



REGULAR MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

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

Join Zoom Meeting:

<https://us02web.zoom.us/j/89815394356?pwd=MlOrMWZLWIZiZ1BMSzV1MzBXOFgydz09>

Call-in: 669-900-6833

Meeting ID: 898 1539 4356

Passcode: 384971

AGENDA

August 24th, 2022 3:00pm

Welcome

Conflicts of Interest, disclosures, ex-parte communication

Citizens to -be- heard

Introductions

Presentations, if any

Discussion and Action Items:

- Approval of July 27, 2022 Economic Development Advisory Board meeting minutes
- Review: Rural County Grant (RCG) Part A FY22 Award
 - Remaining funds allocated toward “Workforce Housing Support”
 - Deadline for full expenditure: June 30, 2022
 - Deadline for final report: September 1, 2022
- Review: BAE Nexus study
 - Previously approved by EDAB at June 29, 2022 meeting for funding from RCG Part A FY22 Award
 - BAE bid to conduct study approved at August 16, 2022 Grand County Commission meeting; total cost of \$67,840 (Phase I)
- Approval of expenditure of remaining RCG Part A FY22 Award
 - Moab Housing Fair Proposal; \$12,000
 - STAR Business Grant proposed workforce housing projects; \$46,160
- Approval of RCG Part A FY22 Final Report
- Review: Review of Request for Qualifications for Grand County Economic Development Strategic Plan
- Discussion: Overview of county budget process
- Discussion of future agenda items
 - Approval of RCG FY23 Application
 - Election of EDAB Chair, Vice Chair, and Secretary
 - Grand County Economic Development Strategic Plan Request for Proposal (RFP) and Scope of Work

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend County Council meetings 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.

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At the Grand County Council meetings/hearings 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. Page 2 of 2 Requests for inclusion on an agenda and supporting documentation must be received by 5:00 pm on the Wednesday prior to a regular Council Meeting and forty-eight (48) hours prior to any Special Council Meeting. Information relative to these meetings/hearings may be obtained at the Grand County Council's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.

Proposed Reallocation of Funds Provided Through the Rural
County Grant Program - Part A, Fiscal Year 2022

Program	Original Budgeted Amount	Adjusted Amount	Reason for Proposed Reallocation
Workforce Housing Support	\$42,000	\$126,000	The EDD and its governing bodies have identified this as an economic development priority
Business Support Grants	\$35,000	0	With the approval of our local business grants (funded by TRT), these funds can be reallocated
Day Care Grants	\$35,000	\$100,000	The EDD and its governing bodies have identified this as an economic development priority
Entrepreneurship Program	\$30,000	0	With the approval of our local business grants (funded by TRT), these funds can be reallocated
Canyonlands Business Summit	\$30,000	\$10,000	With sponsorships and ticket sales offsetting summit costs, the EDD can reallocate \$20,000 from this line item
Support for Women-Owned and Minority Businesses	\$25,000	0	The EDD intends to use its DEI criteria to address this need in its local business grants
Diversity, Equity, and Inclusion Program	\$15,000	0	The EDD intends to use its DEI criteria to address this need in its local business grants
Economic Development Outreach	\$10,000	0	This is provided for in the EDD's Economic Diversification budget
Education Grants	\$7,000	0	The EDD intends to combine this line item with its workforce development efforts, which is provided for in the Economic Diversification budget
Remote Working Outreach	\$7,000	0	The EDD intends to combine this line item with its workforce development efforts, which is provided for in the Economic Diversification budget
AmeriCorps VISTA	\$4,000	\$4,000	n/a
TOTAL	\$240,000	\$240,000	

