way of discussions, questions and answers, and voting.

At the Grand County Commission meetings/hearings and other Grand County Boards, Commissions, or Committees any citizen, property owner, or public official may be heard on any agenda subject. The number of persons heard and the time allowed for each individual may be limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute time limit per person to allow maximum public participation. Upon being recognized by the Chair, please advance to the microphone, state your full name and address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings.

Requests for inclusion on an agenda and supporting documentation must be received by 5:00 PM on the Tuesday prior to a regular Commission Meeting and forty-eight (48) hours prior to any Special Commission Meeting.

Information relative to these meetings/hearings may be obtained at the Grand County Commission's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.

Special Events Marketing Grant Application

****Online form:**

<https://docs.google.com/forms/d/e/1FAIpQLSedDsWERd1egXA8nMrE5eHrsyff8EcyR2xOZrVMpzlhn1lnQA/viewform>******

Email:

Name of Event:

Name of Organization Sponsoring Event:

Contact Person:

Secondary Contact:

Mailing Address:

Office phone number:

Cell phone number:

Event website:

Event social media handles:

Event dates:

Event time:

Event location:

Is this a new event? Yes, No, Held at other locations but never in Moab

Have you applied for funding in the past? Yes, No

If you have received funding in the past, please list the year(s) and the amount:

Total grant funds requested:

What will the marketing grant funds be used for? Please attach a spreadsheet detailing marketing expenses:

Upload a letter of financial commitment:

Please check below to indicate that you agree to complete complete your free event listing page found at DiscoverMoab.com/calendar.htm upon returning your signed contract: Yes

Please check below to indicate that you agree to provide expense receipts: Yes

Event Description (daily schedule, vendors, details, etc.)

Anticipated attendance:

What percentage of attendees do you anticipate being Grand County residents?

Anticipated number of room nights generated (attendees x hotel night stays)?

Will the event still occur if grant funds are not awarded? Yes, No, Yes but not in Moab

Have you submitted an Intent to Apply through Eproval?

Please provide a single paragraph synopsis of your event that can be used for promotional purposes:

SPECIAL EVENT GRANT GUIDELINES

Please note that your application will only be considered complete when you submit the application along with an Intent to Apply (ITA) (if applicable, for events requiring a Grand County Special Event Permit). The link to submit your ITA can be found [here](#).

Purpose: Grand County, through the Economic Development Department (EDD), may provide grant assistance to promote, market, and produce special events taking place in Grand County. The purpose of the grant is to increase quality of life and quality of visitation in Grand County by encouraging, creating new, and enlarging existing events.

Goal: Funding is to be used to develop and support events that encourage quality of life for Grand County residents and quality visitation to Grand County.

Definitions: For the purposes of these guidelines, “applicant” is defined as the event organization or sponsoring organization making the application. An “event” is defined as a period of time specifically for a special purpose, which does not occur on a daily basis.

Events are intended to drive visitation to Grand County, Utah from outside the county, enhance the visitor experience, and generate overnight stays. They must contribute to the character, vibrancy, and quality of life in the community. Events could include, but are not limited to, the following:

- Races
- Festivals
- Dramatic Productions
- Cultural Events
- Youth Events
- Community-Focused Events

Review Dates: Completed event grant applications must be submitted by **11:59 PM on June 1, 2024**. Applicants requiring a Grand County Special Event Permit must submit their Intent to Apply (ITA) in Eproval in accordance with the ITA submission guidelines in Ordinance 675 (see the Grand County Special Events [webpage](#) for more information). Applicants are encouraged to submit applications early, as this will allow staff more time to review the applications and notify the applicant if anything is incomplete or missing. Incomplete applications will be returned and will be accepted as complete up until the due date. For events taking place in early 2024, grant applications may be submitted retroactively for events that have already occurred.

Guidelines/Eligibility:

- Events must take place primarily in Grand County, Utah.
- Events must be inclusive and accessible to the public (including free or ticketed access). Funding is not available for private events. Funding is not available to promote a business.
- Special consideration will be given to events that are moving towards fiscal and environmental sustainability. Events that can demonstrate that they will encourage sustainable practices, responsible recreation, and diverse cultural experiences will be given consideration for their efforts.
- Applicants must complete the forms provided. Incomplete applications will not be considered and will be returned to the event applicant.
- The applicant receiving a grant must collect survey responses from event participants using the Grand County Special Event Attendee Survey provided by the EDD. The compiled results will be required as part of the applicant's final report. The report must include the following information:
 - Number of participants
 - Number of additional people are in the participant's party
 - Number of participants who stayed in hotels
 - Number of participants who stayed in commercial campgrounds
 - State/country of origin of participants
 - Number of participants who ate in restaurants
 - Estimate of how much per person participants spent on their visit to Grand County
 - Number of participants who visited Grand County for the first time as a result of the event.
 - Whether participants were residents of Grand County or elsewhere
- All advertising **MUST** contain the Grand County logo, which can be obtained by contacting the EDD office.
- A contract, stating terms and conditions, must be signed with applicants of approved events.
- Granted funds will be allocated in two installments. The first payment, 90% of the total grant award, will be made upon receiving the signed contract and an invoice from the grantee. The final payment, the remaining 10% of the total

