

The Moab Golf Course Master Plan

A city–county–nonprofit model for leveraging the visitor economy to create community assets

This working partnership is an example of how Grand County and the City of Moab can collaborate to **build a more livable community** — leveraging the visitor economy as a resource, not a goal. A well-planned golf course functions as both a regional destination and a resident amenity, with visitor spending funding the asset; the asset adds to quality of life, and a more livable community retains and attracts residents whose work, businesses, and investment drive organic regional prosperity.

The master plan that has been funded will be the **foundational document** that converts a good idea into a fundable project package — unlocking grants, low-cost loans, and private investment that would not otherwise be available to a small nonprofit operator or a rural community.

THE PARTNERSHIP STRUCTURE

CITY OF MOAB	GRAND COUNTY	MOAB COUNTRY CLUB
Landowner · \$25,000 match · New lease with MCC	Economic development partner · \$75,000 master plan grant	Nonprofit operator · RFP, procurement, day-to-day stewardship

Combined seed investment: \$100,000 → leverages a multi-million-dollar implementation pipeline through state, federal, and private funding sources.

WHAT THE MASTER PLAN UNLOCKS

- **Capital improvement roadmap** — phased 3/5/10-year schedule with order-of-magnitude cost estimates to support budget and grant cycles
- **Economic & feasibility analysis** — pro formas, ROI modeling, and impact analysis on the city and county economy
- **Diversified-use site plan** — golf alongside potential short course, practice facility, multi-use trails, pickleball, RV stay-and-play, and hospitality
- **Water & infrastructure resilience** — modern irrigation, turf reduction, flash-flood containment aligned with arid-climate best practices
- **Fundable deliverables** — a document package that supports CDS requests, state grant applications, USDA pathways, and private-sector partnerships

PROPOSALS RECEIVED (AVAILABLE ON REQUEST)

<p>John Fought Design w/ Troon True Club Solutions & GPS As-Built (Ruelle) Proposed fee: \$90,000 Strong emphasis on golf course architecture, playability, and operations. Troon brings 150+ municipal-facility track record and financial benchmarking; GPS As-Built delivers topographic and irrigation baseline.</p>	<p>Forrest Richardson Golf Course Architects w/ NGF Consulting, Larry Rogers Design, Brian Curtis Studio, Pat Gross Turf Solutions (+ optional HVS hospitality) Proposed fee: \$88,500 (base) Positions the course as a community "Central Park" — broader multi-use vision, public-sector focus, integrated hospitality feasibility option. Prior work at The Hideout in Monticello.</p>
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