Approved by the Grand County Commission on May 3, 2022

Program	Adjusted Amount	Remaining	Actual or Proposed Expenditure
Workforce Housing Support	\$126,000	\$58,160	On August 16, 2022, the Grand County Commission approved BAE's proposal to conduct the Grand County Nexus Study. The Economic Development Advisory Board previously approved funding Phase I of this study during its June 29, 2022 regular meeting. The total cost is 67,840. A sum of \$58,160 remains in the Rural County Grant Part A FY22 award item allocated for "Workforce Housing Support".
Day Care Grants	\$100,000	\$0	\$100,000 grant provided to non-profit Moab Community Childcare to support our region's providers
Canyonlands Business Summit	\$10,000	\$0	The Summit, which occurred in February of 2022, has been expensed
AmeriCorps VISTA	\$4,000	\$4,000	Grand County Economic Development will soon issue an AmeriCorps Vista Assignment Descriptions (VAD), akin to a job posting in the AmeriCorps VISTA program
TOTAL	\$240,000	\$62,160	

- Rural County Grant Part A FY22 funds needed to be spent completely by June 30, 2022.
- To be eligible for the Rural County Grant FY23 Award, our office needs to have completed a final grant expenditure and impact report by September 1, 2022.
 - To complete this report, we need to have spent or determined expenditure for all remaining funds.

Agenda Summary GRAND COUNTY COMMISSION August 16, 2022	
TITLE:	Awarding Bid and Associated Contract with with BAE Urban Economics for the “Local Workforce Housing and Affordable Housing Nexus Study & Linkage Fee Analysis” (Study)
FISCAL IMPACT:	\$130,320
PRESENTER(s):	Elissa, Planning & Zoning

Prepared By:
ELISSA MARTIN
GRAND COUNTY
PLANNING & ZONING

FOR OFFICE USE ONLY:
Attorney Review:

Pending

Suggested Motion 1:

I move to approve the award and associated contract for the Local Workforce Housing and Affordable Housing Nexus Study & Linkage Fee Analysis to BAE Urban Economics for a sum not to exceed \$130,320.

OR

Suggested Motion 2:

I move to approve the award and associated contract for the Local Workforce Housing and Affordable Housing Nexus Study & Linkage Fee Analysis to BAE Urban Economics for a sum not to exceed \$130,320, conditional upon the following items:

1. Receipt of the Certificate of Insurance (if not yet received), and
2. Attorney review

SUMMARY: The Request for Proposals (RFP) for the Study was initiated on July 7, 2022 and concluded with the one proposal from BAE Urban Economics being submitted by the deadline of August 1, 2022. As there was only one bid, a selection committee was not formed and BAE Urban Economics was chosen for the award.

Planning & Zoning staff are confident in the decision to contract with BAE Urban Economics based on their past experience and work in the Moab area, in conducting the previous 2018 Housing Nexus Study which provided the basis for both the County and City’s Assured Housing ordinances at that time, as well as recently completing a separate study for the City of Moab that supported the recently approved Active Employed Households ordinance.

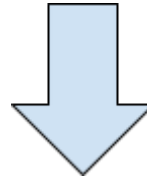
The study will provide the basis to implement an update to the Assured Housing section of the Land Use Code by providing methods for increasing deed restricted housing for “locals”, as well as incentives for increasing the number of affordable housing units in the County.

Phase I of the study (\$67,840) includes two components capturing two different interpretations of the relationship between new development and housing demand. For consistency with other regional efforts (i.e., Moab's Active Employment Housing requirements), the study will provide the necessary analysis to implement a workforce housing requirement as a "use standard" as opposed to a proportional exaction. A linkage fee analysis will also be provided as an alternative or complimentary method to increasing workforce housing. The two methods will be evaluated for effectiveness so that the County may choose the best tool to implement.

Phase II of the study (\$62,480) is optional, and would evaluate the feasibility of two programs: a deed restriction purchase program to incentivize homeowners and real estate buyers/sellers to deed restrict their property for local residents of Grand County, with the purpose of preserving a pool of homes for primary occupancy. And an ADU incentive program by which grant money is used to assist property owners in the construction of ADU's, helping with construction costs, impact fees, etc..

