



REGULAR MEETING TRAVEL COUNCIL ADVISORY BOARD (TCAB)

Held at the Grand Center
182 N 500 W
Moab, Utah 84532

[Video Recording](#)

MINUTES
May 10th, 2022 3:00 pm

****Time stamps correspond to the video****

Members in Attendance: Jenny Gleason (Chair), August Granath, Kalen Jones, Jason Taylor, Sharon Kienzle, Shanell Marinuzzi, Mary McGann, Alex Borichevsky, Laici Shumway

Members in Attendance Remotely: Daniel Loveridge

Also Present: Bega Metzner (Moab to Monument Valley Film Commission), Ben Alter (Grand County Economic Development (GCED)), Rachel Bartlett (GCED), Robert Riberia (Moab Area Travel Council (MATC)), Melissa Stocks (MATC)

Welcome Call to Order Chair Gleason

Conflicts of Interest, disclosures, ex-parte communication (None at this time)

Citizens to -be- heard (None at this time)

Introductions

Presentations, if any

Kaitlyn Thomas, Public Affairs Specialist, National Park Service (NPS)

00:02:28

{Attached "Data Insights - April 2022"}

Kaitlyn began with a report of the Arches Timed Entry Program. She stated that after the initial implementation, NPS decided to increase the number of tickets available as a result of fewer visitors than predicted during the early morning hours and a large number of no-shows. She suggested that in the future that the timed-entry program may change from a 5pm endtime to 4pm and further recommended that the local businesses inform their customers that timed-entry tickets are not difficult to obtain especially for weekday afternoons. Kaitlyn continued with the observation that visitation numbers are on a downward trend for both National Parks, but that visitors are providing favorable feedback for the program. She said that their turn-away rate for Arches is much lower than it was for Rocky Mountain National Park when they implemented a similar program. She explained that even if there are no-shows, NPS does not admit additional visitors unless the original ticket holders officially cancel through the reservation website, but that they've tried to adjust their allotments to compensate. Kaitlyn further stated that both the timed entry tickets and the annual parks pass are available for purchase online, but that the daily entrance pass is not available as a result of issues the Rocky Mountain National Park had with people buying multiple daily passes online unnecessarily and, therefore, overpaying for their visit. She clarified that a timed entry ticket is required for each vehicle regardless of the number of passengers and that the QR code for the reservation is required for entry. Kaitlyn stated that even though the visitation numbers are lower for 2022 as compared to 2021, they are similar to the numbers from 2018 and 2019. She further explained

that a timed entry ticket had to end time for the day and allowed the visitor to re-enter the park if they chose to leave during the day and that was why the afternoon lines were longer than in the morning. She also stated that while there is discussion of implementing the same system at Canyonlands National Park, she didn't foresee implementation of that program in the foreseeable future. Also, she mentioned that the downward trend of visitation seen at Arches and Canyonlands was seen at other National Parks in the area.

Director's Report: August Granath

00:20:01

{Attached "Director's Report"}

August began the presentation on the Director's Report including a brief explanation of the UOT (Utah Office of Tourism) Marketing Grant. Robert gave an update on the Westbound I-70 Billboard in Thompson Springs that had sustained significant damage as a result of high winds. August continued with the Director's Report with a brief status report on the Master Plan.

Discussion and Action Items:

Approval of April 12 Meeting Minutes

00:42:07

Sharon motioned to approve the minutes. Shannell seconded. No discussion. Motion passed unanimously.

Event Advertising Grant - Program Review and Planning for 2022/23

00:42:43

{Attached "Event Advertising Grant"}

August began a presentation by giving a summary of the current Event Advertising Grant program. He then reasoned that the program needed updating to accommodate events that TCAB would like to support that were not inline with the current program. After discussion, TCAB agreed that the program needed updating and that they would work on a new draft outside of the regular meeting.

Discussion of VMS (Variable Messaging Sign) Signage - Timed Entry Awareness

01:00:34

August began by giving some background on the VMS agreement with UDOT. Given that the removal of the signs by UDOT is imminent, TCAB discussed how it would be possible to replace them in order to maintain the messaging for Arches Timed Entry.

Update on 2020/2021 TRT and TRCC reporting

01:11:22

{Attached "Schedule of Expenditures of Tourism Tax Revenues for the Year Ended December 31, 2020"}

{Attached "Schedule of Expenditures of Tourism Tax Revenues for the Year Ended December 31, 2021"}

August reviewed the drafts of the Tourism Tax Revenues and expenditures for 2020 and 2021. TCAB discussed the particulars of how these revenues are spent. Several members of TCAB asked for future clarification on some of the expenditures.

