



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

3:00 PM

AGENDA
August 11, 2026

Zoom And Youtube Meeting Information

Join Zoom Meeting

<https://zoom.us/j/98156756261?Pwd=Maax7so0t4fpmbrg3syhnhdy7pztru.1>

Meeting ID: 981 5675 6261

Passcode: 135246

Call To Order

Opening Items

- Welcome
- Introductions
- Conflicts Of Interest, Disclosures, Ex-Parte Communication

Citizens To Be Heard

Discussion And Action Items

1. Approval Of Minutes
2. Madden 2027 Budget And Plan
3. Discuss Annual Budget Letter
4. Outdoor Recreation Mitigation Grant Letter
5. Director's Report

6. **Financial Report**
7. **Letters Of Support Policy From Grand County And Commission Chair's Priority Statement**
8. **Add MTAB Board Members, Alex Borichevsky And Rebecca Monceaux, To The Moab Film Incentive Subcommittee. Derek Mellus (Utah Film Commission) To Participate As A Non-Voting Participant.**
9. **Airport Board Updates From Howard Trenholme**
10. **Board Member Reports**
11. **Promotional Spending Protocols Discussion Led By Chair Wendell Williams**

Adjourn

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 maybe 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 GrandCounty Commission's Office,125 East Center Street, Moab, Utah; (435)259-1346.

Regular Meeting

Moab Tourism Advisory Board (MTAB)

Held at Grand County, Utah Commission Chambers
125 E. Center
Moab, Utah 84532

<https://www.youtube.com/watch?v=w5YRiyXNB3Q>

MINUTES

May 12, 2026 | 3:00 p.m.

**** Time stamps (HH:MM:SS) correspond to the video****

Regular Meeting

Members in attendance: Wendell Williams, Lori McFarland, Brian Martinez, Alex Borichevsky, Felicia Baty, Howard Trenholme, Cora Philips, Rebecca Monceaux

Members in attendance remotely: Jason Taylor

Non-members in attendance: Ali Harford (MOT), Mick Soleta (MOT)

Non-members in attendance remotely: Virginia Pierce (Utah Film Commission), Lesley Rowbal (KHM), Elitsa Yaneva (Campstories)

Opening Items

Call to Order (00:06:42)

Opening Items (00:06:48)

Citizens to be Heard (00:07:42)

- Theresa King with the Moab Happenings asked that the board consider advertising with the Moab Happenings, as the publication is distributed in Salt Lake City and Grand Junction as well as Moab.

Discussion and Action Items

1. Rural Film Incentive Program with Virginia Pierce (00:11:56)

- As Moab thinks about how to support film in the area, the board heard from Virginia Pierce at the Utah Film Commission. Virginia shared spending data from recent films

created in the Grand County area, including Horizon and Godzilla. Board members asked about local spending and using local vendors, and were excited about the idea of hosting more film events in Moab.

- Board members also discussed the benefits of having a film incentive: this year, the Utah film incentive was cut by millions of dollars.

2. Approval of Minutes: April 2026 (00:31:31)

- Cora motioned to approve the minutes. Seconded by Alex. Motion passed 7-0, with Howard abstaining.

3. Special Events Marketing Grant Update (00:32:40)

- Mick announced that the second round of the special events marketing grant funding is due May 31, for events taking place July 1, 2026 - June 30, 2027.

4. Q1 Paid Media Results with Madden Media (00:34:13)

- Lesley Rowbal with Madden Media joined the meeting to give a brief overview of Moab's Q1 paid media results. Mick noted that Lesley was in Moab the prior month, and gave a more in-depth presentation, which is available to view on Youtube.
- Overall, ads performed very well and above Madden's benchmarks. Total impact from Q1 advertising was at least \$5.6 million. Retired Travelers were the most engaged audience, driving the highest click through rates.
- Lesley also touched on how Madden worked with AI: as travelers turn to AI to plan trips, Madden has worked with the Moab team to create more content that AI will pick up. The board discussed how to strengthen local businesses and Discover Moab on search authority: Felicia asked if link referrals would help, or if businesses should link to Discover Moab more.
- Lesley also showcased the work Madden is doing for email marketing and video content creation.

5. Proposal To Invest Additional Funds to Drive Visitation in July and August 2026 and Winter Campaign Discussion (00:56:37)

- Mick mentioned that one of the department's goals is to flatten the highs and lows of visitation in Moab, including promoting the dip in the summer months. Lesley said the industry in general is expecting a slower summer.
- Lesley presented Madden's recommendations for a summer-specific campaign, using tactics like Meta Prospecting, Expedia, and Programmatic ads.
- Brian Martinez mentioned that he believed summer is Moab's greatest opportunity to boost travel. Howard Trenholme asked if the department had the funding in the budget, and was assured that they do.
- Howard moved to approve \$236,000 in additional paid media funding to support the proposed campaign to drive visitation in July and August 2026. Seconded by Lori. Passed unanimously.
- The board then discussed hotel pricing strategy, and how hotels respond to fewer travelers or travelers who book more last minute trips.

