

Sustainable and Resilient (STAR) Business Grant



What's the grant for?

- Projects that sustainably raise wages or lower the cost of living for Grand County workers.
- An example project would be purchasing a machine that boosts productive capacity, allowing a business to hire an additional staff member.

Who's eligible?

- All locally-owned, established organizations are eligible to apply for this grant!
- This grant is designed for organizations that would contribute to the diversification of Grand County's economy.

What's available?

Grant Tiers	# of Awards Available	Award Amounts Available	Match Required*
Tier 1	~20	~\$1 - \$4,999	10%
Tier 2	~4	~\$5,000 - \$24,999	20%
Tier 3	~3	~\$25,000 - \$100,000	20%

- ***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 for basic business health and across four criteria:
 - **Impact:** what is the likelihood that this project will boost metrics including but not limited to pay, pay rate, payroll, benefits provided, services offered, or revenue?
 - **Diversification:** Does the project or business meet the county's diversification goals of sustainability, livability, and/or resilience?
 - **Feasibility & Duration:** will the project have a "lasting impact"? Is it achievable?
 - **Diversity, Equity, and Inclusion:** does the project engage underserved or minority populations? Does the org. employ/is it owned by members of these communities?

Learn more at grandcountyutah.net/grants

Marketing Our Awesome Businesses! (MOAB!) Tourism Marketing Grant



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?

- All locally-owned organizations are eligible, though Grand County Economic Development will target those with 10 or less full-time equivalent employees (measured at 35 hours per week).
- Projects are **encouraged** to align with Grand County's Advertising Ordinance, promoting "educational" or "responsible recreation" messages (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
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 - Donations
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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 for basic business health and across four criteria:
 - **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?
 - **Diversity, Equity, and Inclusion:** does the project engage underserved or minority populations? Does the org. employ/is it owned by members of these communities?
 - **Collaboration:** does the proposed project engage local organizations as partners?
 - **Alignment with Sustainability and Community Goals:** does the project include Leave No Trace or similar messages? Could this project or organization contribute to quality of life concerns from local residents?

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