Update on STR Occupancy data

01:32:02

{Attached "Data Insights - April 2022"}

Ben gave an overview of the occupancy data and average daily rate for a room in Moab for April 2022 vs April 2021. Laici asked for data for additional time periods, and Ben explained what data he is able to obtain. Laici stated that she was interested in the occupancy rate in relation to the growth in the number of hotel rooms, and Shannell clarified that the occupancy data shared did not reflect the non-hotel occupancy, e.g. AirBNB. Jason stated that he would be interested in a comparison of occupancy rates versus sales tax revenue as a way to see if people are spending money when they are here. Sharon shared that the reason that the visitation numbers are low for 2021 for Arches National Park Visitors Center is that the Rangers were outdoors to provide information. Ben also shared data showing where travel information requests originate. Shannell stated that she would like to see more information on international travel trends. Melissa mentioned that there is a lot of interest from Canadians in visiting Moab. Ben said that he plans to share these reports on the GCED website and through an email subscriber listed on a monthly basis. August shared his vision for a more robust data analysis.

Update on Easter Jeep Safari visitor and visitation data

01:49:31

Ben stated that he's been focusing on monthly reports, but there is nothing specific to Easter Jeep Safari.

Chair Gleason adjourned the meeting.



REGULAR MEETING

TRAVEL COUNCIL ADVISORY BOARD (TCAB)

Held at the Grand County Commission Chambers

125 E Center Street

Moab, Utah 84532

Remote attendance option available on Zoom:

See below for instructions to give public comment

Zoom Meeting Info

<https://us02web.zoom.us/j/89142083605?pwd=YXRSRTB1MnBxV253NFBwc0IndVZOdz09>

Call-in: 669-900-6833

Meeting ID: 891 4208 3605

Passcode: 550191

AGENDA

May 10th, 2022

3:00 pm

- **Welcome**
- **Conflicts of Interest, disclosures, ex-parte communication**
- **Citizens to -be- heard**
- **Introductions**
- **Presentations, if any**
 - Kaitlyn Thomas, Public Affairs Specialist, National Park Service

Director's Report: August Granath

- Relevant County Commission Action Items from April 19 and May 3 meetings
- Utah Office of Tourism Resident Sentiment Survey
- Marketing Spend Update
- Utah Office Of Tourism Coop Marketing Grant Update
- I-70 Billboard Update
- Master Plan RFP: In Development

Discussion and Action Items:

- Approval of April 12 Meeting Minutes
- Event Advertising Grant - Program Review and Planning for 2022/23
- Discussion of VMS Signage - Timed Entry Awareness
- Update on 2020/2021 TRT and TRCC reporting
- Update on STR Occupancy data
- Update on Easter Jeep Safari visitor and visitation data

NOTICE OF SPECIAL ACCOMMODATION DURING PUBLIC MEETINGS. In compliance with the Americans with Disabilities Act, individuals with special needs requests wishing to attend County Council meetings are encouraged to contact the County two (2) business days in advance of these events. Specific accommodations necessary to allow participation of disabled persons will be provided to the maximum extent possible. T.D.D. (Telecommunication Device for the Deaf) calls can be answered at: (435) 259-1346.

Individuals with speech and/or hearing impairments may also call the Relay Utah by dialing 711. Spanish Relay Utah: 1 (888) 346-3162 It is hereby the policy of Grand County that elected and appointed representatives, staff and members of Grand County Council may participate in meetings through electronic means. Any form of telecommunication may be used, as long as it allows for real time interaction in the way of discussions, questions and answers, and voting.

At the Grand County Council meetings/hearings any citizen, property owner, or public official may be heard on any agenda subject. The number of persons heard and the time allowed for each individual may be limited at the sole discretion of the Chair. On matters set for public hearings there is a three-minute time limit per person to allow maximum public participation. Upon being recognized by the Chair, please advance to the microphone, state your full name and address, whom you represent, and the subject matter. No person shall interrupt legislative proceedings. Page 2 of 2 Requests for inclusion on an agenda and supporting documentation must be received by 5:00 pm on the Wednesday prior to a regular Council Meeting and forty-eight (48) hours prior to any Special Council Meeting. Information relative to these meetings/hearings may be obtained at the Grand County Council's Office, 125 East Center Street, Moab, Utah; (435) 259-1346.