6. Review and Approve 2026/2027 Utah Office of Tourism Cooperative Marketing Grant Proposal (01:21:01)

- Mick gave an overview of the co-op grant; the department has applied for many years. This year, the MOT decided to try something new, and apply for grant funds for three creative projects that partner with other counties. Those partnerships include a project with San Juan County to promote stargazing, and a project with Washington County to promote national parks in international markets.
- Board members discussed other ideas for statewide partnerships. Howard asked about further partnerships between the MOT and UOT, and encouraged the MOT to run advertising around Moab's 125th anniversary in 2027. Alex also suggested creating mountain biking campaigns with other counties with popular biking trails.
- Lori moved to approve the UOT Cooperative Marketing Grant proposal. Seconded by Cora. Passed unanimously.

7. Utah Office of Tourism Fiscal Year 2027 International Opt-In Marketing Programs (01:40:42)

- The MOT again presented the opportunity to participate in every opt-in program available with the UOT.
- Howard motioned to approve \$135,000 for the Utah Office of Tourism's Fiscal Year 2027 International Opt-In Marketing Program. Seconded by Alex.
- Mick gave more background information, adding that the UOT spends millions of dollars to engage global markets, and this is an opportunity to ensure Moab is represented. Board members asked about specific markets, like China: Mick said that while some of these markets are newer, the MOT follows the UOT's global markets lead.
- Motion passed unanimously.

8. Marketing Toolkit for Moab Businesses (01:47:41)

- Postponed: Wendell said the MOT is already creating a marketing toolkit for businesses within the branding project.

9. Letter of Support for Friends of Arches and Canyonlands National Parks (01:48:21)

- Mick said he wanted to let the board know his process for creating grant letters of support, which is to send the ask to the commission administration so the commission can vote on whether or not they would like to sign the letter. He also encouraged the board to think about developing an official process for writing letters of support, which Brian said the commission is working on as well.

10. Arches Shuttle (01:54:46)

- Brian presented the latest on a free shuttle into and through Arches National Park, created as a partnership between Grand County, the National Parks, the Department of Interior, and the City of Moab. He asked the board if they would recommend using mitigation funds to help fund the shuttle.

- Howard asked about the shuttle's route; Brian said he wasn't sure what it would look like yet.
- Howard made a motion recommending the use of TRT mitigation funds for an Arches shuttle. Seconded by Lori.
- In discussion, board members asked for more details about the shuttle. Jason asked if Grand County's funding would pay for all of the shuttle. Cora asked if the shuttle would be a contracted business or under the city, and where the shuttles would be stored and placed. Brian said the contractor would be in charge of figuring out the details, and said the state was considering funding the project as well. Howard reinforced his support of the shuttle, saying that community members have been thinking about a shuttle for years. Brian said he hoped the shuttle could be running by September.
- Motion passed 7-0 with Cora abstaining.

11. Sales and Use Tax Reporting (02:06:44)

- Mick worked with Gabe Woytek at the county to provide up to date sales and use taxes. Board members looked at the data, saying that they were concerned about restaurant taxes being down, and asked about the possibility of presenting tax data for the month it was collected instead of the month it was paid to the county.

12. Who Is Moab Update (02:10:22)

- Wendell encouraged board members to watch the Who Is Moab videos.

13. Board Member Reports (02:10:50)

- Wendell said May was an impressive month, but that Moab is slowing down a bit.
- Felicia also said the summer pace is slowing down, even year over year.
- Cora encouraged board members to attend the chamber's event that evening, and spoke to other chamber events like the upcoming nuclear energy engagement session.
- Howard said the Rocky Mountaineer struck an oil truck on the tracks, which impacted capacity. But in general, Rocky Mountaineer sales are up.

Adjourn

Grand County Utah 2027 Transient Room Tax (TRT) Funding Application
(inclusive of HB 456 changes to TRT legislation beginning July 1, 2025)

Date: _____

Your Name and Title: _____

Department or organization within Grand County requesting 2026 TRT funding:

Applying for:

- ☐ **3 (a)** establishing and promoting: (i) tourism, (ii) recreation, (iii) film production, or (iv) conventions.
- ☐ **3 (b)** to pay for tourism or recreation-related facilities in the county, including acquiring, leasing, constructing, furnishing, maintaining or operating: (i) convention meeting rooms, (ii) exhibit halls, (iii) visitor information centers, (iv) museums, (v) sports and recreation facilities including practice fields, stadiums, (and) arenas, and trails, (vi) related facilities, (vii) if a national park is located within or partially within the county's boundaries, the following on any route to a recreation destination within the county as designated by the county legislative body: (A) transit service, including shuttle service, and (B) parking infrastructure, and (viii) an airport, if: (A) the county is a county of the fourth, fifth, or sixth class; and (B) the county is the airport operator of the airport.
- ☐ **3 (c)** for the purpose of acquiring land, leasing land, or making payments for construction or infrastructure improvements required for or related to the (purposes) facilities listed in Subsection 3 (b)
- ☐ **3 (d)** to pay for mitigation costs, specifically: (i) solid waste disposal operations, (ii) emergency medical services, (iii) search and rescue activities, (iv) law enforcement activities, and (v) road repair and upgrade of: (A) class B roads, as defined in Section 72-3-103, (B) class C roads, as defined in Section 72-3-104; or (C) class D roads, as defined in section 72-3-105

