



REGULAR MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

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

[Zoom Meeting Recording](#)

MINUTES

April 14th, 2022 3:00pm

****Time stamps correspond to the video****

Members in Attendance August Granath, Rob Walker, Carly Castle

Members in Attendance Remotely Jazmine Duncan, Kelly Thornton, Kevin Walker

Members not in Attendance Liana Etchberger, Laici Shumway, Brad Bertoch, Shik Han

Also Present Ben Alter (Grand County Economic Development (GCED)), Rachel Bartlett (GCED)

Welcome/Call to Order August Granath

Conflicts of Interest, disclosures, ex-parte communication (none at this time)

Citizens to -be- heard (none at this time)

Introductions

Presentations, if any (none at this time)

Discussion and Action Items:

Approval of January 11th, 2022 Meeting Minutes

Approval of February 8th, 2022 Meeting Minutes

Approval of March 10th, 2022 Meeting Minutes

00:02:53

Rob motioned to table the minutes. Jazmine seconded. No discussion. Motion passed unanimously.

Selection of board chair

Selection of board vice chair

00:04:21

After discussion, EDAB decided to revisit appointing a chair and vice chair until after the consolidation of EDAB and EDAC (Economic Diversification Advisory Committee). Rob motioned to table the selection. Jazmine seconded. No discussion. Motion passed unanimously.

Discussion of childcare roundtable and next steps

00:10:34

August began by providing background on the goals of the roundtable discussion before moving on to the outcome. Rob continued with a summary of the discussion, which focused on the challenges facing childcare providers and families who need support. He gave some examples of assistance that could be provided to the providers including a cleaning service, a pool of substitute workers, administrative help, and opportunities for social events. EDAB discussed

existing organizations that help start up new centers and support existing providers. They decided to focus their support on existing providers.

Discussion of workforce housing support and incentivization of deed restrictions

00:57:49

EDAB the use of deed restrictions as a solution to the lack of housing available to residents. Rob suggested the use of a marketing campaign to bring awareness to how empty homes impact the community. Kevin discussed finding a path for short term rentals to become long term rentals. Rob suggested incentivizing accessory dwelling units. EDAB reviewed the current state of the budget.

Review of local business grant workshops and final grant program proposal (handout)

01:41:06

{Attached "Economic Diversification Grant Program - Pilot"}

{Attached "Small Tourism Marketing Grant - Pilot"}

Ben gave a brief update on the takeaway from the grant workshops and summary of the grant program proposals. August and Ben continued with a more robust description of the proposals and application process.

August adjourned the meeting.



REGULAR MEETING

ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

Held at the Grand County Commission Chambers

125 E Center Street

Moab, Utah 84532

Remote attendance option available on Zoom:

See below for instructions to give public comment

Zoom Meeting Info

<https://us02web.zoom.us/j/89142083605?pwd=YXRSRTB1MnBxV253NFBwc0IndVZOdz09>

Call-in: 669-900-6833

Meeting ID: 891 4208 3605

Passcode: 550191

AGENDA

April 14th, 2022

3:00 pm

- **Welcome**
- **Conflicts of Interest, disclosures, ex-parte communication**
- **Citizens to -be- heard**
- **Introductions**
- **Presentations, if any**

Discussion and Action Items:

- Approval of January 11th, 2022 Meeting Minutes
- Approval of February 8th, 2022 Meeting Minutes
- Approval of March 10th, 2022 Meeting Minutes
- Selection of board chair
- Selection of board vice chair
- Discussion of childcare roundtable and next steps
- Discussion of workforce housing support and incentivization of deed restrictions
- Review of local business grant workshops and final grant program proposal (handout)

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.

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 Grand County Council 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 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.

**NEW PROGRAM PROPOSAL
for ECONOMIC DIVERSIFICATION
GRANT PROGRAM - PILOT**

I. Background

Pursuant to Grand County Utah Resolution NO. 3260 (2021), the Grand County Economic Development Department (EDD) seeks to create and fund programs that shorten the gap between wages and the cost of living for local residents while addressing the need for an increasingly resilient and diverse economy. The EDD pursues greater economic diversification in Grand County by supporting the existence and expansion of organizations that provide year-round, stable employment opportunities and are resistant to both economic shocks and seasonality.

