

Small Tourism Business Marketing Grant Overview DRAFT - Subject to change



What's the grant for?

- Projects that boost the visibility of small, locally-owned tourism businesses and/or their services.
- An example project could include an online marketing campaign that targets visitors who are already in the Moab area and encourages them to use a business' services.

Who's eligible?

- Tourism-reliant businesses with 10 or less full-time equivalent employees (measured at 35 hours per week).
- **All projects must comply with Grand County's Advertising Ordinance, promoting only "educational" or "responsible recreation" messages (see Grand County Resolution NO. 3248).**

What's available?

# of Awards Available	Award Amounts Available	Match Required*
11	\$5,000	10%

- ***Half of the awardee's match will need to be provided as cash;** otherwise, the following forms of in-kind match will be allowed:
 - Other grants (excluding Grand County grants)
 - Materials and supplies
 - Services
 - Value, volunteers, or donated labor
 - Donations
- Funds will be provided on a 90/10 basis to help applicants get their projects started.

How will applications be evaluated?

- A panel of two community representatives, two local government officials (one City, one County), and one representative from the Governor's Office of Economic Opportunity will review applications with a focus on impartiality and community relevance.
- Applications will be scored across three criteria:
 - **Return On Investment:** what is the increased revenue that the organization expects from this project? How does this return compare to the organization's typical annual revenue?
 - **Collaboration:** does the project engage other local organizations and advertisers as partners?
 - **Sustainability Message:** does the project include Leave No Trace, Grand County Responsible Recreation, and like messages?

Do you have feedback? Let us know at <https://rb.gy/bnclst> or scan the code >