Definitions:

- (a) "Airport" means the same as that term is defined in Section 72-10-102
- (b) "Airport operator" means the same as that term is defined in Section 72-10-102
- (c) "Establishing and promoting" means an activity or related expense to encourage, solicit, advertise, or market in order to attract or enhance transient guest spending in a county for a purpose described in Subsection 3 (a)
- (d) "Mitigation" means activity to address the direct impacts of tourism, recreation related to tourism, or conventions in a county, specifically sanitation and solid waste disposal, emergency medical services, search and rescue services, law enforcement, road repair, and road upgrades.

Amount Requesting for 2027: _____

Did your department or organization receive TRT funding in 2025 or 2026? If yes, please specify amount received and a brief description of how funds were used:

Please describe how requested TRT funds will be used in 2027 (Please specify whether for staffing, program, or other costs with approximate percentages of funds requested for each category):

Moab Tourism Advisory Board 2026 Transient Room Tax (TRT) and Tourism-Related Convention and Cultural Activities (TRCCA) Recommendations

Date: October 16, 2025

To: Grand County Commission

From: Moab Tourism Advisory Board – Chair, Lori McFarland, Vice-Chair, Wendell Williams, Members Alex Borichevsky, Sharon Kienzel, Rebecca Monceaux, Cora Phillips, Jason Taylor, Howard Trenholme

Re: FY 2026 TRT and TRCCA Fund Allocation Recommendations

Grand County Commissioners,

The Moab Tourism Advisory Board (MTAB) respectfully presents its recommendations for the allocation of Transient Room Tax (TRT) and Tourism-Related Convention and Cultural Activities (TRCCA) funds for fiscal year 2026. We approached this responsibility mindful of our role as a tourism tax advisory board with a responsibility to provide the Commission a priority listing of proposed expenditures from the projected revenues supplied by the County, and within the constraints and purposes set by statute (17-31-8). Our recommendations include changes to TRT legislation (HB456) effective July 1, 2025.

I. Transient Room Tax (TRT)

In developing our TRT recommendations, the board has prioritized:

1. Mitigation: The Moab Tourism Advisory Board believes that responsible tourism management requires dedicating adequate resources to mitigate the impacts of visitation. Our emergency medical and rescue services, sanitation and solid waste disposal services and law enforcement are invaluable services for our community and deserve the funding and support necessary to perform their duties safely and effectively.

2. Branding: In 2025, *Camp 4 + Tourist* was selected as the branding agency of record for Grand County. Their creative team helped create some of the most iconic travel and tourism campaigns in the world including Utah's "Mighty Five" campaign. They have been commissioned to develop a comprehensive brand identity that authentically represents Moab and our unique community, to "identify and express the authentic essence of Moab in a way that is distinctive, emotionally resonant and tuned for a modern audience." Community engagement and transparency will be central to the branding process.

3. Support the Moab Office of Tourism: The Moab Tourism Advisory Board's priority is to ensure the Moab Office of Tourism has the financial resources to grow Grand County and Moab City sales tax revenues. Growing TRT, TRCCA and sale tax revenues is essential for Grand County to sustain the services that residents, visitors and businesses rely on. MTAB recognizes that effective destination marketing requires sufficient funding across multiple channels and initiatives including:

- Executing Comprehensive Marketing/Advertising Campaigns
- Competing in the Destination Marketplace
- Reaching High-Value Visitors (e.g. higher per-visitor spending and longer stays)
- Promoting Year-Round Visitation, Leveraging Data and Analytics
- Creating Compelling Content
- Supporting Trade and Partnership Marketing (e.g. UOT, Brand USA)

4. Support the Moab to Monument Valley Film Commission: MTAB recognizes the financial impact the Moab to Monument Valley Film Commission brings to Grand County and recommends prioritizing its objectives of promoting the region as a premier filming destination and growing film and screen tourism.

2026 TRT

*Estimated 2026 TRT projections: \$8,153,618

*provided by Grand County Clerk/Auditor, as of October 7, 2025

2026 TRT Budget Recommendations:

1. Mitigation (3)(d) Allowable Expenditures (3)(b): \$4,566,000

Following the introduction of HB456 earlier this year, Grand County may expend up to 55.6% of TRT funds on activities that do not establish and promote tourism (USC 17-31-2).

The 2026 TRT non-promotion available revenue projections are approximately \$4,566,000. This represents a drop of approximately \$526,994 available for mitigation/allowable expenditures from 2025.

Counties may use up to 100% of TRT funds on promotion, however MTAB recommends the maximum allowable amount of 55.6% of TRT be allocated to pay for tourism mitigation costs (3d) specifically distributed based on financial need. See attached TRT applications:

(*County Fair included in MOT 2026 budget)

2. Branding (3)(a): \$659,000

In June 2025, an RFP was distributed nationally seeking a strategy and branding agency to develop an all-encompassing brand identity, messaging, visual elements, etc. After an extensive search, a selection team representing MTAB, MOT, UOT and the County, chose *Camp 4 + Tourist* as the agency of record. This agency began work in October, and their work will continue through 2026. The budget for the project was approved by the previous Commission as part of the MOT 2025 budget. The remaining amount of the project work in 2026 is \$659,000.