ATTACHMENT(S):

1. Independent Contract Agreement with BAE Urban Economics



[Click here to review the BAE Nexus Study proposal](#)



Moab Housing Fair - Proposal

A Collaborative Series on Housing in our Region



Request for Funding from Rural County Grant Part A FY22 Funding

The Housing Authority of Southeastern Utah (HASU), on behalf of the Moab Area Housing Task Force (MAHTF), requests \$12,000 to fund three housing events, or “fairs,” during Moab’s low-visitation period (winter months or “shoulder season”). The Moab Area Housing Task Force will host a three-part Housing Fair series to educate members of the community about the important and exciting updates that have been occurring on the housing front within the past couple of years. These fairs will facilitate education, community brainstorming, and networking. Moreover, these fairs will build awareness around and support for continued action addressing housing challenges in our community. HASU will act as the primary organizer and coordinator for this series.

Moab Housing Fair events will last about 2 hours and provide detailed learning opportunities on specific topics that are relevant to our unique housing situation. Before the COVID-19 pandemic, the MAHTF identified community-facing educational events as a priority with the goal of increasing community members’ involvement in affordable housing solutions and available programs. The MAHTF is eager to restart these regular opportunities for learning. The MAHTF is especially eager to bring together different groups for insightful discussions. Proposals for fair sessions include:

- A business-focused session on how to develop workforce housing
- A realtor-focused session to convey High-Density Housing Overlay (HDHO) regulations
- A landlord-tenant session that brings both groups together, discusses stewardship and best practices, and diplomatically conveys the rights of both groups when working with the other
- A community-wide session on the steps necessary to develop an accessory dwelling unit (ADU)
- A community-wide workshop on creating more options and/or incentives that encourage local developers to produce moderate housing options in our region

It is important that the MAHTF create spaces that promote new ideas, healthy discussion, and mutual support among community members. The MAHTF believes that this series of fairs will create that space and lay the foundation for continuing discussions.

December Housing Fair / Series Kick-Off

The Moab Housing Fair will take place on Monday, December 5, 2022 at the Moab Arts and Recreation Center (MARC) from 4:00 - 6:30 PM. Below is the tentative schedule for this first fair/kick-off event:

4:00 - 5:00 PM	<p align="center">Housing Action Plan Working / Poster Session</p> <p align="center">OR</p> <p align="center">Business-focused session: workforce housing <i>(to be determined at September MAHTF meeting)</i></p>
5:00 - 5:30 PM	<p align="center">Networking / Mingling Session</p> <p align="center">Attendees can visit with table exhibitors*</p> <p align="center">Light food and refreshments will be available</p>
5:30 -6:30 PM	<p align="center">High-Level Updates: Local Officials, P&Z Department Presentations</p> <p align="center">Attendee Q&A and follow-up with presenters</p> <p align="center">Announcement of future Moab Housing Fair events and topics covered</p>

**The fair will feature relevant housing organizations who will be tabling throughout the MARC space. Proposed participants include: Quantitative Current Housing Data, Updates to Moab Area Affordable Housing Plan, HEAT Assistance program info, HASU, Community Rebuilds, Rocky Mountain Power*

A proposed budget for the Moab Housing Fair series is available on the following page and breaks down our \$12,000 request by individual items. The MAHTF is eager to support meaningful discussions and innovative solutions regarding our region’s housing crisis. We urge the Economic Development Advisory Board to give this proposal and request for funding its full consideration. Please do not hesitate to reach out to me with any questions or feedback.