The EDD currently defines “economic diversification” as the following:

Economic diversification is economic development that supports a sustainable, livable, and resilient Grand County:

- ❖ **Sustainable, in that we actively protect our public lands and preserve our community's natural resources;**
- ❖ **Livable, in that we support the creation of year-round, high-paying jobs in a community that offers a high quality of life and economic mobility; and,**
- ❖ **Resilient, in that we foster a diverse mix of industries that can withstand an array of economic shocks.**

II. Overview

The EDD proposes the creation of a grant program pilot with the aim of supporting businesses, non-profits, and other organizations that contribute to the economic diversification of Grand County. The current stated goal of this grant program pilot is:

To support projects that sustainably raise wages or lower the cost of living for Grand County workers. Provided with free capital, businesses are able to invest in improvements that boost productivity. Resulting increased profits can be invested in workforce opportunities and retention.

The EDD has budgeted \$500,000 to fund this pilot via the Economic Diversification carve out of transient room tax (TRT)¹ revenue expected to be collected in fiscal year 2022. The EDD will conduct significant public outreach in the months prior to the application launch to provide information on how to craft a robust application and access other business resources in our region. Applications will be scored for basic business health and across four criteria by a committee consisting of no EDD staff.

The EDD expects to disburse about 27 awards from this fund during FY22. All awards will require a small match from the recipient organizations with the sources of match being flexible. Awardees will be given one year to spend their grant award.

III. Costs & Resource Requirements

The EDD expects the total cost of this pilot not to exceed the \$500,000 allocated. No application fees will be charged.

The EDD will generate application resource materials, possibly including and not limited to the following listed items, in order to support applicants:

- Webinar(s) guiding applicants through the process and addressing frequently asked questions
 - Separate webinars may be created to assist for- vs. non-profit operators
- A frequently asked questions resource (web and physical page)
- An application tips and best practices resource (web and physical page; possible video)
- A list of example projects and disallowed projects (web and physical page)
- An email distribution list to receive grant timeline updates and other grant-related communications from our office
- An online feedback form assessing the grant application process
- An online feedback form assessing the grant design (already created and circulated, see: <https://rb.gy/bnclst>)
- Offer of in-person assistance to applicants
- A list of verified grant writing resources, including contractors (web and physical page)

The EDD will require applicants to meet with our region's local Small Business Development Center (SBDC) staff prior to crafting their grant application. The EDD will work with the SBDC staff in the weeks prior to the application opening date to build an understanding of Grand

¹ "Purposes of Transient Room Tax and Expenditure of Revenue -- Purchase or Lease of Facilities -- Mitigating Impacts of Recreation, Tourism, or Conventions -- Issuance of Bonds. (Effective 5/5/2021)." *Utah Code Section 17-31-2*. https://le.utah.gov/xcode/Title17/Chapter31/17-31-S2.html?v=C17-31-S2_2018050820180508. See Section (2) (a) (iii).

County grant programs as well as other resources that applicants should be directed to. The goal of this requirement is to connect Grand County businesses, non-profits, and other organizations with the office of the SBDC, a free resource that provides year-round organization assistance on matters including but not limited to funding opportunities.

As of the date of the submission of this proposal, an individual has yet to be placed in the role of SBDC staff member for our county. The role requires nearly three months of training before the new staff member is fully-equipped to assist organizations; therefore, this requirement may be amended during the program design process so that applicants are connected with other available resources.