3. Support the Moab Office of Tourism (3)(a): \$5,060,592 (\$659K branding included in MOT budget)

The Moab Tourism Advisory Board has reviewed and recommends the draft 2026 budget presented by the Moab Office of Tourism to the Commission as an investment in Grand County's financial stability.

Overview of Key Initiatives/Costs:

- a. Salaries and Overhead - \$403,898
- b. Travel Shows (including travel) - \$76,456
- c. International Sales Missions (inbound/outbound) - \$12,200
- d. Travel Guides/Merchandise - \$18,600
- e. FAM Trips - \$28,033
- f. Advertising Paid Media - \$2,128,998 (includes intl. marketing opt-in with UOT and billboard costs)
- g. Advertising Earned Media - \$305,170
- h. Co-op Grant - \$146,250
- i. Special Events Grant - \$250,000
- j. Moab Information Center - \$60,000
- k. County Fair - \$120,000

4. Support the Moab to Monument Valley Film Commission (3)(a): \$399,738

The Moab to Monument Valley Film Commission is the longest continuously operating film commission in the world and delivers significant economic and promotional value to Grand County and the surrounding areas. Film and media projects bring immediate financial impact through spending on lodging, dining, location fees, the creation of temporary jobs, and they help to diversify Grand County's economy. The Moab Tourism Advisory Board has reviewed and recommends the draft 2026 budget presented by the Moab to Monument Valley Film Commission including a salary review for its director.

Overview of Key Initiatives/Costs:

- a. *Salaries and Overhead: Salary review recommended
- b. Film Festivals/Travel: \$51,427 (e.g. Sundance, LMGI Awards, SXSW)
- c. Merchandise: \$20,075
- d. Marketing/Sponsorship: \$30,000
- e. *New Vehicle Lease: \$15,600
- f. FAM Tours: \$19,000
- g. Festivals/Conferences/Workshops: \$14,790
- h. Sponsorships/Community Outreach: \$14,100
- i. *Part Time Administration: \$53,000

*Director/HR consideration

II. Tourism-Related Convention and Cultural Activities (TRCCA)

*Estimated 2026 TRCCA projections: \$1,532,634

*provided by Grand County Clerk/Auditor, as of October 7, 2025

2026 TRCCA Budget Recommendations:

The Moab Tourism Advisory Board recognizes the need to grow TRCCA revenues which are essential to supporting Grand County services. Without this dedicated funding, the financial burden of many of Grand County's programs and services would fall heavily on local taxpayers.

Given the changes to TRT legislation (HB456) potentially reducing non-promotional allocations including mitigation, MTAB supports the use of TRCCA funds to support mitigation efforts.

Additionally, supporting local cultural institutions is an important part of the Moab Tourism Advisory Board's mission to support a well-rounded tourism economy. MTAB supports the use of targeted TRCCA funds to support our cultural institutions.

III. TRT Fund Balance (17-31-3)

*Estimated TRT Fund Balance (Promotion) Entering 2026: \$3.41M

*Estimated Fund Balance Limit: \$4.07M

*Auditor's Recommended Reserve Balance Spend: \$1.5M

*provided by Grand County Clerk/Auditor, as of October 7, 2025

The Moab Tourism Advisory Board recommends spending \$1.5M from the TRT reserve balance in accordance with the Clerk/Auditor's recommendations.



GRAND COUNTY COMMISSION
Melodie McCandless (Chair) • Bill Winfield (Vice Chair) •
Brian Martinez • Trish Hedin • Mike McCurdy
Mary McGann • Jacques Hadler

August 18, 2026

To whom it may concern:

The Grand County Commission and the Moab Tourism Advisory Board (Grand County's Tourism Tax Advisory Board) met on August 18, 2026 in a joint workshop and were presented with the County's Outdoor Recreation Mitigation Grant 2026 application. The Council Administrator and the applying departments discussed the application in relation to the County's TRT revenues, mitigation needs and other tourism-related funding priorities. There was discussion regarding the County's budget and all were given the opportunity to review and understand the proposed use of funds.

Please contact the Grand County Commission Administrator, Mark Tyner at commadmin@grandcountyutah.gov with any questions regarding the application or presentation of such.

Sincerely,

Melodie McCandless
Chair, Grand County Commission

Wendell Williams
Chair, Moab Tourism Advisory Board

GRAND COUNTY, UTAH RESOLUTION NO. 3457 (2026)
A RESOLUTION ADOPTING THE GRAND COUNTY COMMISSION LETTER OF
SUPPORT REQUEST POLICY.

