

## **Agenda**

**Moab Area Travel Council  
Advisory Board Meeting  
January 12, 2016  
3:00pm  
Grand County Council Chambers  
125 E Center Street**

- 1. Meeting Called to Order**
- 2. Election of Officers**
  - a. Chair**
  - b. Vice Chair**
- 3. Approval of Minutes**
- 4. Public Q & A**
- 5. Presentations**
  - a. Sara Melnicoff, a concept for a project to stay on the trail**
- 6. Discussion and Action Items**
  - a. Ranna Bieschke, Moab Half Marathon, Ad placement in Runners World**
  - b. Assignment of Committees**
  - c. Event Advertising Grant Application changes**
  - d. Recommendation of approval for a print bid for the 7x7 booklet**
- 7. Directors Report, Elaine Gizler**
  - a. TRT**
  - b. Visitation**
  - c. Park Centennial Celebration**
  - d. Tourism Day on the Hill**
- 8. Committee Reports**
- 9. Board Member Comments**
- 10. Future agenda items**
  - a. Next board meeting will be held on February 9, 2016**
- 11. Adjourn**

**Note: In accordance with ADA requirements, those needing assistance or, accommodations, need to notify the Travel Council at 259-1370 at least 48 hours prior to the meeting.**

## Minutes

**Moab Area Travel Council  
Advisory Board Meeting  
December 8, 2015  
3:00pm  
Grand County Council Chambers  
125 E. Center Street**

**Members Present:** Howard Trenholme, Sam Wainer, Sarah Sidwell, John Knowles

**Members Absent:** Colin Fryer, Rachel Paxman, Jodie Hugentobler, Lynn Jackson

**Staff:** Elaine Gizler, Callie Tranter

1. **Meeting Called to Order** 3:03 pm
2. **Approval of Minutes** Howard made a motion to approve the November 25<sup>th</sup> Special Meeting Minutes, John 2<sup>nd</sup> the motion. All in favor. Sarah made a motion to approve the November 10<sup>th</sup> Minutes, Howard 2<sup>nd</sup> the motion. All in favor.
3. **Public Q & A**
4. **Presentations**
  - a. **Mary McGann, County Council Member and Rebecca Davidson, City Manager, brochure printing for educating people about respecting the neighborhoods** they did not attend the meeting.
5. **Discussion and Action Items**
  - a. **2016 Meeting Schedule** Sarah made a motion to approve the 2016 Meeting Schedule, John 2<sup>nd</sup> the motion. All in favor.
6. **Director's Report, Elaine Gizler**
  - a. **2016 Marketing Overview** will follow the same patterns as Marian had in the past but change it up a little. A new publication that we are going to work with is Dorado Magazine. We will also be doing a 7 x 7 insert in Alaska Airlines, Horizon Magazine and Sunset Magazine. We will work to grow the shoulder season. We are looking at host endorsements rather than giveaway contests so they can go back and talk about their time in Moab on air. We have purchased a new domain name, gomoabing.com. We are working on a big giveaway in Northern California with Marin bikes that will include a trip to Moab. John suggested that Elaine talk to Judd at the airport to put something on the billboard out there that has been empty. Elaine gave a recap of the Event Advertising Meeting. Sarah commented that Social Media should be acceptable but only a certain percentage.
  - b. **TRT** shows an increase of 15% through the end of September with a total revenue of \$3,278,102. We met with the Lt. Governor about collecting and the concerns that we have. We have outstanding properties

## Minutes

estimating \$26,000 in outstanding revenue. It boils down to lack of communication and we hope to improve that. We will reconvene in 6 months with the same group of people to see how it's going.

- c. **Visitation** for Arches is up 9% through October but the counter was not working. Sam reported that they have a new counter going in between the fee booth and parking lot. Canyonlands is up year to date. Elaine went through the stats sheet.