Tourism • Business • Film

Grand County Economic Development Data Insights - April 2022

Overview

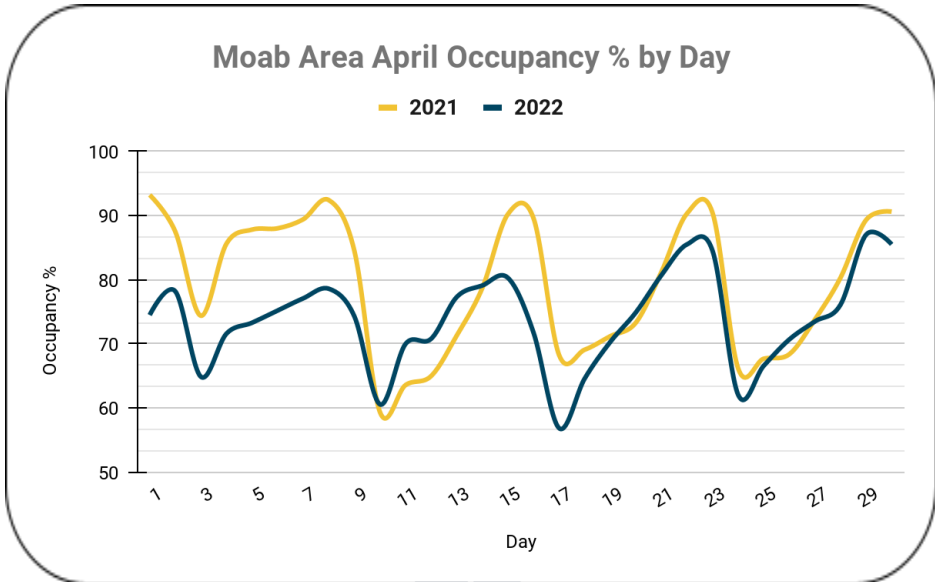
During April 2022, the Moab area experienced a 5.5% decrease in occupancy when compared to the same period in 2021; however, the average daily rate (ADR) of a hotel stay continued to rise. (Primary Visa takeaway) (Primary Travel Council takeaways - discovermoab.com and leads) (Primary NPS and MIC takeaways)

Below is a list of events during the month of April that may have contributed to visitation in the Moab area:

- ❖ Transrockies Race Series: Moab Rocks 3-Day MTB XC Race (April 2-4)
- ❖ Arches National Park timed entry pilot begins (April 3)
- ❖ Easter Jeep Safari (April 9-17, expo held April 14-15)
- ❖ Moab 4X4 Expo (April 13-15)
- ❖ Cruise Moab - Toyota 4X4 event (April 27-May 1)
- ❖ April Action Moab Rotary Carshow (April 29-30)

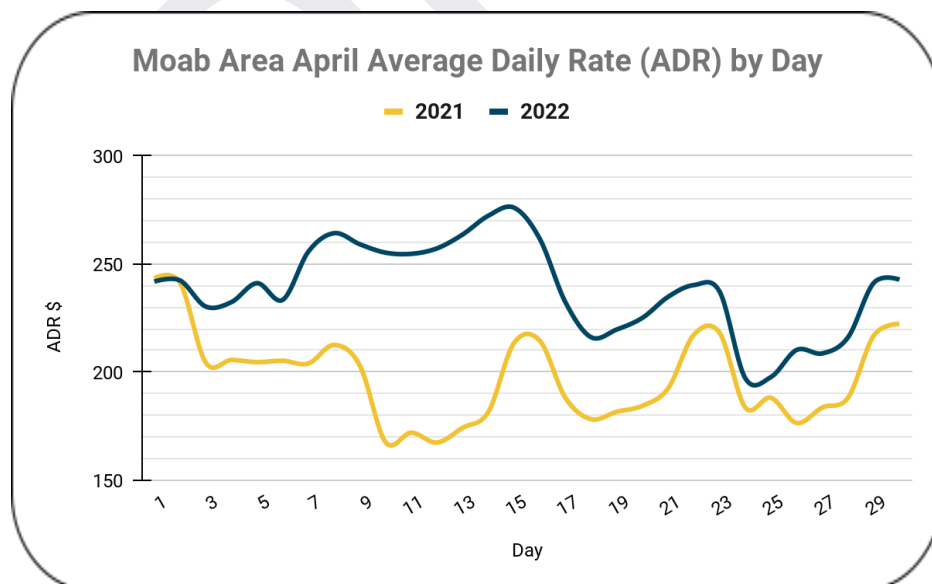
STR Hospitality Data

The average hotel occupancy rate in April of 2022 was 73.9%, down from last year's average rate of 79.4%. Occupancy by day fell by nearly 6 percentage points on average. Occupancy peaked on April 29th at 87%, down from last year's peak on the first of the month at 93.2%. Occupancy reached its month low on April 17th at just under 57%, a slight decrease from last year's low of 59.4%.



Year-Over-Year Occupancy Highlights

	2021		2022	
Month High	April 1st	93.2%	April 29th	87.0%
Month Low	April 10th	59.4%	April 17th	56.9%
Month Average	79.4%		73.9%	



Despite a decline in occupancy rates, the average daily rate (ADR) for a room in the Moab increased. The average ADR in April was \$238.68, up from \$197.82 in 2021. This follows a trend of increasing ADR which, with the exception of 2020, has traditionally outpaced the area's increases in occupancy

