



PUBLIC NOTICE IS HEREBY GIVEN THAT THE MOAB TOURISM ADVISORY BOARD WILL
MEET FOR A REGULAR MEETING IN THE

Grand County Commission Chambers 125 East Center Street, Moab, Utah
September 8, 2026 - 3:00 PM

3:00 PM

[Grand County Utah Government Live on YouTube](#)

Join the [Zoom Meeting](#)

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

Citizens To Be Heard

Opening Items

- **Welcome**
- **Introductions**
- **Conflicts Of Interest & Disclosures**

Discussion And Action Items

1. **Introduce Tara Deryck**
2. **Phase III, Project Completion, And Brand Launch Workshop Summary With Camp 4 + Tourist**
3. **Should've Stayed Longer Earned Media Presentation With Campstories**

4. **Should've Stayed Longer Media Buy Presentation And Approval With Kharsh Hagen Madden**
5. **Winter Hotel Booking Forecast With Katelyn Greene From KHM**
6. **Director's Report (Including Data)**
7. **Proposed Letters Of Request Process/Form**
8. **Proposed TRT Promotional Fund Request Policy**
9. **2027 Draft MTAB Recommendations To Commission**
10. **ORMG Update / Letter**
11. **Mud Springs Phase 2 Funding**

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

Grand County Utah 2027 Transient Room Tax (TRT) Funding Application

Complete the shaded fields and select the applicable checkbox(es). Save the completed form before submitting.

Date:

8-10-26

Name and title:

Support for short films to run on Emery Telcom Channel 6 TV

Department or organization within Grand County requesting 2027 TRT funding:

Sand Flats Recreation Area

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:

\$8,000 for five short films to run for 8 months, April through November 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:

☐ Yes ☒ No

[Click to enter details](#)

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):

Requesting funding for five short films to run multiple times a day on Emery Telcom Channel 6 TV (ETV). Sand Flats has paid for 3 to 4 short films to run each year for the last four years. The Moab Office of Tourism and GCATT have paid for additional films to run on ETV in the past. Sand Flats would pay for four films to run and is requesting TRT funds to pay for an additional five films. Sand Flats is requesting 55% of the total contract costs.

These short films feature Moab's iconic scenery and do an excellent job of promoting the area, along with sustainable messaging to visitors before they get out on the trail. The themes for these videos cover proper trail etiquette for most user groups and activities including riding OHVs, mountain biking and hiking along with important safety messages. Moab science topics are also promoted with the "Ephemeral Pools" film reaching 1.8 million views on social media. These films were produced by Mark Finley of Finley/Holiday Productions. Some have been produced for the Sand Flats Recreation Area and some for the Moab Office of Tourism a few years back and are currently available on Grand County websites, social media and upon

request at the Moab Information Center. Through this agreement these films would run on ETV in approximately 100 hotels and motel properties, 4,800 rooms, and another 1,000 estimated overnight rentals in the surrounding area and offer another avenue to reach thousands of people with promotional and sustainable messaging. This will be the fifth year Sand Flats has had a contract with Emery Telcom for this service. Link to SFRA YouTube channel for films including “5 Tips for an Awesome Moab Adventure”, “Introduction to Sand Flats Recreation Area,” “Biking in Moab,” and “Moab Dark Sky Parks” among others.
<https://www.youtube.com/@sandflatsrecreationarea4524/featured>

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

Date: 8/7/26

Your Name and Title: Janiza Wiggins Sheriff

Department or organization within Grand County requesting 2026 TRT funding:

Grand County Sheriff's Office

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
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- (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:

Yes General budget

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):

General budget





AGENDA SUMMARY

Grand County Commission Meeting

Date: September 1, 2026

Title: Outdoor Recreation Initiative Grant
Application for Mud Springs, Phase 2.1

If this submission is from the general public you will need a commission sponsor, feel free to contact the Commission Administrators Office with any questions commadmin@grandcountyutah.net (435) 259-1342 or contact the Commissioners directly at commission@grandcountyutah.net

Fiscal Impact: TBD

Presenter(s): Maddie Logowitz, Trails

Department: Trails

Legal Review: Not Applicable

Approved and No
within budget?

Budget Number: 47

Recommended Motion:

I move to approve this application for grant funding for Mud Springs Trail System Phase 2B and to commit a cash match for this project in the amount of \$-

Background:

The Mud Springs Trail System is a multiphase mountain bike trail project located in San Juan County, Utah. Grand County has partnered with San Juan County the BLM Moab Field Office, which has this area denoted as a "Mountain Biking Focus Area" in the 2008 Resource Management Plan, to develop this project over the course of several years.

This trail system is expected to draw approximately 50,000 visits annually, benefiting both San Juan County and Grand County's economies and residents' quality of life. The trails will provide recreation opportunities that are unique to the area and are designed to accommodate adaptive cycles, National Interscholastic Cycling Association (NICA) races and other youth cycling programs, and are proposed for Class 1 e-bikes. Phase 1 of construction, which is nearly complete, consists of 11 miles of cross-country singletrack trails. Phase 2 of the project provided trailhead improvements, event parking, and addressed road access safety concerns.

This application requests funding for "Phase 2B" of the project, which will construct approximately 11 miles of new trails with a focus on fast, featured downhill trails that will elevate the Mud Springs Trail System from a local attraction to a regional highlight. A new climb trail will connect to six downhill trail options that progress from entry-level to advanced in order to allow riders to progress as they develop their skills. Three new trail hubs along the climb trail will provide

riders with a variety of loop options of different difficulties and lengths. The trails themselves will include "technical features" such as tabletops, jumpable bumps, and gaps that are appropriate to the trail difficulty rating. The new trails are tied into the main trailhead, which already has amenities such as ample parking, a vault toilet, and information kiosks.

The Outdoor Recreation Initiative (ORI) grant program is designed to assist communities with developing regional outdoor recreation assets. The Mud Springs Trail System development project aligns with both the regional priorities described in the ORI Eastern Regional Workshop Report and with those described in the Utah Outdoor Recreation Strategic Plan.

Budget: There is no required minimum match for this grant, although a greater match improves the application's chances for funding by demonstrating community commitment.

Attachments:

None