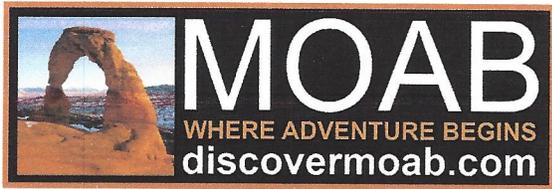
### 7. Committee Reports

- a. **Airport** John reported that they are still talking with the airline. It's been signed off by 2 of the 10 people. After the contract is signed it will be an additional 4 to 6 weeks before they are up and running. They will be running a 9 passenger plane and it will be a 2 year contract. The runway construction will begin late 2016 and be up in 2017. They unveiled a new terminal design. Howard suggested that they create a bond for the airport from the counties portion of TRT for updates.

- 8. **Board Member Comments** Howard commented that Thanksgiving was busy. John agreed that it was the best Thanksgiving weekend. Callie gave a handout on the Moab Tourism Expo that a business owner had suggested that the Travel Council put together. An informational seminar that will keep everyone up to date on what's new for the coming year. John said the Steve Lowery suggested that the Travel Council give the Chamber funding to have a training session. Sam said that the Travel Council used to do a Superhost program. Sam also commented that March is when the staff comes back to work for the season. Sarah found out about a Fam tour that was coming to Moab that she didn't know about and 3 of the 4 participants are Tag's clients. In the past there has always been some type of report to the board. Elaine commented that there are a lot of changes and communication is going to be better. We will send a Fam Tour report.

- 9. **Future Agenda Items** Sara Melnicoff would like to come give a presentation to the board at our January meeting.

- 10. **Adjourn** Howard made a motion to adjourn, John 2<sup>nd</sup> the motion.



**Event Advertising Grant Application**

Moab Area Travel Council

PO Box 550

84 N 100 E

Moab, Utah 84532

435-259-1370

[www.discovermoab.com](http://www.discovermoab.com)

**Event Advertising Grant Application**

**Terms of guidelines: (check this box if you have read and understand the event advertising guidelines)**

**General Information:**

Name of Event:

Name of event organization or sponsoring organization:

Person responsible for the event and/or Contact Person:

Mailing Address:

City, State, Zip:

Telephone:

Cellphone:

Email:

Event Website:

Event Dates and Times:

Event Location:

Is this a new event?    Yes    No            Have you applied for funding in the past?            Yes    No

If you have received funding in the past, please list the year and the amount below:

Year	Amount

Questions

1. Grant amount requested

\$
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2. What specific advertising **with will** the granted funds be used for? **Use Addendum A (please attach) Total advertising must exceed the granted funds request by 100%. Note 30% of the total funds (grant plus your match) can be spent locally, 70% must be spent outside of Grand County. Refer to the guidelines for example.**

**This information will be required in your final report as well as copies of all ads with the Moab Area Travel Council logo and invoice.**

Advertising	Local(%)	Out-of-town(%)	Amount
			\$
			\$
			\$
<b>Total</b>			\$

3. For scoring purposes, is your event a green event?      Yes      No  
 a. If you answered yes, please give details:

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4. Budget Breakdown:

a. Expenses:

1. Facility

\$

2. Administration

\$

a. Salaries/Benefits

\$

b. Office expense

\$

3. Awards/Prizes

\$

4. Permits

\$

5. Marketing/Advertising

\$

6. Postage

\$

7. Capital Investments

\$

8. Other-total all, explain (provide an attachment)

\$

9. Total Expense

\$

b. Revenue:

1. Entry Fees

\$

2. In Kind

\$

3. Cash Match

\$

4. Grants-total all, explain (provide an attachment)

\$

5. Other-total all, explain (provide an attachment)

\$

6. Total Revenue

\$

5. In Kind and Matching Funds:

a. Amount and source of cash match (must be at least 50% of grant requested)

Source	Amount
<b>Total</b>	\$

b. Amount and source of in kind match (use the amount of \$7.25 per hour when figuring the rate. This rate was determined by Workforce Services regarding a fair rate of reimbursement for volunteer services such as phone calls, mailing, placing posters, etc. If professional services were donated, then figure those services at the going rate.)

Source	Amount
<b>Total</b>	\$

6. Please include with your application the following:

- a. ~~Planning calendar (ad placement, poster printing, etc.)~~
- b. Letters of Financial Commitment
- c. Your completed free event listing page found at [www.discovermoab.com/calendar.htm](http://www.discovermoab.com/calendar.htm) will be required with your signed contract and 1<sup>st</sup> invoice.