IV. Timeline

The following timeline was created by the EDD. Currently, the creation of this pilot has aligned with the timeline set out:

Date	Engagement	Note
3/1/2022	County commission workshop	Completed
3/3/2022	Community engagement session: land use open house at Star Hall	Completed
3/8-10/2022	First governing bodies review: Grand County Economic Development Advisory Board, Grand County Economic Diversification Advisory Council, Moab Area Travel Council Advisory Board	Completed
3/29-31/2022	Community engagement sessions: public workshops at Grand Center and Moab Arts & Recreation Center	Completed
4/12-13/2022	Second governing bodies review: Grand County Economic Diversification Advisory Council	Completed
4/19/2022	County commission review for approval	Underway
5/1/2022	Grant program pilot launch	Beginning of public engagement campaign publicizing grants and application resources

7/1-31/2022	Application period	This period is dependent on the hiring of an SBDC staff member for Grand County
8/1/2022	Evaluation committee convenes	This date is an estimate
9/1/2022	Grants disbursed	This date is an estimate

V. Eligibility

All locally-owned, established organizations, including for- and non-profit businesses, will be eligible to apply to this grant program. Applications will require applicants to list a tax ID number and business name, allowing newly-established organizations that have been licensed to apply but excluding organizations that have not yet been created.

A. Definition of a “locally-owned” business or organization

For the purpose of this pilot, the EDD has chosen to define a “locally-owned” business or organization as one in which:

- The owner or primary operator resides in Grand County or the Spanish Valley region of San Juan County; or,
- A majority of the employees work in Grand County.

VI. Evaluation Criteria

The EDD has established five points of criteria with which to evaluate applications:

Criteria	Description	Weight
Basic Business Health	Is the applicant a viable and established business or organization?	Yes/No - applications cannot move forward without a “yes”
Impact	What is the likelihood that this project will boost any of the following metrics for Grand County residents in the short term?	1-10 points

	<ul style="list-style-type: none"> ● Pay or pay rate(s) for existing employees ● Benefits provided to employees ● Revenue or services provided ● Investment in workforce training ● Investment to offset employee living costs ● Creation of new, high-paying jobs <ul style="list-style-type: none"> ○ at or above 110% of the county median wage ○ at or above 110% of the industry median wage² 	
Diversification	Does the project or business meet the county’s diversification goals of sustainability, livability, and/or resilience?	1-10 points
Feasibility and Duration	How achievable is this? Does the reviewing committee member foresee the potential impacts of this project extending into the future (“having a lasting impact”)?	1-5 points
Diversity, Equity, and Inclusion	<p>Does the organization engage underserved or minority populations? Does the organization encourage a diverse and accepting environment within the organization and/or within our region? Is the organization owned or operated by, OR, does the organization employ or significantly serve the following communities?</p> <ul style="list-style-type: none"> ● Women or non-binary ● LGBTQ+ ● Minority races and ethnicities ● Individuals w/ disabilities ● Veterans 	1-5 points

Applications that receive a “yes” in the Basic Business Health category and the greatest number of points will receive first consideration for funding.

VII. Evaluation Committee

To maintain impartiality throughout the grant application, disbursement, and reporting process, the EDD will not participate in the assessment of any applications and will serve solely as the

² 110% of the county median wage is \$3,568. Applicants will be provided data by the EDD to determine 110% of their industry’s median wage, categorized by NAICS code. The EDD has compiled data on industry median wages and industry economic multiplier indicators which can be found [here](#).

administrator of this grant program. Application criteria will be assessed by a committee assembled by the EDD and consisting of:

- One Grand County commissioner
- One Moab City representative
- One Grand County community non-profit representative
- One Grand County community business representative
- One State of Utah representative (potentially a member of the Governor’s Office of Economic Opportunity)

Committee members are responsible for revealing any conflicts of interest related to applicant organizations and will be expected to recuse themselves from scoring those applications.

Committee members will be asked to score each application by the criteria listed above. Committee members will then meet, review each application and their individual assessments, and work to generate a list of funding recommendations for the EDD. The EDD will review these recommendations with the committee and draft individual grant contracts should no concerns over the recommended projects arise. Following county commission approval of these grant contracts, the EDD will disburse funds.

During the evaluation process, applicants may be asked to provide further information related to their application.