grant award, will be made when the grantee's event has concluded and the grantee has submitted their Special Event Grant Closeout Form. Payments will **only** be made to the event applicant, not to their vendors.

- All applicants applying for a Special Event Grant must also apply for and fulfill all requirements for event permits with Grand County, the City of Moab, and other public land managers as applicable.
- The applicant must provide a 100% match to the requested grant; a minimum of 50% of this match must be in cash. This match must be documented with receipts, paid invoices, or other evidence deemed sufficient by the County. Example: if an applicant is requesting \$4,000 from the EDD, applicants must provide a match of \$4,000, of which at least \$2,000 must be provided as cash. Up to 50% of the required match may be made up through “in-kind” means, including volunteer labor and donations. Documenting ‘in kind’ matches should be shown by hours that are spent on the project that are **outside the employee’s normal scope**. Volunteer hour value is based on the [National Value of Volunteer Time](#).
- Funding is contingent upon available monies, and the process is competitive. There is no guarantee that funding, if granted, will be available in subsequent years. Though a project may qualify, limited funds may not allow all projects to receive funding. Any and all decisions regarding awarding funds are at the discretion of the EDD, the Travel Council Advisory Board (TCAB), the Economic Development Advisory Board (EDAB), and Grand County Commission.
- A complete and detailed final report, including summary of expenditures, estimated attendance, compiled survey results, and financial impact will be required within 60 days following the conclusion of the event and will be part of the Special Event Closeout Form. If Special Event Grant Closeout Reports are not submitted within the requested 60 day window following the conclusion of the event, applicants will be ineligible to apply for grant funding the following calendar year.
- Applications are to be submitted as Word documents or Google Docs to econdev@grandcountyutah.net

Allowable Grant Expenses:

- Marketing expenses (ads, paid media, etc)
 - These expenses must directly market the event, rather than the business/organization
- Promotional expenses (mailers, brochures, shirts/medals that are given as prizes, etc)

- These expenses must be intended to directly promote the event
- These expenses cannot include items sold as merchandise at the event
- Staging of event expenses (venue rental, food, audiovisual or public announcement equipment rental, sanitation service contracts, etc)
 - These expenses include expenses required to put on the event
 - These expenses cannot include alcohol, regular staff salaries, or capital purchases

QUESTIONS ABOUT THE GRANT? Please contact:

Grand County Economic Development
 econdev@grandcountyutah.net
 84 North 100 East
 Moab, UT 84532
 435-259-1370

QUESTIONS ABOUT THE ITA/PERMIT? Please contact:

Grand County Special Events
 events@grandcountyutah.net
 125 E. Center
 Moab, UT 84532
 435-259-1372



SPECIAL EVENT GRANT

The Grand County Economic Development Department (EDD) may provide grant assistance to new and existing organizations to aid in the development of tourism during low visitation periods of the year. The purpose of the grant is to develop and support events that encourage quality visitation to Grand County and disperse that visitation to lower visitation periods of the tourism season.

For 2022 events, applications are due by August 1, 2022 at 8:00 am in the Economic Development office. For 2023 events, applications will open August 1, 2022 and are due by August 31, 2022.

[Special Event Grant Guidelines](#) - New!

[Proposed Special Event Grant Scoring Criteria Rubric](#) - New!

[2022 Special Event Grant Application](#) - New!

[2023 Special Event Grant Application](#) - New!

Special Event Grant Final Report - Coming Soon!

COMMUNITY EVENT GRANT

The Grand County Economic Development Department (EDD) may provide grant assistance to new and existing organizations to aid in the development of community focused events. The purpose of the grant is to increase quality of life for Grand County residents through encouraging, creating new, and enlarging existing events by providing additional funds.

For 2023 events, applications will open **August 1, 2022 and are due by August 31, 2022.**

[Community Event Grant Guidelines](#) - New!

[Proposed Community Event Grant Scoring Criteria Rubric](#) - New!

[2023 Community Event Grant Application](#) - New!

Community Event Grant Final Report - Coming Soon!

Applications are currently in fillable pdf format and should either be emailed to events@discovermoab.com or dropped off at the EDD office at 84 N 100 E.