7. Event:

a. Event description (daily schedule, vendors, details, etc.)

b. Event and Financial Goals (include target participants and goals):

c. Tell us the means of measurement you will use to gauge the success of your event/goals:

Visitation Statistics	New Event	Existing Event Prior Year	Existing Event Current Year
Estimated number of Participants?			
Estimated number of additional people in participants party?			
Estimated number of participants that will stay in lodging?			
Estimated number of participants that will stay in commercial campgrounds?			
Estimated number of participants that will eat in restaurants?			
Percent of local participants vs. visitor participants?			
Number of visitor's first visit to Moab?			
Estimated spending per person for this trip?			

Additional questions will be required for your final report. What state are the participants from and How did you hear about this event? Radio, Television, Print Ad, Friend, Website, Flyer or Poster. These questions will be required as an attachment and in addition to the questions above for your final report.

**You must provide 10 copies of your application in order to be considered for Event Advertising Grant Funding.**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



**Moab Area Travel Council  
P.O. Box 550  
Moab, Utah 84532  
435-259-1370**

## **EVENT ADVERTISING GRANT GUIDELINES**

**Purpose:** The Moab Area Travel Council (MATC) may provide grant assistance to new and existing organizations to aid in the development of tourism **during the months of November, December, January and February**. The purpose of the grant is to increase the level of tourism in Grand County, through creating new, enlarging existing and encouraging events that could become annual events by providing additional funds for advertising.

**Goals:**

1. Funding is to be used as seed money to new events to help develop annual events that bring more tourists to Grand County.
2. ~~More emphasis will be placed on events in the shoulder season of November, December, January and February.~~

**Definition:** For the purposes of this application "applicant" is defined as the event organization or sponsoring organization making the application.

**Event Advertising Grant Proposals:** Event advertising proposals can be made by any individual, company or non-profit organization with a valid tax return, business license or 501C3 documents and can be for first time or fledgling events. Events could include, but are not limited to the following:

- Races
- Festivals
- Dramatic Productions
- Cultural Events

An event is defined as a period of time specifically for a special purpose, which does not occur on a daily basis.

**Review Date:** Fully completed event applications will be due in the Travel Council office by 5:00 pm, August 15 annually and recommendation for award of funds will occur at the September meeting. If the due date for applications falls on a Saturday or Sunday, applications will be due in the Travel Council office by 5:00pm on the Monday following. 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. Once completion is verified the application will be submitted to the Travel Council Advisory Board for their consideration. At the annual event presentation meeting, you will be required to attend the presentation in person or by preapproved (by the MATC Advisory Board) call in. All applications will be scored using the same criteria and process.

**Criteria:**

1. The Moab Area Travel Council is looking for events that will exceed more than one day in duration and encourages out-of-area visitors primarily during the ~~shoulder season as described above.~~ **Months of November, December, January and February.**
2. Event planners/grantees should show plans to duplicate their event on an annual basis and demonstrate fiscal responsibility within 5 years. The Travel Council will favor events that are

moving toward sustainability. Funding new events will be given consideration over existing events and events that can demonstrate that they will encourage green practices will be given consideration on the scorecard for their efforts. Green practices will be considered based on the standards indicated on the following website, but not limited to them.

[http://moabutah.info/green\\_sustainable\\_meetings\\_and\\_events.htm](http://moabutah.info/green_sustainable_meetings_and_events.htm)

3. Applications for grants must be on the application form provided by The Moab Area Travel Council and must be filled out completely. Incomplete applications will not be considered and will be returned to the event organizer/grantee. The Moab Area Travel Council and the Travel Council Advisory Board will pay particular attention to the marketing/advertising figures of the itemized budget that must accompany the application. 100% of the funds awarded plus your 100% match must be spent on advertising. Seventy percent (70%) of the total funds (award plus your match equals total funds) must be spent outside of Grand County. An objective means of measurement will also be required to give The Moab Area Travel Council as accurate a picture as possible of the participants in your event and their impact on the County. Examples of unacceptable advertising are: facilities, administration, awards and prizes, permits, postage, t-shirts, etc.

