

**Moab Area Travel Council
P.O. Box 550
Moab, Utah 84532
435-259-1370**

EVENT ADVERTISING GRANT GUIDELINES

Purpose: The Moab Area Travel Council (MATC) may provide grant assistance to new and existing organizations to aid in the development of tourism during the months of November, December, January and February. The purpose of the grant is to increase the level of tourism in Grand County, through creating new, enlarging existing and encouraging events that could become annual events by providing additional funds for advertising.

Goal:

Funding is to be used as seed money to new events to help develop annual events that bring more tourists to Grand County.

Definition: For the purposes of this application “applicant” is defined as the event organization or sponsoring organization making the application.

Event Advertising Grant Proposals: Event advertising proposals can be made by any individual, company or non-profit organization with a valid tax return, business license or 501C3 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

An event is defined as a period of time specifically for a special purpose, which does not occur on a daily basis.

Review Date: Fully completed event applications will be due in the Travel Council office by 5:00 pm, August 15 annually and recommendation for award of funds will occur at the September meeting. If the due date for applications falls on a Saturday or Sunday, applications will be due in the Travel Council 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 Travel Council Advisory Board for their consideration. At the annual event presentation meeting, you will be required to attend the presentation in person or by preapproved (by the MATC Advisory Board) call in. All applications will be scored using the same criteria and process.

Criteria:

1. The Moab Area Travel Council is looking for events that will exceed more than one day in duration and encourages out-of-area visitors primarily during the months of November, December, January and February.
2. Event planners/grantees should show plans to duplicate their event on an annual basis and demonstrate fiscal responsibility within 5 years. The Travel Council will favor events that are moving toward sustainability. Funding new events will be given consideration over existing events and events that can demonstrate that they will encourage green practices will be given

consideration on the scorecard for their efforts. Green practices will be considered based on the standards indicated on the following website, but not limited to them.

http://moabutah.info/green_sustainable_meetings_and_events.htm

3. Applications for grants must be on the application form provided by The Moab Area Travel Council and must be filled out completely. Incomplete applications will not be considered and will be returned to the event organizer/grantee. The Moab Area Travel Council and the Travel Council Advisory Board will pay particular attention to the marketing/advertising figures of the itemized budget that must accompany the application. 100% of the funds awarded plus your 100% match must be spent on advertising. Seventy percent (70%) of the total funds (award plus your match equals total funds) must be spent outside of Grand County. An objective means of measurement will also be required to give The Moab Area Travel Council as accurate a picture as possible of the participants in your event and their impact on the County. Examples of unacceptable advertising are: facilities, administration, awards and prizes, permits, postage, t-shirts, etc.

4. A survey from participants is required and the compiled results will be required with your final report. The questions you should ask are:

- a. Number of participants?
- b. Number of additional people in participants party?
- c. Number participants that will stay in lodging?
- d. Number of participants that will stay in commercial campgrounds?
- e. What state are they from?
- f. Number of participants that will eat in restaurants?
- g. Amount spent per person for this trip?
- h. How did you hear about this event? Radio, Television, Print ad, Friend, Website, Flyer or Poster
- i. Number of visitors first visit to Moab?
- j. Percent of local participants vs. visitor participants?

5. All advertising **MUST** contain the Moab Area Travel Council logo that can be obtained by contacting the Travel Council office or by following this link: <http://grandcountyutah.net/234/Event-Advertising-Grants>. A copy of **all** ads including the MATC logo must be submitted with each of your final invoices in your final report to receive the 2nd half of funds. You must provide copies of each ad for each invoice you submit. Other media advertising must be emailed to Elaine Gizler at director@discovermoab.com.

6. All applicants will be required to attend a mandatory marketing session with the Moab Area Travel Council after being awarded funds. Funds will not be received if you do not attend the Marketing Session. The Travel Council staff will notify you of the date and time.

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

8. Granted funds will be allocated in two installments. The first payment will be made upon receiving the signed contract and an invoice from the grantee. The final payment will be made when the grantee has completed the event and submitted its final report (found on www.grandcountyutah.net/travel.htm) to the Travel Council Advisory Board. Payments will only be made to the event applicant, not to their vendors.

9. Any permit, proof of insurance, right of way or other document required from any agency (local, state, federal, tribal or private) must be acquired well in advance of the event and is the burden of the event applicant. Applicants must provide a signed "Release of Liability" of the Moab Area Travel Council and it's Board members.

10. Applicant(s) must match the requested grant and a minimum of 50% of the applicants match must be cash. Example: If an event is requesting \$4000 from The Moab Area Travel Council, applicants must put up a match of \$4000, \$2000 in cash and 50% in-kind, or all in cash. The funding received from the Moab Area Travel Council and your 100% match must be spent on advertising, 50% of your match can be in kind.

11. Volunteer hours are applicable towards the in-kind match. When figuring in-kind services, we have come up with a figure of \$7.25 per hour which is the minimum wage. This rate was determined by talking to Workforce Services about a fair rate of reimbursement for volunteer services such as phone calls, mailings, placing posters, etc. If professional services are donated, then figure those services at the going rate.

12. 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.

13. 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. Even 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 Travel Council Advisory Board and are final at the time of award.

14. The 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.

15. A complete and detailed final report, including summary of expenditures, estimated attendance, completed surveys, and financial impact will be required within sixty (60) days after the completion of the event. If the project is long term, a schedule will be determined by the board as to the frequency of periodic reports. The event applicant may be asked to appear before the Board if questions arise. Upon completion of the event a final report form can be found at www.grandcountyutah.net/travel.htm

16. Applications are to be submitted to the office of the Moab Area Travel Council.

17. **QUESTIONS?** Please contact:

Elaine Gizler, Executive Director
84 North 100 East
PO Box 550
Moab, UT 84532
435-259-1370

18. **ADDRESS GRANT APPLICATIONS TO:**

Moab Area Travel Council
P.O. Box 550
Moab, UT 84532

Please write "Advertising Grant Application" on envelope.