VIII. Grant Match Requirement

Awardees are required to match their grant awards. Awards below \$5,000 will require a 10% match and awards of \$5,000 and above will require a 20% match.

Of any match requirement, half must be contributed as cash. For the remaining half of the required match, awardees can apply any of the following sources:

- Cash
- Materials and supplies
- Services
- Value, volunteers, or donated labor³
- Donations

³ The value of one volunteer hour in the state of Utah in 2020 was \$27.82, up 6.2% from 2019. The EDD intends to value volunteer hours based on the 2020 value. See: Independent Sector. “The Value of Volunteer Time / State and Historical Data.” April 19, 2021. https://independentsector.org/resource/vovt_state_2021/.

- Other grants, excluding any grant provided by Grand County

Non-profit and other organizations that rely primarily on grant funds for their operational budget may apply grant funds to part of the economic diversification grant's required cash match; however, any grant funds applied as cash must be related to the economic diversification project.

IX. Grant Disbursement

Awardees who receive funding through this grant program will be required to sign a grant contract to be approved by the county commission. Awardees will have one year to spend their award.

Grants will be disbursed on a 90/10 basis: upon grant contract approval, awardees will initially receive 90% of their total award. To access the remaining 10%, awardees must spend their initial 90% disbursement as well as the project's total match funds.

For this pilot, the EDD aims to disburse 20 grants of less than \$5,000 each and 7 grants of \$5,000-\$100,000 each. Award sums will ultimately depend on the applications received and approved.

The EDD intends to disburse funds beginning in September 2022. This is contingent upon the hiring and training of an SBDC staff member for Grand County.

NEW PROGRAM PROPOSAL
for SMALL TOURISM BUSINESS
MARKETING GRANT PROGRAM - PILOT

I. Background

The Grand County Economic Development Department (EDD) seeks to create and fund programs that support business retention and expansion in Grand County. The EDD specifically aims to bolster the marketing abilities of small, locally-owned businesses within Grand County's tourism sector so as to support the diversity of businesses within our region. Businesses awarded these funds will be required to limit their marketing to visitors already in the Moab area.

II. Overview

The EDD proposes the creation of a grant program pilot with the aim of supporting small businesses, non-profits, and other organizations that contribute to the tourism sector of Grand County. The current stated goal of this grant program pilot is:

To support projects that boost the visibility of small, locally-owned tourism businesses and/or their services. Provided with free capital, small businesses are able to market their services to visiting tourists in the Grand County area. Resulting increased profits can contribute to the diversity of tourism-related businesses in Grand County.

The EDD has budgeted \$55,000 to fund this pilot via the Tourism Promotion carve out of transient room tax (TRT)¹ revenue expected to be collected in fiscal year 2022. The EDD will conduct significant public outreach in the months prior to the application launch to provide information on how to craft a robust application and access other business resources in our region. Applications will be scored for basic business health and across four criteria by a committee consisting of no EDD staff.

The EDD expects to disburse about 11 awards from this fund during fiscal year 2022. All awards will require a small match from the recipient organizations with the sources of match being flexible. Awardees will be given one year to spend their grant award.

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III. Costs & Resource Requirements

The EDD expects the total cost of this pilot not to exceed the \$55,000 allocated. No application fees will be charged.

The EDD will generate application resource materials, possibly including and not limited to the following listed items, in order to support applicants:

- Webinar(s) guiding applicants through the process and addressing frequently asked questions
 - Separate webinars may be created to assist for- vs. non-profit operators
- A frequently asked questions resource (web and physical page)
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- An online feedback form assessing the grant design (already created and circulated, see: <https://rb.gy/bnclst>)
- Offer of in-person assistance to applicants
- A list of verified grant writing resources, including contractors (web and physical page)

The EDD will require applicants to meet with our region's local Small Business Development Center (SBDC) staff prior to crafting their grant application. The EDD will work with the SBDC staff in the weeks prior to the application opening date to build an understanding of Grand County grant programs as well as other resources that applicants should be directed to. The goal of this requirement is to connect Grand County businesses, non-profits, and other organizations with the office of the SBDC, a free resource that provides year-round organization assistance on matters including but not limited to funding opportunities.