Respectfully,
Laura Harris



Laura Harris
Development Specialist
E-Mail: lharris@hasuhomes.org
Phone: (435) 259-5891
www.hasuhomes.org

Proposed Budget

Item	Category	Estimated Per Fair Spend	Estimated Series (TOTAL) Spend	Notes
Rental Space	Event	\$200.00	\$600.00	First Fair reserved at MARC for 12/5/22
Graphics	Marketing	\$250.00	\$250.00	Working with Makeda Barkley
Food - not a full dinner but apps/snacks	Event	\$1,500.00	\$4,500.00	HASU has received quotes from 98 Center, Sweet Cravings; reaching out to others
Sandwich boards/printing materials	Event	\$150.00	\$450.00	Easels and boards belong to county, free use; funds for physical design materials
Advertising - social media	Marketing	\$500.00	\$1,500.00	Facebook, other? Two week cycles at first, remaining marketing based on turnout and feedback from initial Fair
Advertising - TI + Sun	Marketing	\$1,182.00	\$1,182.00	First week of October, last week of October, first week of November; costs \$294 per cycle
Giveaways	Giveaways	\$300.00	\$300.00	Outdoor rec equipment? Gift cards to local businesses?
PRESS RELEASE + PSA	Marketing			
Videographer + Photography services	Event	\$1,100.00	\$3,300.00	Laura in process of reaching out to local videographers
TOTAL			\$12,082.00	
SUGGESTED BUDGET APPROVAL			\$12,000.00	

To suggest changes to this document, [please click here.](#)

Please note that sections concerning the Moab Housing Fair and STAR Business Grant are dependent on board approval during our August 24 meeting; therefore, dollar amounts have been left blank and some text is based on assumptions.

Question 16

Describe how the grant funding was distributed, including: 1) what companies or entities utilized grant money, 2) how much grant money each company or entity received, and 3) how each company or entity used the money

\$100,000 was distributed to the Moab Community Childcare (MCC) non-profit organization. In the spring of 2022, Grand County Economic Development (EDD) and MCC's Board Executive Rob Walker (who is also a member of EDAB) facilitated two roundtable discussions to determine the childcare landscape in the Moab area. Additionally, Rob and the MCC team held one-on-one meetings with the vast majority of existing childcare providers in our area. While EDAB had originally identified childcare as an economic development priority, the body originally suggested funding new providers and covering start-up costs to increase the provision of childcare in Moab. Following these roundtable discussions and one-on-one meetings, the EDD and EDAB concluded that a more pressing need was to support Moab's existing base of childcare providers.

With this consensus reached, Rob proposed to EDAB a spending plan for \$100,000 in which MCC would support existing and new providers through several programs: Helping Hands, which combines MCC's qualified childcare providers with other existing daycare centers to provide on-site support during busy times and/or challenging times, essentially supplementing the center's laborforce; Financial Incentives and Assistance, enabling MCC staff to work with existing providers to complete documentation required to receive external funding including from sources like Utah's Department of Workforce Services, and also enabling MCC to provide start-up costs and technical support to potential new providers; grocery delivery services to at-capacity providers; and other support services.

EDAB's efforts to better understand the childcare landscape in Grand County also paved the way for a relationship between an existing childcare provider and a major employer in our community. With the help of MCC, which provided business consulting and served as an intermediary between the two parties, this existing provider has partnered with local supplement producer The Synergy Company to create a childcare center on-site to provide childcare to Synergy employees. We are

excited to have helped support this private sector partnership and are eager to see its success emulated as Grand County continues to grow and diversify its economy.

Though \$30,000 was originally allocated to support this year's Canyonlands Business Summit, strong ticket sales and sponsorships allowed us to recoup most of our costs; therefore, only \$10,000 was expensed from the Rural County Grant Part A in support of the summit.

Though the EDD planned, organized, and implemented the summit, numerous businesses, non-profit organizations, and professionals benefited. Business summit funds were used to market, develop, and facilitate the event. Programming featured panel discussions with Q&A sessions as well as courses for attendees to engage with the Small Business Development Center (SBDC) to learn about networking best practices and entrepreneurship. Grant funds were also used to support a litany of panelists who contributed to the summit and provide free entry to local business owners and employees of Indigenous and LatinX backgrounds.

