



GRAND COUNTY SPECIAL EVENTS MARKETING GRANT GUIDELINES

Please note that your application will only be considered complete when you submit the application along with relevant event permits.

- If your event is within Moab City limits, you need to complete a Moab City Special Event Permit application.
- If your event is outside of Moab City limits and within Grand County limits, you need to complete an Intent to Apply for your Grand County Special Event Permit, followed by a Special Event Permit application.
- If your event is taking place on Bureau of Land Management Land, you need to contact the Moab Field Office and apply for a Special Recreation Permit.
- Depending on the scale of the location of your event, you may need to apply for all permits.

Purpose: The Grand County Special Events Marketing Grant aims to strengthen the county's event landscape by expanding the diversity, scale, and promotional reach of local events by encouraging a broader, more diverse calendar of events. A key priority is stimulating activity to balance tourism throughout the year. The grant seeks to enhance both resident quality of life and visitor experiences by supporting events that bring economic vitality, cultural enrichment, and community engagement to Grand County beyond traditional peak tourism periods.

This is a cooperative marketing grant. This grant provides funding exclusively for marketing expenses and operates as a 1:1 cash match, reimbursing program. For example, if the organization is granted \$500, invoices totaling at least \$1,000 must be submitted.

- Applicants must demonstrate a dollar-for-dollar cash investment in eligible marketing activities.
- Funds will only be distributed after the grantee has demonstrated documented, paid marketing expenditures. Funds will be reimbursed, rather than distributed before they are spent.
- In-kind contributions such as donated services, volunteer time, or non-cash promotions do not qualify toward the required match and will not be considered.

Definitions: For the purposes of these guidelines, “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.

Events are intended to drive visitation to Grand County, Utah from outside the county, enhance the visitor experience, and generate overnight stays. Events could include, but are not limited to, the following:

- Races
- Festivals
- Dramatic Productions
- Cultural Events
- Youth Events

Application and Review Dates:

For events taking place between January 1 – December 31 2026, completed event grant applications must be submitted by 11:59 PM on March 1, 2026. For events taking place in early 2026, grant applications may be submitted retroactively for events that have already occurred.

For events taking place between July 1, 2026 – June 30, 2027, applications open on May 1. Completed event grant applications must be submitted by 11:59 PM on May 31, 2026.

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.

Guidelines/Eligibility:

Funding is contingent upon available monies. 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 Moab Office of Tourism (MOT), the Moab Tourism Advisory Board (MTAB), and Grand County Commission.

All applicants applying for a Special Event Grant must also apply for and fulfill all requirements for event permits with Grand County, the City of Moab, and other public land managers as applicable.

Events must take place in Grand County, Utah.

Events must be inclusive and accessible to the public (including free or ticketed access). Funding is not available for private events or invite-only events. Funding is not available to promote a business.

A complete and detailed Final Report, including summary of expenditures, copies of invoices including proof of payment, estimated attendance, and financial impact will be required within 60 days following the conclusion of the event. If Final Reports are not

submitted within the requested 60-day window following the conclusion of the event, applicants will be ineligible to apply for grant funding the following calendar year.

Payment will be made when the grantee's event has concluded and the grantee has submitted their Final Report. Payments will only be made to the event applicant.

All advertising materials MUST contain the Discover Moab logo, which can be obtained by contacting the Moab Office of Tourism.

Allowable Grant Expenses:

Funds are to be used exclusively to promote the area and the event to potential visitors through marketing and advertising efforts. Allowable grant expenses include:

Marketing expenses (ads, paid media, etc)

- These expenses must directly market the event, rather than the business/organization.

Promotional expenses (mailers, brochures, etc)

- These expenses must be intended to directly promote the event.
- These expenses cannot include items sold as merchandise at the event.

Funds may not be used for event programs, infrastructure, venue banners or signage, prize money, or compensation.

Scoring Guidelines:

The decision to award funds will be scored on the following criteria:

- Attracting more visitors during less popular seasons
 - Special consideration will be given to events taking place outside of April/May and September/October.
- Quality of the proposed marketing strategy
- Demonstrated need of grant funding
- Potential to increase overnight stays
- Expected revenue and positive economic impact generated
 - Special consideration will be given to events that are moving toward fiscal and environmental sustainability. Events that can demonstrate that they will encourage sustainable practices, responsible recreation, and diverse cultural experiences will be given consideration for their efforts.
- Community support and involvement

QUESTIONS ABOUT THE ITA/PERMIT?

You can find more information about applying for a Grand County Special Events Permit at <https://www.grandcountyutah.net/1174/Special-Events>, or contact events@grandcountyutah.gov.

You can find more information about applying for a City of Moab Special Events Permit at <https://www.moabcity.gov/363/Special-Event-Application-Process> or contact events@moabcity.gov.

QUESTIONS ABOUT THE GRANT?

You can contact Alison Harford, Asst. Marketing Director at the Moab Office of Tourism: aharford@discovermoab.com. Please put "Special Events Marketing Grant" in your subject line.