

# SPECIAL EVENT GRANT APPLICATION

## Contact Information

Full Legal Organization Name

Mailing Address

City  State

Zip Code

501(c)3?  Yes  No

Year Established

Contact Person

Title

Phone Number  E-Mail Address

Best way to reach you

## Event Information

Event Name

Event Start Date  Event End Date

Set-Up Date  Clean-Up Date

If event is non-sequential, please describe

Event Location(s)

Is event new?  Yes  No

Have you received funding in the past?  Yes  No

If yes, please list year and amount

Brief Description of Event  
(Include daily schedule, vendors, details, etc.)

This is an AERC sanctioned horse riding event. Riders cover a 15, 25 or 50 mile course each day. Same riders typically each day with a few that only ride one or two days. The courses are flagged and are a different route each day and each mileage. There are about 150 miles of trails that we use over the course of the 3 day event.

Population Served  
(Include age groups, race & ethnicity, income levels, etc.)

All ages and ethnic groups are included in the Endurance horse riding community. We will have people from all over the United States travel to this event. It is typically a mid to higher level income group as owning, training and traveling with these

How will your event promote sustainable practices and/or responsible recreation?

Horses and horse people are low impact to the environment, we travel through and leave little trace of our passing. We utilize old cow camps as the camping location so that the hay and manure are not an impact to other recreationalists. In general horse eventists are very good at leaving no trace and cleaning up after themselves. We

Please describe your marketing/ advertising plan

So far I have the event listed in the AERC magazine and I made cards to hand out at the Mountain Region Endurance Rider conferences. I have a web page and Facebook page. I plan to upgrade my web page, send out some mass emails and would like to make a few handouts and posters. I would also like to

## Proposal Request

Requested Amount

### Budget Breakdown

<u>Expenses</u>		<u>Revenue</u>	
Facility	<input type="text" value="\$600"/>	Entry Fees	<input type="text" value="\$18,000"/>
Administration	<input type="text" value="\$4,800"/>	In-Kind	<input type="text"/>
Permits	<input type="text" value="\$1,500"/>	Cash Donations	<input type="text"/>
Marketing/Advertising	<input type="text" value="\$1,500"/>	Non- Cash Donations	<input type="text"/>
Capital Investments	<input type="text" value="\$15,000"/>	Other Grants Awarded	<input type="text"/>
Other	<input type="text" value="\$1,500"/>	Other	<input type="text"/>
<b>Total</b>	<input type="text" value="\$24,400"/>	<b>Total</b>	<input type="text" value="\$18,000"/>

Please describe any "Other" expenses

"Capital investment is the cost of the business plus all the equipment such as water tanks and troughs and trailers.  
"Other" is the cost of hauling water for the event.

Please describe any "In-Kind", "Cash Donations", "Non-Cash Donations", and/or "Other Grants Awarded"

My own money funds the ride now. I hope to make enough to get it to pay for itself so that I can continue to put on this event and others like it.

Please describe any "Other" revenue

This grant is paid for with TRT funds, which are designated for driving visitation to the area. How will you use this grant to accomplish that goal?

All of our competitors will be driving to the Moab area to compete and some will stay for the whole week before traveling home..  
On my web page I promote Moab as a travel destination and all it has to offer. I know that many people travel to the area and may board their horses at the Old Spanish Trail arena so that they can enjoy other attractions.  
I plan to use the grant money to increase my advertising such as

What is the goal of this event? (Include target participation)

Provide the opportunity for horse riding enthusiasts to ride in and enjoy the beautiful terrain in Grand County. I have had past participants and some new tell me this ride has been their bucket list ride and that they were very disappointed when the ride stopped in 2017.

What means will be used to gauge the success of your event?

The number of riders at the next event?? Maybe some sort of review. I also will have a comment box to gauge the events success.

## Visitation Statistics

	2020	2021	2022
Estimated number of participants	<input type="text"/>	<input type="text"/>	<input type="text" value="150"/>
Estimated number of additional people in participant's party	<input type="text"/>	<input type="text"/>	<input type="text" value="2"/>
Estimated percentage of participants staying in lodging	<input type="text"/>	<input type="text"/>	<input type="text" value="10"/>
Estimated percentage of participants staying in commercial campgrounds	<input type="text"/>	<input type="text"/>	<input type="text" value="10"/>
Estimated percentage of participants eating at restaurants	<input type="text"/>	<input type="text"/>	<input type="text" value="50"/>
Estimated percentage of visitor participants (versus locals)	<input type="text"/>	<input type="text"/>	<input type="text" value="90"/>
Estimated number of visitor's first visit to the Moab area	<input type="text"/>	<input type="text"/>	<input type="text" value="10"/>
Estimated spending per person for this trip	<input type="text"/>	<input type="text"/>	<input type="text" value="\$2000"/>

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Additional questions will be required for your final report. By signing below, you acknowledge that all information provide is correct to the best of your knowledge. You also attest that you have read and understand the Special Event Grant Guidelines and understand that you are required to obtain a Grand County and/or City of Moab Special Event Permit to qualify for this grant.

Signature

Date