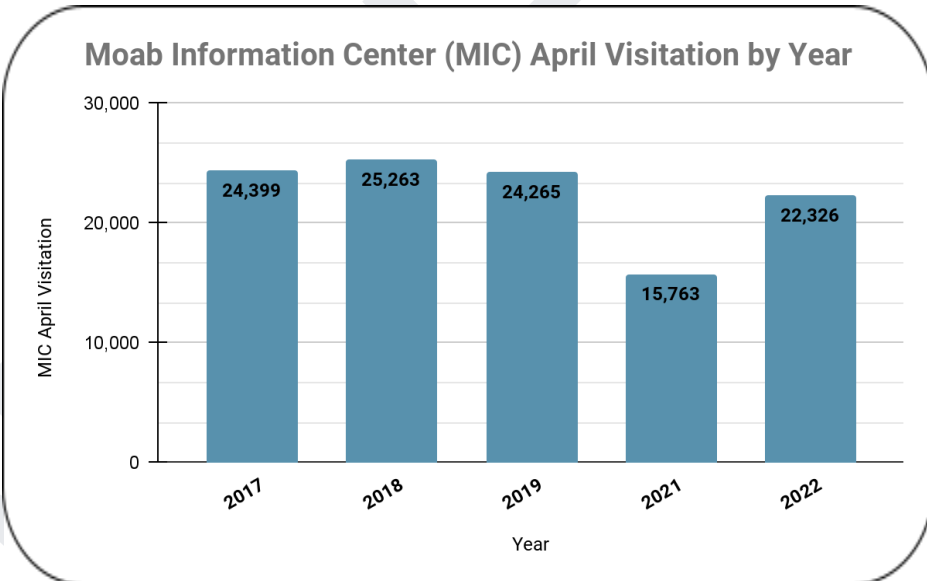
rates (in April of 2013, the ADR was \$108.83, whereas the average occupancy rate was 66.4%). The greatest day change from 2021 to 2022 occurred on April 12th; ADR rose from \$167.44 to \$257.16.

Year-Over-Year ADR Highlights

	2021		2022	
Month High	April 1st	\$243.36	April 15th	\$276.00
Month Low	April 12th	\$167.44	April 24th	\$197.18
Month Average	\$197.82		\$238.68	

Moab Information Center (MIC) Visitation

Visitation to the MIC in April rose 42% year-over-year, from 15,763 visitors in 2021 to 22,326 in 2022. Despite this increase, visitation in April 2022 still trailed pre-pandemic counts. The average number of visitors per day in April reached 809, the largest increase from March to April on record. The MIC was closed from March 17th through June 7th of 2020 due to the pandemic.



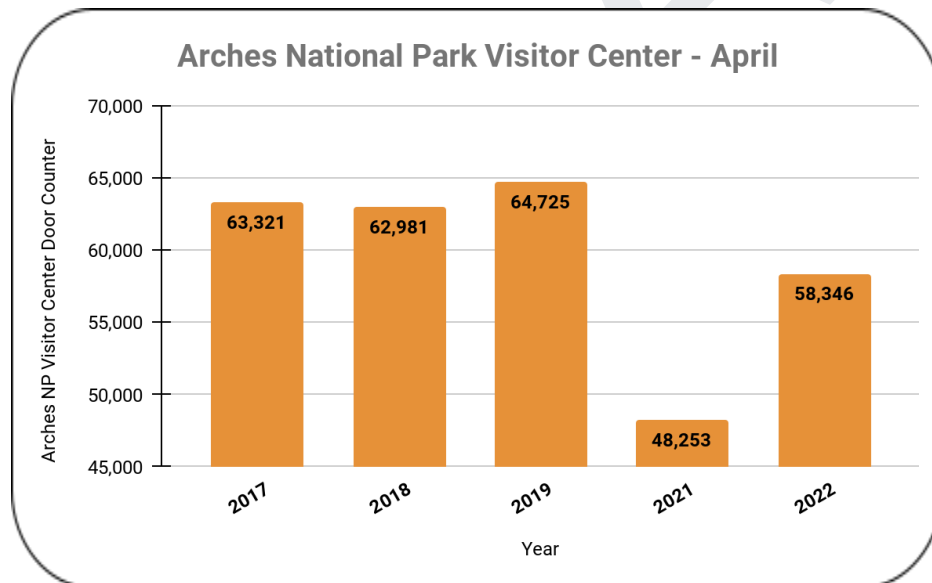
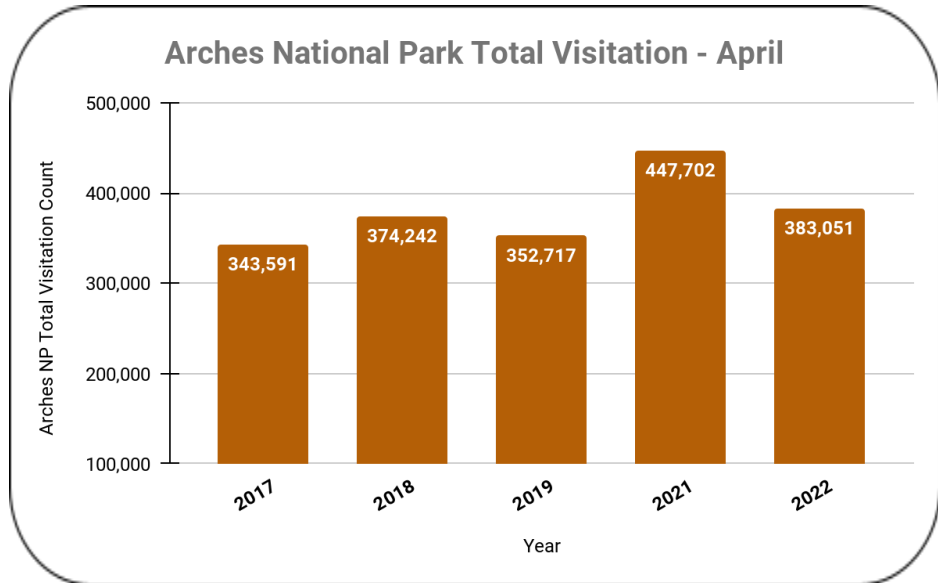
Average MIC Visitors per Day