As of the date of the submission of this proposal, an individual has yet to be placed in the role of SBDC staff member for our county. The role requires nearly three months of training before the new staff member is fully-equipped to assist organizations; therefore, this requirement may be amended during the program design process so that applicants are connected with other available resources.

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8/1/2022	Evaluation committee convenes	This date is an estimate
9/1/2022	Grants disbursed	This date is an estimate

V. Eligibility

All small, locally-owned established organizations, including for- and non-profit businesses, will be eligible to apply to this grant program. Applications will require applicants to list a tax ID

number and business name, allowing newly-established organizations that have been licensed to apply but excluding organizations that have not yet been created.

A. Definition of a “small” business or organization

For the purpose of this pilot, the EDD has chosen to define a “small” business or organization as one that employs no more than 10 employees full-time or equivalent. “Full-time” is measured at 35 hours per week. “Equivalent” is an allowance for organizations that may employ more than 10 employees at a lower capacity than full-time. For example, a business that employs 20 employees at a rate of 17.5 hours per week would be eligible to apply to this grant.

B. Definition of a “locally-owned” business or organization

For the purpose of this pilot, the EDD has chosen to define a “locally-owned” business or organization as one in which:

- The owner or primary operator resides in Grand County or the Spanish Valley region of San Juan County; or,
- A majority of the employees work in Grand County.

VI. Evaluation Criteria

The EDD has established five points of criteria with which to evaluate applications:

Criteria	Description	Weight
Basic Business Health	Is the applicant a viable and established business or organization? Have they submitted a relatively feasible plan for the use of these funds?	Yes/No - applications cannot move forward without a “yes”
Diversity, Equity, and Inclusion	Does the organization engage underserved or minority populations? Does the organization encourage a diverse and accepting environment within the organization and/or within our region? Is the organization owned or operated by OR does the organization employ or significantly serve the following communities? <ul style="list-style-type: none"> ● Women or non-binary ● LGBTQ+ 	1-5 points

	<ul style="list-style-type: none"> ● Minority races and ethnicities ● Individuals w/ disabilities ● Veterans 	
Collaboration	Will these funds be spent locally? Does the proposed project engage local organizations as partners? How, if at all, does the project support local organizations and partners other than the direct recipient of these funds?	1-5 points
Alignment with Sustainability and Community Goals	Does the project include Leave No Trace, Tread Lightly, Responsible Recreation, and similar messages? Could this project or organization contribute to quality of life concerns from local residents, including noise pollution in neighborhoods?	1-10 points
Return on Investment	What is the increase in revenue or services offered that the organization expects as a result of this project? How do these returns compare to the organization’s typical revenue or offerings?	1-10 points

Applications that receive a “yes” in the Basic Business Health category and the greatest number of points will receive first consideration for funding.

VII. Evaluation Committee

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- Cash
- Materials and supplies
- Services
- Value, volunteers, or donated labor²
- Donations
- Other grants, excluding any grant provided by Grand County

Non-profit and other organizations that rely primarily on grant funds for their operational budget may apply grant funds to part of the small tourism business marketing grant's required cash match; however, any grant funds applied as cash must be related to the small tourism business marketing project.

IX. Grant Disbursement

Awardees who receive funding through this grant program will be required to sign a grant contract to be approved by the county commission. Awardees will have one year to spend their award.

² The value of one volunteer hour in the state of Utah in 2020 was \$27.82, up 6.2% from 2019. The EDD intends to value volunteer hours based on the 2020 value. See: Independent Sector. "The Value of Volunteer Time / State and Historical Data." April 19, 2021. https://independentsector.org/resource/vovt_state_2021/.

Grand County Economic Development Department
Proposal: Small Tourism Business Marketing Grant - Pilot
Submission date: April 14, 2022

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