

Grand County Economic Development
84 N 100 E
Moab, Utah 84532
435-259-1370

SPECIAL EVENT GRANT GUIDELINES

Purpose: The Grand County Economic Development Department (EDD) may provide grant assistance to new and existing organizations to aid in the development of tourism during targeted low visitation periods of the year. The purpose of the grant is to increase quality visitation in Grand County during slower periods of the year through encouraging, creating new, and enlarging existing events that could become annual events by providing additional funds.

Goal: Funding is to be used as seed money to develop and support events that encourage quality visitation to Grand County and disperse that visitation to lower visitation periods of the tourism season.

Definition: For the purposes of this application, "applicant" is defined as the event organization or sponsoring organization making the application. An "event" is defined as a period of time specifically for a special purpose, which does not occur on a daily basis.

Special Event Grant Proposals: Special Event Grant proposals can be made by any individual, company or non-profit organization with a valid tax return, business license or 501(c)3 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

Review Date: Fully completed event applications will be due in the EDD office by 5:00 pm, August 31 annually. Recommendation for award of funds will occur following the close of the application period during the September meeting of the Moab Area Travel Council Advisory Board (TCAB). If the due date for applications falls on a Saturday or Sunday, applications will be due in the EDD 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 Events Grant Evaluation Committee (EGEC) TCAB for their consideration. The applicant may be required to attend an EGEC TCAB's annual event presentation meeting and/or answer follow-up questions. All applications will be scored using the same criteria and process. If funds allow, additional applications will be reviewed on a quarterly basis. Exemptions to the application review timeline may be granted by EGEC the TCAB under extenuating circumstances.

Event Grant Evaluation Committee (EGEC): The EGEC will review applications to the

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Special Event Grant and Community Event Grant programs and make funding recommendations for both programs to the Grand County Commission. The EGEC will be composed of five individuals:

- Two (2) members of the Moab Area Travel Council Advisory Board
- One (1) member of the Grand County Economic Development Advisory Board
- One (1) Grand County Commissioner
- One (1) Grand County or Moab Valley resident with experience in event coordination

Criteria:

1. This grant aims to support events that will exceed more than one day in duration and encourages out-of-area visitors primarily during targeted low visitation periods of the year.

2. Applicants must provide plans detailing their intention to duplicate their event on an annual basis. Applicants must demonstrate fiscal responsibility within 5 years in these plans. The EDD will give special consideration to events that are moving towards fiscal and environmental sustainability. Events that can demonstrate that they will encourage sustainable practices, responsible recreation, and diverse cultural experiences will be given consideration on the scorecard for their efforts. Funding new events will be given consideration over existing events.

3. Applications for grants must be completed on the application form provided by the EDD and must be filled out completely. Incomplete applications will not be considered and will be returned to the event applicant.

4. The applicant, if awarded, is required to collect survey responses from its event participants. The compiled results will be required as part of the applicant's final report. The questions the applicant must ask its participants include:

- a. How many participants are there?
- b. How many additional people are in the participant's party?
- c. How many participants will stay in lodging?
- d. How many participants will stay in commercial campgrounds?
- e. What state or county are the participants from?
- f. How many participants will eat in restaurants?
- g. How much will be spent per person for this trip? (in USD \$)
- h. How did the participant hear about this event? (Radio, Television, Print ad, Friend, Website, Flyer or Poster, other)
- i. Is this the participant's first visit to Moab?
- j. Is the participant a Grand County local or a visitor?

5. All advertising **MUST** contain the EDD logo which can be obtained by contacting the EDD office. A copy of **all** advertisements including the EDD logo must be submitted with each of the applicant's final invoices in the applicant's final report prior to receiving the remaining 50% of funds (see section 7). The applicant must provide copies of each advertisement for each invoice submitted.

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

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7. Granted funds will be allocated in two installments. The first payment, 50% of the total grant award, will be made upon receiving the signed contract and an invoice from the grantee. The final payment, the remaining 50% of the total grant award, will be made when the grantee's event has concluded and the grantee has submitted their final report to the EDD. Payments will **only** be made to the event applicant, not to their vendors.

8. All applicants applying for a Special Event Grant must also apply for and fulfill all requirements for a Special Event Permit from the City of Moab and/or Grand County.

9. The applicant must provide a 100% match to the requested grant; a minimum of 50% of this match must be in cash. Example: if an applicant is requesting \$4,000 from the EDD, applicants must provide a match of \$4,000, of which at least \$2,000 must be provided as cash. Up to 50% of the required match may be made up through "in-kind" means, including volunteer labor and donations. -Volunteer hour value is based on the National Value of Volunteer Time.

10. 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.

11. 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. 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 EDD and are final only at the time of award.

12. Grant 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.

13. A complete and detailed final report, including summary of expenditures, estimated attendance, completed surveys, and financial impact will be required within sixty (60) days following the conclusion of the event. If the project is long term, a schedule will be determined by ~~EGECTCAB~~ as to the frequency of required periodic reports. The event applicant may be asked to appear before ~~EGECTCAB~~ if questions arise.

14. Applications are to be submitted to the Grand County Economic Development Department.

QUESTIONS? Please contact:

Grand County Economic Development
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Moab, UT 84532
435-259-1370