	March	April	Month-to-Month Change
2017	666	813	+147 / 22%
2018	604	842	+238 / 39%
2019	787	809	+22 / 3%
2021	367	525	+158 / 43%
2022	405	744	+339 / 84%

National Parks Visitation

Visitation to Arches National Park fell 14.4% from April of 2021 to April of 2022. During the three months leading up to April, the park saw a 7.8% year-over-year decline in visitation.

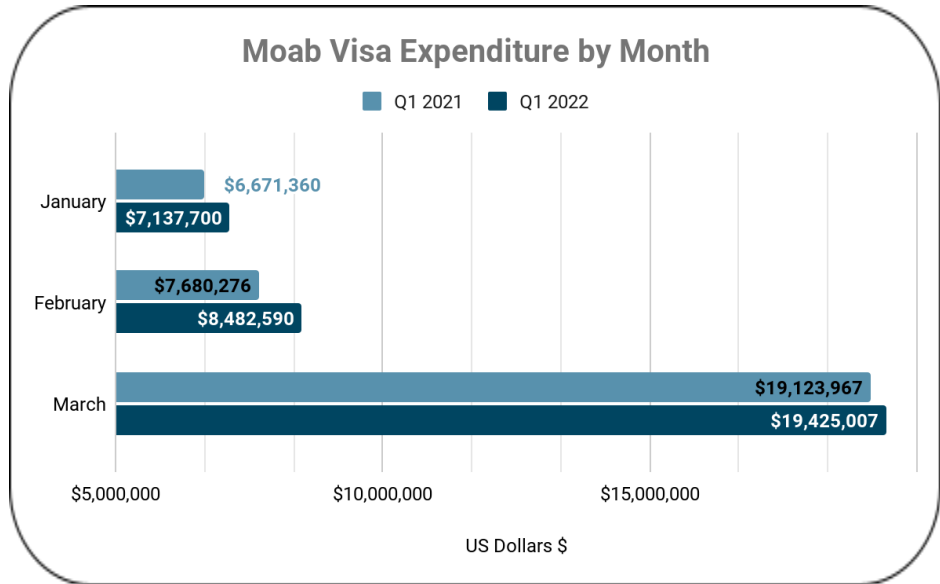
With 211,477 visitors in April of 2022, Canyonlands National Park saw a decline of 12.9% from the 242,973 visitors it received during April of 2021. Visitation to the park during the three months leading up to April was down 10.8% in comparison to the same period last year.



Though visitation to the visitor center at Arches National Park failed to reach pre-pandemic levels in April of 2022, it saw a strong year-over-year increase. The visitor center was closed from March 17th through June 7th of 2020 due to the pandemic. During this time, rangers were stationed outside of the visitor center.

Visa Destination Insights

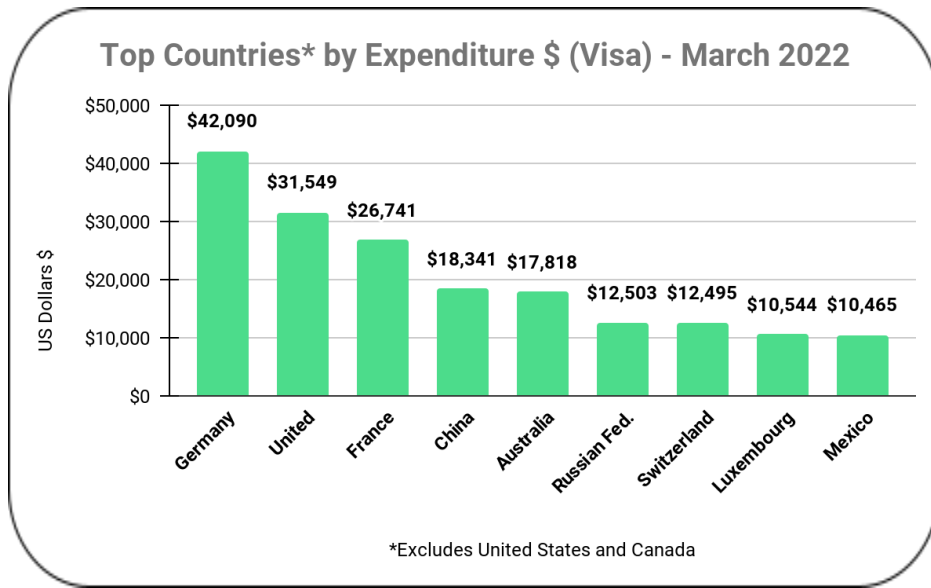
Though data for April of 2022 is not yet available, spend by Visa credit card-holders during the first three months of the year shows a modest increase in expenditure when compared to the same period in 2021. Expenditure during February saw the greatest year-over-year rise at 10.4%.