WHEREAS, Grand County regularly receives requests from governmental entities, nonprofit organizations, educational institutions, and other partners seeking letters of support for grant applications, funding opportunities, and project proposals;

WHEREAS, the volume of such requests has increased and requires a consistent, transparent, and administratively efficient review process;

WHEREAS, many grant opportunities have short application windows, requiring timely review and response by the County while maintaining appropriate due diligence;

WHEREAS, Grand County periodically applies for or participates in grant funding opportunities and therefore has an interest in ensuring that letters of support are reviewed in a manner that avoids conflicts, duplication, or unintended commitments of County resources;

WHEREAS, the Commission desires to ensure that letters of support issued on behalf of the County are consistent with County priorities, strategic goals, adopted plans, and the general welfare of Grand County residents; and

WHEREAS, the Commission finds that adoption of a formal Letter of Support Request Policy will promote fairness, accountability, and efficient administration;

NOW, THEREFORE, BE IT RESOLVED by the Grand County Commission that:

1. The Grand County Commission hereby adopts the Grand County Commission Letter of Support Request Policy attached as Exhibit 'A'.
2. County staff are authorized to administer the policy in accordance with its terms.
3. This Resolution shall take effect immediately upon adoption.

Those voting aye: McCandless, Winfield, McCurdy, McGann, Martinez

Those Voting nay: _____

Those absent: Hadler, Hedin

GRAND COUNTY COMMISSION

Melodie J. McCandless

Melodie McCandless, Chair

ATTEST:

Gabriel Woytek

Gabriel Woytek, Clerk/Auditor

EXHIBIT "A"

Grand County Commission Letter of Support Request Policy

EFFECTIVE DATE: June 16, 2026

POLICY STATEMENT

This policy establishes a consistent framework for reviewing and responding to requests for letters of support submitted to the Grand County Commission. The purpose of this policy is to ensure that letters of support issued by the County advance the public interest, align with County goals and objectives, and do not create unintended obligations for Grand County.

BACKGROUND

Grand County periodically receives requests to provide letters of support for projects, programs, grant applications, and other initiatives. In some cases, Grand County may be pursuing the same or a similar funding opportunity. This policy is intended to provide transparency, consistency, and administrative efficiency in evaluating requests.

POLICY AND PROCEDURES

1. Requests shall be submitted to Commission Administration by written correspondence (commadmin@grandcountyutah.gov) at least fifteen (15) business days before the requested due date.
2. The Commission Administrator may waive or shorten the fifteen-business-day requirement when circumstances warrant expedited consideration, including grant cycles, emergency opportunities, or other time-sensitive matters, provided sufficient information is available for review.
3. Requests shall include a detailed description of the project or initiative, its anticipated community benefit, and an explanation of how it supports or aligns with Grand County goals, objectives, policies, or adopted plans.
4. A request is not considered complete unless the official Letter of Support Request Form is fully completed and submitted.
5. Commission Administration shall process and track requests and may consult with the County Attorney, department heads, or other stakeholders as appropriate.
6. Approval of a letter of support does not constitute a financial commitment, partnership

agreement, endorsement of all aspects of a project, or obligation to provide County funding, personnel, services, or other resources.

7. Letters of support approved under this policy shall be signed by the Commission Chair or the Chair's designee.

8. The County may request periodic updates regarding the status of any project for which a letter of support has been provided.

REVIEW AND DETERMINATION

Grand County shall review requests in accordance with this policy and may consider:

- Alignment with County goals, objectives, and adopted plans;
- Community benefit and public purpose;
- Potential impacts on County resources;
- Consistency with County policies and priorities; and
- Potential conflicts with County grant applications or funding initiatives.

The County reserves the right, in its sole discretion, to approve, deny, condition, or decline any request and may waive informalities or minor procedural requirements when doing so serves the public interest.

If a request is denied, Commission Administration shall notify the requester of the determination.

Letter of Support Requests Form and Instructions

Grand County Commission
125 E. Center Street, Moab, UT 84532
Contact: commadmin@grandcountyutah.gov
Telephone: 435-259-1342

This completed form should be submitted to Commission Administration for review and assessment. Requests will be dealt with on a first come, first serve basis, and submission of an application and form does not guarantee approval.

Items numbered 1 through 13 of the Request Form are addressed below:

1. Identify the agency or entity which is requesting a letter in support of the project application, proposal submission, response to a Request for Proposals, Request for Qualifications, etc.
2. Identify the responsible person within the agency identified in #1 above who will provide additional information if requested by Commission Administration.
3. List phone number, email address, or other means of contact for the person identified in #1 above.
4. List dates of submission of request to Grand County and when the letter of support is needed. Submission must be made at least 15 business days prior to requiring a signed letter of support.
5. Describe proposed project in detail.
6. Identify the corporate (for profit or not for profit) or governmental status of the agency requesting a letter of support by checking the appropriate box.
7. Answer yes or no to the question about whether the requesting agency is currently receiving any type of funding from Grand County.
8. If the answer to #7 is yes, provide information as requested.
9. Answer yes or no to the question. If the answer is yes, then provide information about any funding or other resources, including but not limited to personnel/staff time, materials, or services which will be sought or requested from Grand County to support the implementation of the proposed project.
10. Answer yes or no to the question, and if the answer is yes, provide additional information about avoidance of duplication.