Funds used for marketing the summit attracted the following sponsors: the Hoodoo Hotel, Edward Jones Moab, the Moab Sun News, Canyonlands Advertising, Emery Telcom, Rocky Mountaineer, Redrock Ballooning, the Moab Times-Independent, moabverse.com, Summit Sotheby's USU and SPARC, Latigic, Arches Accounting, Real Green Clean, 50 Below, Energy Fuels, the Utah Department of Health, and The Synergy Company. The Governor's Office of Economic Opportunity was listed as a primary sponsor due to its support through the Rural County Grant.

\$4,000 has been set aside to fund an EDD AmeriCorps VISTA servicemember. The EDD, along with other county departments, has previously participated in the AmeriCorps VISTA program and has found it beneficial to the department's development of programs and resources. As the EDD works to attract its next VISTA service member, it is considering funding VISTA service members throughout Grand County to support its local business and non-profit partners who also rely on this crucial program.

Of the \$126,000 EDAB allocated towards workforce housing support, EDAB voted in June of 2022 to support Grand County Planning and Zoning's Nexus Study. The completion of this study will allow our county to implement workforce-based housing codes which are needed to retain our local workforce and support our local businesses. Only one bidder, BAE Urban Economics, responded to the department's Nexus Study RFP. On August 16, 2022, the Grand County Commission approved BAE's proposal to undertake the county's Nexus Study. Rural County Grant Part A funds will support Phase I of the project, priced at \$67,840.

On August 24, 2022, EDAB voted to support the Moab Area Housing Task Force's (MAHTF) proposal of a Moab Housing Fair series. The series will see the MAHTF conduct at least three events during Moab's winter months (also referred to as the "shoulder season" during which transient visitation is low and community attendance is high) with programming that includes: a business-focused session on how to develop workforce housing; a realtor-focused session to

convey High-Density Housing Overlay (HDHO) regulations; a landlord-tenant session that brings both groups together, discusses stewardship and best practices, and diplomatically conveys the rights of both groups when working with the other; a community-wide session or sessions on the steps necessary to develop an accessory dwelling unit (ADU); and, a community-wide workshop on creating more options and/or incentives that encourage local developers to produce moderate housing options in our region.

The EDD maintains a seat on the MAHTF and is eager to support this proposed series facilitated by the Housing Authority of Southeastern Utah (HASU). EDAB voted to allocate \$_____ to this proposal from the workforce housing support section of the Rural County Grant.

EDAB also voted to allocate the remaining \$_____ of the Rural County Grant to Grand County's STAR Business Grant on August 24, 2022. The Sustainable and Resilient (STAR) Business Grant is a pilot program that the EDD created this year and is currently facilitating. The grant invited businesses and non-profit organizations to submit projects that would help expand or diversify their operations, better support their existing employees or create a new role, or support workforce housing efforts. The remaining \$_____ of the workforce housing support section from the Rural County Grant will be used to support some of the innovative housing projects posed by our local business leaders who are eager to aid our efforts in securing affordable, reliable housing for the employees that make up the backbone of our economy. The STAR Business Grant was modeled in part on the state's Rural Employment Development Incentive (REDI) grant.

Question 17

Describe all other ways the grant funding was distributed, including: 1) business recruitment, development, and expansion; 2) workforce training and development; and 3) infrastructure and capital facilities improvements for business development.

The Canyonlands Business Summit provided two tracks throughout the day, aimed at existing organizations and entrepreneurs. By providing valuable business trainings as well as panels on the state of our economy, we believe this summit provided our region's business owners and entrepreneurs the opportunity to network and access resources that ultimately aid business development and expansion. To emphasize our commitment to business development and expansion, the following organizations were given tables at the summit to provide attendees with literature on their business offerings: SBDC, USU and SPARC, the Women's Business Center of Utah, Latigic, the Moab Area Chamber of Commerce, the Utah Manufacturing Extension Partnership (MEP Utah), the U.S. Department of Agriculture Rural Development Office (USDA-RD), Utah's Procurement Technical Assistance Center (PTAC), and the Moab Advertiser. Many of these table attendees also served as panelists or workshop leaders, the latter providing valuable opportunities for workforce training.