Year-over-year cardholder spend by state shows that Moab's domestic visitation continues to change, with certain states contributing more or less in expenditure than during previous periods. The table below represents major year-over-year changes in expenditure by visitors from Moab's top domestic markets:

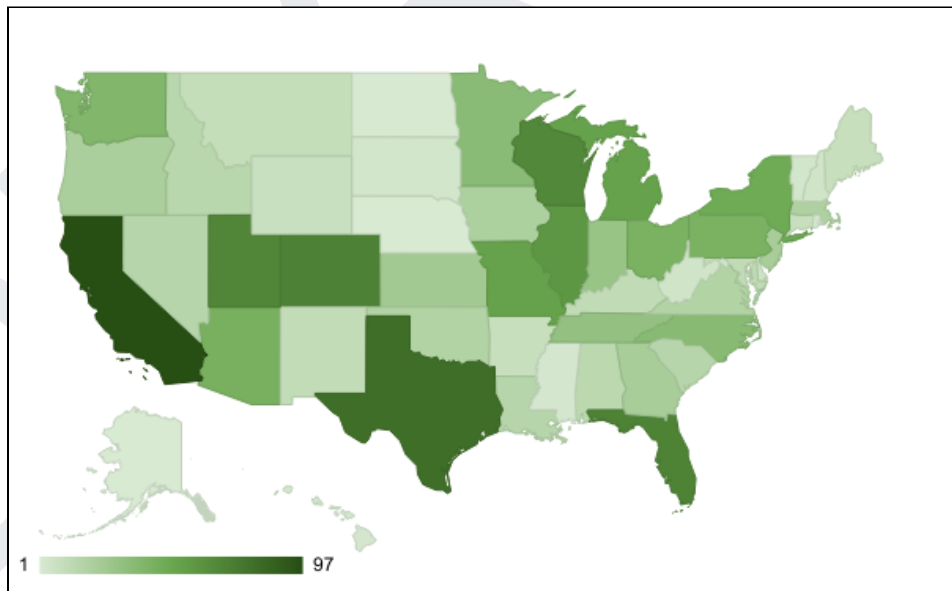
	March 2021	March 2022	Year-Over-Year Change
Nevada	\$306,053	\$235,510	-23.05%
California	\$1,550,700	\$1,321,416	-14.79%
North Carolina	\$219,737	\$192,225	-12.52%
Florida	\$303,345	\$370,673	+22.19%
Wisconsin	\$204,066	\$249,245	+22.14%
Washington	\$604,019	\$666,213	+10.29%

March of 2022 also signified the return of many visitors from foreign nations. The chart below lists top countries by visitor expenditure in the Moab area, with the exception of the United States and Canada, which reliably contribute the bulk of expenditure in Moab.



Moab Area Travel Council Data

California and Texas led Travel Planner requests (“leads”) in April of 2022 with 97 and 80 requests, respectively. Florida, Colorado, Utah, and Wisconsin followed. With just one request each, the Travel Council saw few leads in Nebraska and Arkansas.





Travel Council Advisory Board

Director's Report





Outline

- County Commission Actions
- Utah Office of Tourism Resident Sentiment Survey
- Marketing Spend Update
- Utah Office of Tourism Cooperative Marketing Grant Update
- I-70 Billboard Update
- Master Plan RFP: In Development



Commission Actions (April 19 + May 3)

April 19

- APPROVED - Small Tourism Business Marketing Grant Program Pilot
- APPROVED - Local Economic Diversification Grant Program Pilot
- APPROVED - Alex Borichevsky's appointment to Travel Council Advisory Board

May 3

- POSTPONED - Consolidation of EDAC and EDAB boards



Utah Office of Tourism - Resident Sentiment Survey

Statewide Survey (n=406)

- 76% believe tourism is important to Utah's economy
- 59% of Utah residents feel that positive effects of tourism outweigh the negative
- 86% agree that UOT should educate visitors on responsible visitation (ie. Forever Mighty)
- 62% feel that tourism's impact on housing affordability is negative



Utah Office of Tourism - Resident Sentiment Survey

Statewide Survey (n=406, 5% margin of error)

- 59% of Utah residents feel that positive effects of tourism outweigh the negative
- 86% agree that UOT should educate visitors on responsible visitation (ie. Forever Mighty)



75%

of Utah residents feel **positively** about the effect of tourism on Utah's overall reputation.