11. List other agencies, entities or organizations which have been or are going to be asked for a letter of support for the proposal in question.

12. Answer yes or no. Provide additional information as requested if match or in-kind contributions are required by the potential funding source.

13. Completion by a duly authorized representative of the organization requesting a letter of support is required. The legibly printed or typed name of the agency making the request, the legibly printed or typed name of the authorized person, that person's original signature, and the date of signature are required.

**Grand County Commission
Letter of Support Request Form**

1. _____
Agency/Entity Requesting Letter of Support

2. _____ 3. _____
Contact Person Phone Number

4. _____
Date of Request Date Needed

5. Description of proposed project or program. Please provide the project overview, who will be served and by what activities, the time period and in which geographic area or location.

6. Proposing Agency/Entity is (check one)
☐ Incorporated and IRS Recognized Non-Profit
☐ Incorporated - For- Profit
☐ Governmental Agency

7. Is proposing Agency/Entity currently receiving funding from Grand County?
☐ YES
☐ NO

8. If Yes, for what project(s), for what time period, and how much funding is being provided?

9. Will funding or other resources be sought from Grand County to support the proposed project?

☐ YES
☐ NO

(If Yes, please provide details on a separate sheet.)

10. Are proposed services currently being provided by any other service provider within the geographic scope of the project?

☐ YES
☐ NO

If Yes, please provide information about how the project avoids duplication of services and administration. Use additional pages if needed

11. What other local organizations are being asked to support the proposed project by way of letters of support? Please list entities and contact persons.

NAME OF ORGANIZATION/AGENCY CONTACT

12. Are matching funds or in-kind contributions required by the application process?

☐ YES
☐ NO

If Yes, please explain sources and amount of required match and/or in-kind contributions. Use additional pages if necessary

13. Acknowledgment of nature of support from Grand County. The requestor understands that written support from Grand County for a project application in no way creates any obligation on the part of Grand County to financially or materially support the proposing entity or the proposed project.

The information and statements submitted within this request are true and accurate to the best knowledge and the above acknowledgment is hereby agreed to by the undersigned who is duly authorized to so act on behalf of

NAME OF AGENCY/ENTITY PRINTED

SIGNATURE

NAME PRINTED

DATE

County Use Only:

For Completion by Commission Administration/County Coordinator:

The request for a letter of support from Grand County has been reviewed and based on the information contained therein,

_____ **Approve** _____ **Disapprove** the request.

Authorized Designee

Date

For Completion by Chair, Grand County Commission:

_____ **Approve** _____ **Disapprove**

CHAIR

Date

Audit trail

Details

FILE NAME	Resolution 3457 Letters of Support Policy approved - 6/17/26, 11:39 AM.pdf
STATUS	● Signed
STATUS TIMESTAMP	2026/06/18 15:55:15 UTC

Activity

 SENT	dvanhorn@grandcountyutah.gov sent a signature request to: - Gabriel Woytek (gwoytek@grandcountyutah.gov) - Melodie J. McCandless (mmccandless@grandcountyutah.gov)	2026/06/17 17:39:42 UTC
 SIGNED	Signed by Gabriel Woytek (gwoytek@grandcountyutah.gov)	2026/06/18 15:55:15 UTC
 SIGNED	Signed by Melodie J. McCandless (mmccandless@grandcountyutah.gov)	2026/06/18 15:52:12 UTC
 COMPLETED	This document has been signed by all signers and is complete	2026/06/18 15:55:15 UTC

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Dear County Leaders, Board Members, and Commissioners,

As we continue our work to serve the residents of Grand County, maintaining clear alignment between our overarching long-range goals and our daily operations is essential. To support this coordination, I am sharing the Commission Chair's Priority Statement. This is a new component added in the recent changes to the governing body's Policies and Procedures.

The Priority Statement is a living governance document that outlines the majority's current governing philosophy and caps our active focus areas at ten distinct priorities. It is explicitly connected to the County's adopted long-range plan and serves as the primary benchmark for our County Administrator to align staff resources and departmental work plans.

The success of this Priority Statement relies entirely on the incredible work done across our diverse county boards and departments. Each of your bodies plays a critical role in advancing these goals:

- **For our Advisory Boards and Committees:** Your recommendations to the Commission are most impactful when they directly address or build upon these ten active priorities.
- **For our Departments:** This statement provides a roadmap for the County Administrator to work with you on prioritizing projects and dedicating staff capacity where it is needed most.

By tying our committee agendas and departmental milestones directly to these benchmarks, we ensure a transparent, efficient, and unified approach to county governance.

Please review the attached Priority Statement with your respective members and staff at your next meeting. Consider how your current initiatives intersect with these ten active priorities, and where your focus can be optimized to support these shared outcomes.

Thank you for your continued dedication, leadership, and tireless work on behalf of Grand County. Should you have any questions regarding how your specific body's work plan aligns with these priorities, please reach out to myself or the Commission Administrator.

