



Moab Housing Fair - Proposal

A Collaborative Series on Housing in our Region



Request for Funding from Rural County Grant Part A FY22 Funding

The Housing Authority of Southeastern Utah (HASU), on behalf of the Moab Area Housing Task Force (MAHTF), requests \$12,000 to fund three housing events, or “fairs,” during Moab’s low-visitation period (winter months or “shoulder season”). The Moab Area Housing Task Force will host a three-part Housing Fair series to educate members of the community about the important and exciting updates that have been occurring on the housing front within the past couple of years. These fairs will facilitate education, community brainstorming, and networking. Moreover, these fairs will build awareness around and support for continued action addressing housing challenges in our community. HASU will act as the primary organizer and coordinator for this series.

Moab Housing Fair events will last about 2 hours and provide detailed learning opportunities on specific topics that are relevant to our unique housing situation. Before the COVID-19 pandemic, the MAHTF identified community-facing educational events as a priority with the goal of increasing community members’ involvement in affordable housing solutions and available programs. The MAHTF is eager to restart these regular opportunities for learning. The MAHTF is especially eager to bring together different groups for insightful discussions. Proposals for fair sessions include:

- A business-focused session on how to develop workforce housing
- A realtor-focused session to convey High-Density Housing Overlay (HDHO) regulations
- A landlord-tenant session that brings both groups together, discusses stewardship and best practices, and diplomatically conveys the rights of both groups when working with the other
- A community-wide session on the steps necessary to develop an accessory dwelling unit (ADU)
- A community-wide workshop on creating more options and/or incentives that encourage local developers to produce moderate housing options in our region

It is important that the MAHTF create spaces that promote new ideas, healthy discussion, and mutual support among community members. The MAHTF believes that this series of fairs will create that space and lay the foundation for continuing discussions.

December Housing Fair / Series Kick-Off

The Moab Housing Fair will take place on Monday, December 5, 2022 at the Moab Arts and Recreation Center (MARC) from 4:00 - 6:30 PM. Below is the tentative schedule for this first fair/kick-off event:

4:00 - 5:00 PM	<p align="center">Housing Action Plan Working / Poster Session</p> <p align="center">OR</p> <p align="center">Business-focused session: workforce housing <i>(to be determined at September MAHTF meeting)</i></p>
5:00 - 5:30 PM	<p align="center">Networking / Mingling Session</p> <p align="center">Attendees can visit with table exhibitors*</p> <p align="center">Light food and refreshments will be available</p>
5:30 -6:30 PM	<p align="center">High-Level Updates: Local Officials, P&Z Department Presentations</p> <p align="center">Attendee Q&A and follow-up with presenters</p> <p align="center">Announcement of future Moab Housing Fair events and topics covered</p>

**The fair will feature relevant housing organizations who will be tabling throughout the MARC space. Proposed participants include: Quantitative Current Housing Data, Updates to Moab Area Affordable Housing Plan, HEAT Assistance program info, HASU, Community Rebuilds, Rocky Mountain Power*

A proposed budget for the Moab Housing Fair series is available on the following page and breaks down our \$12,000 request by individual items. The MAHTF is eager to support meaningful discussions and innovative solutions regarding our region’s housing crisis. We urge the Economic Development Advisory Board to give this proposal and request for funding its full consideration. Please do not hesitate to reach out to me with any questions or feedback.

Respectfully,
Laura Harris



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Proposed Budget

Item	Category	Estimated Per Fair Spend	Estimated Series (TOTAL) Spend	Notes
Rental Space	Event	\$200.00	\$600.00	First Fair reserved at MARC for 12/5/22
Graphics	Marketing	\$250.00	\$250.00	Working with Makeda Barkley
Food - not a full dinner but apps/snacks	Event	\$1,500.00	\$4,500.00	HASU has received quotes from 98 Center, Sweet Cravings; reaching out to others
Sandwich boards/printing materials	Event	\$150.00	\$450.00	Easels and boards belong to county, free use; funds for physical design materials
Advertising - social media	Marketing	\$500.00	\$1,500.00	Facebook, other? Two week cycles at first, remaining marketing based on turnout and feedback from initial Fair
Advertising - TI + Sun	Marketing	\$1,182.00	\$1,182.00	First week of October, last week of October, first week of November; costs \$294 per cycle
Giveaways	Giveaways	\$300.00	\$300.00	Outdoor rec equipment? Gift cards to local businesses?
PRESS RELEASE + PSA	Marketing			
Videographer + Photography services	Event	\$1,100.00	\$3,300.00	Laura in process of reaching out to local videographers
TOTAL			\$12,082.00	
SUGGESTED BUDGET APPROVAL			\$12,000.00	