4. A survey from participants is required and the compiled results will be required with your final report. The questions you should ask are:

- a. Number of participants?
- b. Number of additional people in participants party?
- c. Number participants that will stay in lodging?
- d. Number of participants that will stay in commercial campgrounds?
- e. What state are they from?
- f. Number of participants that will eat in restaurants?
- g. Amount spent per person for this trip?
- h. How did you hear about this event? Radio, Television, Print ad, Friend, Website, Flyer or Poster
- i. Number of visitors first visit to Moab?
- j. Percent of local participants vs. visitor participants?

5. All advertising **MUST** contain the Moab Area Travel Council logo that can be obtained by contacting the Travel Council office or by following this link:

[www.grandcountyutah.net/travel.htm](http://www.grandcountyutah.net/travel.htm). A copy of **all** ads including the MATC logo must be submitted with each of your final invoices in your final report to receive the 2<sup>nd</sup> half of funds. You must provide copies of each ad for each invoice you submit. Other media advertising must be emailed to Marian DeLay at [mdelay@discovermoab.com](mailto:mdelay@discovermoab.com). Elaine Gizler at [director@discovermoab.com](mailto:director@discovermoab.com)

6. All applicants will be required to attend a mandatory marketing session with the Moab Area Travel Council after being awarded funds. Funds will not be received if you do not attend the Marketing Session. ~~A group marketing session will be held once a year generally held in January.~~ **The Travel Council staff will notify you of the date and time.**

7. A contract, stating terms and conditions, must be signed with applicants of approved events.

8. Granted funds will be allocated in two installments. The first payment will be made upon receiving the signed contract and an invoice from the grantee. The final payment will be made when the grantee has completed the event and submitted its final report (found on [www.grandcountyutah.net/travel.htm](http://www.grandcountyutah.net/travel.htm)) to the Travel Council Advisory Board. Payments will only be made to the event applicant, not to their vendors.

9. Any permit, proof of insurance, right of way or other document required from any agency (local, state, federal, tribal or private) must be acquired well in advance of the event and is the burden of the event applicant. Applicants must provide a signed "Release of Liability" of the Moab Area Travel Council and it's Board members.

10. Applicant(s) must match the requested grant and a minimum of 50% of the applicants match must be cash. Example: If an event is requesting \$4000 from The Moab Area Travel Council, applicants must put up a match of \$4000, \$2000 in cash and 50% in-kind, or all in cash. The funding received from the Moab Area Travel Council and your 100% match must be spent on advertising, 50% of your match can be in kind.

11. Volunteer hours are applicable towards the in-kind match. When figuring in-kind services, we have come up with a figure of \$7.25 per hour which is the minimum wage. This rate was determined by talking to Workforce Services about a fair rate of reimbursement for volunteer services such as phone calls, mailings, placing posters, etc. If professional services are donated, then figure those services at the going rate.

12. No grant will be made for the promotion of religion or for any cause designed primarily to benefit or disseminate a political agenda rather than directly benefit the promotion of tourism.

13. 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. Even 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 Travel Council Advisory Board and are final at the time of award.

14. The funds cannot be used to promote private business. This does not include indirect benefit as a by-product of the activity. A clear distinction between the event applicants and any single business must be articulated.

15. A complete and detailed final report, including summary of expenditures, estimated attendance, completed surveys, and financial impact will be required within sixty (60) days after the completion of the event. If the project is long term, a schedule will be determined by the board as to the frequency of periodic reports. The event applicant may be asked to appear before the Board if questions arise. Upon completion of the event a final report form can be found at [www.grandcountyutah.net/travel.htm](http://www.grandcountyutah.net/travel.htm)

16. Applications are to be submitted to the office of the Moab Area Travel Council.

17. **QUESTIONS?** Please contact:

~~Marian DeLay~~ Elaine Gizler, Executive Director  
84 North 100 East  
PO Box 550  
Moab, UT 84532  
435-259-1370

18. **ADDRESS GRANT APPLICATIONS TO:**

Moab Area Travel Council  
P.O. Box 550  
Moab, UT 84532

Please write "Advertising Grant Application" on envelope.