66%

of residents statewide feel **positively** about the effect of tourism on job opportunities.



62%

of Utah residents think tourism has a **negative** effect on housing affordability.



Utah Office of Tourism - Resident Sentiment Survey

Community Survey (In Moab: n=108, 9.36% margin of error)

- 88% of Moab residents feel that tourism is important to the local economy
 - Highest of any community
- 59% of Moab residents felt that tourism has declined the overall quality of life
 - Highest of any community



Utah Office of Tourism - Resident Sentiment Survey

Links to documents:

- [Condensed fact sheet for overall statewide and local survey results](#)
- [Statewide survey results and report](#)
- [Local area results and report](#)



Marketing Spend Update

- **Allocated**
 - \$200k Timed Entry Digital Visitor Education (LOVE Communications)
 - \$32k on print and TV related to Timed Entry or Responsible Recreation
- **Budgeted**
 - \$150k Fly-In Visitation Campaign
 - \$40k Billboard Expenses
- **Total**
 - \$422k allocated or planned out of \$440k budget for 2022
 - \$18k available



Utah Office of Tourism Coop Marketing Grant Update

- **Final reports in progress**
 - Round 2020 Utah.com partnership
 - Round 2021 Midwest and Texas Fly-In Markets
- **RFP in progress**
 - Round 2021 Northern Utah and Midwest Fly-In Markets
 - Aiming for May 17 or June 7 for commission approval
- **New application**
 - Training webinars begin in May 2022
 - Round 2022 Applications Due – June 17, 2022
 - Round 2022 Oral Interviews – July 11-13, 2022
 - Round 2022 Awards Announced – August 12, 2022



I-70 Billboard Update



I-70 Billboard Update





Master Plan RFP: In Development

- **Noa Kornbluh from RCAC to provide Technical Assistance**
 - Joining consolidated EDAC/EDAB meeting on May 19
 - TCAB members welcome to participate
 - Spending all day with staff on May 20 to draft RFP



Outline

- County Commission Actions
- Utah Office of Tourism Resident Sentiment Survey
- Marketing Spend Update
- Utah Office of Tourism Cooperative Marketing Grant Update
- I-70 Billboard Update
- Master Plan RFP: In Development



Travel Council Advisory Board

Event Advertising Grant





Outline

- Current Program Overview
 - Purpose
 - Goal
 - Eligible Events
 - Stipulations
 - Relevant Links
- Status Update on Travel Council Approved Grants for 2021 and 2022
- Next Steps



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 purposes.



Goal

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



Eligible Events

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



Stipulations

- Apply in August of a given year for events in the following year
- Must be longer than a day in total duration
- Must take place in November, December, January, and February
- Should aim to become recurring and financially sustainable within 5 years
- Favor given to “green” practices
- Must attend a mandatory marketing session with Travel Council staff
- 100% match required, with a minimum 50% in cash
- 100% of grant and match must be spent on advertising
 - 70% must be spent outside of Grand County
- 50% of grant dispersed up front, 50% dispersed upon completion of a final report



Relevant links

- [Program page on Grand County's Website](#)
- [Program guidelines as linked to from Grand County's Website](#)



Currently Approved Grants

- 2021 Folk Fest Funds (\$10,000) awarded at TCAB 9/14/21 Meeting
- 2022 Folk Fest Funds (\$10,000) awarded at TCAB 12/14/21 Meeting (Rachel to complete meeting minutes)
 - First half up front (\$5k)
 - Second half upon submission of final report (\$5k)
- 2022 Free Concert Series funding (\$16,700) awarded at TCAB 12/14/21 Meeting (Rachel to complete meeting minutes)
 - First half up front (\$8350)
 - Second half upon submission of final report (\$8350)
- Total
 - \$36,700



Status of Program

- Currently Awarded Grants
 - Not dispersed
 - 2022 Folk Fest fits the program as currently written
 - 2022 Free Concert Series does not fit the program as currently written
 - Time of year
 - 2021 Folk Fest does not fit the program as currently written
 - Time of application
- Budget
 - All have to come out of 2022 budget
 - 55k in Tourism Promotion (ie. marketing focus)
 - 40k in Rec/Film/Convention (ie. more flexible)



Next Steps

- Revise the program as written to allow for our currently approved grants to go through
- Get approved grants to Commission for approval and disperse checks
- Think through program design for 2023

GRAND COUNTY, UT
 SCHEDULE OF EXPENDITURES OF TOURISM TAX REVENUES
 FOR THE YEAR ENDED DECEMBER 31, 2020
 COMPLIANT WITH [UTAH CODE 17-31-5.5](#)

PART 1:

Transient Room Tax (TRT) Revenues:	\$4,446,825.00
TRT unspent balance from prior year:	<u>\$ 597,848 **</u>
	<u><-Includes more than TRT</u>