Melodie McCandless

County Commission Chair



COMMISSION CHAIR’S PRIORITY STATEMENT

Fiscal Year 2026 | Updated: 07/01/26

This Commission Priority Statement sets out the ten priorities of the current Grand County Commission. It is a working administrative document, not an ordinance or resolution. It is updated as needed or by the Chair, working with the Vice Chair, and serves as the primary reference for the Commission Administration in aligning staff time, departmental work plans, and resource allocation with the Commission’s direction.

Each priority includes: a concise objective stating what the Commission intends to accomplish; a why for residents explaining the community impact; and example staff tasks illustrating the kinds of administrative work the priority might require.

This document is explicitly connected to the Grand County 30-Year General Plan. Each priority is intended to advance the long-range vision the community adopted while translating it into actionable near-term direction for staff.

CHAIR: Melodie McCandless, Grand County Commission Chair

VICE CHAIR: Bill Winfield, Grand County Commission Vice Chair

UPDATED: July 1, 2026

NEXT REVIEW: November 17, 2026

PRIORITY 1 — Land Use Code Rewrite

OBJECTIVE
Complete the rewrite of the Grand County Land Use Code contemplated by the General Plan 2030, following the adopted Future Land Use Plan (“FLUP”) and Future Land Use Map (“FLUM”) to produce a modern, clear, internally consistent, and legally defensible code that implements the

OBJECTIVE

general plan, support predictable outcomes, and remains practical for a rural county with limited administrative capacity.

IMPORTANCE TO RESIDENTS

The current code is fragmented, internally inconsistent, and difficult for residents, applicants, and staff to navigate. A clear code reduces arbitrary interpretation, speeds development review, and ensures growth decisions reflect, are consistent with, and support the adopted General Plan 2030.

EXAMPLE TASKS

Work with Sunrise Engineering to interpret the General Plan and facilitate work between Sunrise and the Planning Commission.

Facilitate structured public engagement sessions

Present the completed work of Phase 1 to the Commission at the first September meeting

Present the completed work of Phase 2 to the Commission at the first October meeting

STATUS

Sunrise selected as vendor and project in process

STAFF LEAD

Andrew Jackson, Planning Director

COMMISSION LIAISONS

Commissioners Hedin, Martinez

PRIORITY 2 — Strategy and plan for Development Areas**OBJECTIVE**

Develop a strategic planning framework for Grand County's Areas of Development — Airport, Crescent Junction, Thompson Springs, and Cisco that are currently unaddressed by the Future Land Use Map. Initiate community discussions, infrastructure assessments, and long-range growth planning to ensure these areas are incorporated into the County's strategic vision before development pressures or on-the-ground conditions require reactive decisions.

IMPORTANCE TO RESIDENTS

Without a plan, growth in these areas will happen “to us”. Early planning ensures that infrastructure, services, and community character are shaped by our values, and that infrastructure isn’t chasing growth.

EXAMPLE TASKS

Not defined

PRIORITY 3 — Strategic Asset Management

Notes: Highest and Best Use Real Estate Assessment & Development Plan (MIC, MOT, Center, Sand Flats, OSTA, South Valley)

OBJECTIVE

Take a holistic look at County-owned facilities and properties, develop a strategic master plan for each, and align investments to maximize collective value. Identify consolidation opportunities, explore public-private partnerships, and ensure every capital decision advances a coherent long-range vision rather than solving problems in isolation.

IMPORTANCE TO RESIDENTS

County assets belong to the public and should return maximum long-term value to residents. Without an overall plan, each facility is being managed in isolation, costing more and delivering less. A strategic plan turns each asset into a coordinated structure that returns more value and reduces sunk costs in individual properties.

EXAMPLE TASKS

Public Safety Complex Feasibility

MIC | MOT | Film Study

OSTA Master Plan

Highest & Best Use Real Estate Assessment

Sand Flats Visitor Center Study

STATUS

Not initiated

STAFF LEAD

Not chosen

COMMISSION SUBCOMMITTEE

Not defined

PRIORITY 4 — Planning

OBJECTIVE

Shift the General Plan 2030 into a living governance document by completing outstanding deliverables, integrating it as required with budgeting, county structure, and daily decisions, and establishing accountability systems that keep the entire organization aligned with the community's long-term vision. With a less than four-year horizon, begin planning for what comes after 2030.

OBJECTIVE**IMPORTANCE TO RESIDENTS**

This priority closes the gap between Grand County's adopted vision and its daily governance, ensuring residents can see the plan working and have transparency to measure progress. An early focus on the next horizon ensures time for community input and collaboration, and a thorough public process for a new plan before the current plan expires.

EXAMPLE TASKS

Deliver outstanding requirements from General Plan 2030 adoption

Assess resources, budget, and alignment for delivery of General Plan 2030

Revisit measures and adopt accountability measures for tracking

Begin Process of 2050 planning

STATUS

Not initiated

STAFF LEAD

Not chosen

COMMISSION SUBCOMMITTEE

Not defined

PRIORITY 5 — Airport Expansion**OBJECTIVE**

Shift Canyonlands Field and the surrounding development area from a reactive infrastructure project into a proactive regional asset. Study and develop a master plan covering infrastructure, complementary development opportunities, plans for commercial service expansion, and intermodal connectivity. Secure the funding and partnerships necessary, and begin development that aligns with the overall plan and doesn't need to be replaced in mid-term due to unanticipated realities and events.