Our funding of MCC supported the non-profit's hiring of two full-time staff members who support our region's childcare centers with the "helping hands" program, grocery deliveries, state

compliance documentation, and more. Funds used to hire an EDD AmeriCorps VISTA will help us recruit talent and will serve as the impetus to develop a comprehensive funding plan to support our community's VISTAs that bolsters their stipends.

MCC's 50/50 matching grants of up to \$5,000 and subsidized sublet agreements proposal will provide real, meaningful infrastructure and capital facilities improvements to our existing childcare base. The EDD is confident that these improvements will allow current childcare providers to eventually expand their services and hire more staff.

Though Rural County Grant funds used to supplement the EDD's STAR Business Grant will be used solely for workforce housing support-related projects, the grant program will support the facility and/or services expansion of many businesses in our community. Moreover, Rural County Grant funds will undoubtedly support projects that intend to erect permanent infrastructure (as opposed to temporary solutions) for workforce housing, enabling those businesses to operate at their capacity and further develop their offerings.

This section to be rewritten once STAR Business Grant evaluation committee returns with funding recommendations. Following those recommendations, this section will be made more specific.

Question 18

What is the estimated number of full-time jobs created or retained as a result of grant fund utilization?

3

This section to be rewritten once STAR Business Grant evaluation committee returns with funding recommendations. Following those recommendations, more jobs may be able to be claimed.

Question 19

Describe new infrastructure for business development using grant funds within the county.

Funds awarded to MCC will provide for qualified childcare providers to easily access capital, navigate financial obstacles, and establish new childcare centers. Funds awarded to STAR Business Grant recipients will support workforce retention and allow them to shift funds towards much-needed business expansion and improvements.

Question 20

Describe capital facilities improvements for business development using grant funds within the county.

Funds awarded to MCC will also provide for existing childcare providers to easily access capital and improve their existing childcare operations. Funds awarded to STAR Business Grant recipients will support workforce retention and allow them to shift funds towards much-needed business expansion and improvements.

Question 21

Total amount of matching funds contributed

\$40,000

Question 22

Describe or list the sources of matching funds.

Transient room tax (TRT) revenue allocated towards economic diversification activities.

Question 23

Describe the activities and involvement of the County Economic Development Advisory Board.

Grand County's Economic Development Advisory Board (EDAB) workshops, proposes, and reviews all programs that the EDD facilitates for the community. Earlier in 2022, the body was consolidated with our previous Economic Diversification Advisory Council. This consolidation allowed us to maintain our eligibility for the Rural County Grant as the to designate our board as a CED board were kept; however, the consolidation also allowed us to expand the board both in membership and scope. In July, we were able to fully staff EDAB. Having completed this transition, EDAB is poised to make meaningful and effective recommendations on how the EDD address economic development and diversification.

In 2021, EDAB provided the input necessary to craft a successful Rural County Grant Part A FY22 application. The EDD is certain that this will be the case this year, as the body has numerous times discussed funding priorities and has workshopped how to balance existing funding streams with unfunded concerns.

In addition to its Rural County Grand advisement, EDAB has proved pivotal in addressing the economic development needs of our community. EDAB members workshopped our office's grant program pilots (the STAR Business and MOAB! Tourism grants) to the point of a successful deployment and worked diligently to identify solutions to our need for childcare prior to identifying it as a Rural County Grant funding item. The body has been instrumental in developing the EDD's Strategic Plan RFP which will soon be issued. This fall, EDAB will work closely with the EDD, USU Moab, and our local high school's CTE office to determine an effective strategy to address workforce development, continuing education, and youth talent retention in our region.