IMPORTANCE TO RESIDENTS

This priority gives residents an airport that connects them to more options, better service, and opportunities. Executing a focused plan ensures that each decision is a targeted investment in a broader plan that delivers greater long-term value and leverages visitation to provide residents with outsized community resources and benefits.

EXAMPLE TASKS

Infrastructure Master Plan

Multi-year improvement and funding strategy

STATUS

OBJECTIVE

Beginning

STAFF LEAD

Steve Gleason

COMMISSION SUBCOMMITTEE

Commissioners Winfield, McCandless, Hadler

PRIORITY 6 — Economic Mobility**OBJECTIVE**

Use Grand County's policy authority and resources to reverse declining economic mobility trends to expand access to quality jobs, close the income gap, retain local talent, and build an economy where the next generation has more opportunity than the last.

IMPORTANCE TO RESIDENTS

Data shows that middle and low-income children born in our community earn less, own less, and have fewer options than their parents, with each generation falling further behind. This priority focuses on ensuring children in Grand County can stay in the community and get ahead through opportunities that exceed those available to their parents.

EXAMPLE TASKS

Craft an economic mobility plan

Convene organizations, craft policy, develop partnerships, and secure funding to resource the plan

STATUS

Not initiated

STAFF LEAD

Not chosen

COMMISSION SUBCOMMITTEE

Not defined

PRIORITY 7 — Resilient Economy**OBJECTIVE**

Move from study to execution on economic diversification and resiliency. Grand County has the analysis, the adopted plans, and the identified opportunity clusters. This priority shifts plans to action, cultivating healthcare, wellness, destination education, and complementary targeted industries to build resilience, broaden the tax base, and reduce dependence on a single-sector economy.

OBJECTIVE**IMPORTANCE TO RESIDENTS**

A one-sector economy is a single point of failure for every resident who depends on it. This priority builds the diversity that makes Grand County's economy stronger, broader, and more resistant and shock-proof to forces outside our control.

EXAMPLE TASKS

Work with local, state, federal, and regional partners to deliver opportunities for expansion and recruitment

STATUS

Planning

STAFF LEAD

Melisa Jeffers, Economic Development

COMMISSION LIAISON

Commissioner McCandless

PRIORITY 8 — Plan for Older Adults**OBJECTIVE**

Conduct a comprehensive needs assessment and gap analysis for older adults in Grand County. Ensure the County's programs and partnerships are adequate, coordinated, and sustainable as the population ages.

IMPORTANCE TO RESIDENTS

Grand County outpaces Utah and the nation in our older adult population, and the trend continues. Existing services are fragmented across the County, nonprofit providers, and state programs, with no current framework ensuring residents can age in place with dignity. Without proactive planning, the gap between need and capacity will widen, increasing costs and reducing the quality of life for longtime community members.

EXAMPLE TASKS

Older Adults Needs Assessment & Gap Analysis

Identify interventions, solutions, funding strategies, partners, and organizations to create the framework for delivering a high quality of life for Grand County older adults

STATUS

In process

STAFF LEAD

OBJECTIVE

Melisa Jeffers, Economic Development

COMMISSION LIAISON

Commissioner McCandless

PRIORITY 9 — Visitation Infrastructure and Integration**OBJECTIVE**

As a modern gateway community, we need to build infrastructure, collaborations, and partnerships that reflect and integrate that identity. We want to design transportation, access, and public systems so that welcoming visitors and serving residents are the same investment, reducing crowding and improving safety, managing visitors, and creating outsized public assets and benefits for the residents who live here.

IMPORTANCE TO RESIDENTS

Currently, visitation is the primary driver of our economy. We need to create infrastructure, programs, and partnerships that manage visitors while working for and benefiting our residents. If we do this well, it means better transit, safer roads, less crowding, and public assets, benefits, and infrastructure that serve our residents year-round.

EXAMPLE TASKS

Moab to Arches Shuttle System Pilot

STATUS

Planning

STAFF LEAD

Melisa Jeffers

COMMISSION WORKING GROUP

Commissioners McCandless, Martinez, Winfield

PRIORITY 10 — Aligning Structure & Resources to Accomplish Goals**OBJECTIVE**

Build the organizational foundation Grand County needs to deliver on its commitments in the General Plan by aligning structure, budgets, and accountability systems with adopted priorities, and to present a unified, accessible face to the public to access services, see progress, and receive information.

IMPORTANCE TO RESIDENTS

OBJECTIVE
Grand County residents expect a county government structure that delivers on the plans we've adopted. This priority ensures we can execute, be held accountable, and communicate clearly with the people we serve.
EXAMPLE TASKS
Build framework for implementing the General Plan as a living document with measures, accountability, and process that is outlined in the document.
Website clean up and organization to easily find updated staff, information, services, communications, and meet community needs.
Surface measures, tracking, and accountability outlined in the General Plan in an accessible way.
STATUS
Not initiated
STAFF LEAD
Not chosen
COMMISSION WORKING GROUP
Not defined