	In - State	Out of State
TRT used for:		
Establishing and promoting:		
Tourism	\$ -	\$ 1,290,313
Recreation	\$ 13,350	-
Film production	\$ 97,596	-
Conventions	\$ 0	-
Economic Diversification Activity	\$ 0 -	-
Acquiring, leasing, constructing, furnishing or operating:	\$ 0 -	\$ -
Convention meeting rooms	\$ 0	-
Exhibit halls	\$ 31,724	-
Visitor information centers	\$ 98,000	-
Museums	-	-
Related facility: <i>Facility Name Here; i.e. Airport</i>	-	-
Related facility: <i>Facility Name Here; i.e. Paved Trails</i>	-	-
Acquiring/leasing land required for the above To mitigate the impacts of Recreation, Tourism or Conventions:	\$ -	\$ -
Solid Waste Disposal Operations	\$ 235,750	-
Emergency Medical Services	-	-
Search and Rescue Activities	\$ 198,364	-
Law Enforcement Activities	\$ 1,548,488	-
Payment of principal, interest, premiums and necessary reserves for any bonds related to above costs:	\$ -	\$ -
 Total TRT Expenditures:	 <u>\$ 3,513,585</u>	 <u>\$0,000,000.00</u>
Total TRT Not Expended:	\$ 933,240	\$000,000.00
Total TRT Reserve Balance:	\$ 1,772,195	\$000,000.00
	Includes more than TRT	

GRAND COUNTY, UT
 SCHEDULE OF EXPENDITURES OF TOURISM TAX REVENUES
 FOR THE YEAR ENDED DECEMBER 31, 2020
 COMPLIANT WITH [UTAH CODE 17-31-5.5](#)

PART 2:

Tourism, Recreation, Cultural, Convention and Airport (TRCCA) Facilities Tax Revenues¹:

	Car Rental Tax:	Restaurant Tax:
TRCCA revenue, current year:	\$ 423,640	\$596,373
Unspent TRCCA from prior year	_____	\$175,667
TRCCA used for:		
Financing Tourism Promotion ² :	\$ -	\$ -
Development, operation and maintenance of:		
Airport facilities	\$ 195,401	\$ -
Convention facilities	712,646	-
Cultural facilities	31,100	-
Recreation facilities	-	-
Tourist facilities	-	-
Security pledges to evidence indebtedness:	\$ -	\$ -
Total TRCCA Expenditures:	\$939,147	\$0,000,000.00
Total TRCCA Not Expended:	\$64,268	\$000,000.00
TRCCA Balance		\$239,935

Notes:

¹ Part 2 is divided into the two relevant taxes: Car Rental and Restaurant. In their respective columns, please specify which expenditures are derived from which tax revenue. The *Grand Total TRCCA* numbers sum the respective totals for Car Rental and Restaurant.

² *Financing Tourism Promotion* includes any activity to develop, encourage, solicit or market tourism that attracts transient guests to the county, including planning, development and advertising.

GRAND COUNTY, UT
SCHEDULE OF EXPENDITURES OF TOURISM TAX REVENUES
FOR THE YEAR ENDED DECEMBER 31, 2021
 COMPLIANT WITH [UTAH CODE 17-31-5.5](#)

PART 1:

Transient Room Tax (TRT) Revenues:	\$8,793,610
TRT unspent balance from prior year:	<u>\$ 1,772,195 **</u>
	<u><-Includes</u>
	<u>more than TRT</u>

	In - State	Out of State
TRT used for:		
Establishing and promoting:		
Tourism	\$ -	\$ 978,845
Recreation	\$ 180,489	-
Film production	\$ 77,948	-
Conventions	\$ 0	-
Economic Diversification Activity	\$ 134,552	-
-	-	-
Acquiring, leasing, constructing, furnishing or operating:	\$ 0 -	\$ -
Convention meeting rooms	\$ 0	-
Exhibit halls	\$ 44,051	-
Visitor information centers	\$ 101,799	-
Museums	-	-
Related facility: <i>Facility Name Here; i.e. Airport</i>	-	-
Related facility: <i>Facility Name Here; i.e. Paved</i>	-	-
<u>Trails</u>		
Acquiring/leasing land required for the above		
To mitigate the impacts of Recreation, Tourism or Conventions:	\$ -	\$ -
Solid Waste Disposal Operations	\$ 300,000	-
Emergency Medical Services	-	-
Search and Rescue Activities	\$ 300,000	-
Law Enforcement Activities	\$ 4,847,475	-
Payment of principal, interest, premiums and necessary reserves	\$ -	\$ -
for any bonds related to above costs:		
Total TRT Expenditures:	<u>\$ 6,965,159</u>	
Total TRT Not Expended:	\$ 1,828,451	
Total TRT Reserve Balance:	<u>\$ 4,250,713 **</u>	
	Includes more than TRT	

GRAND COUNTY, UT
 SCHEDULE OF EXPENDITURES OF TOURISM TAX REVENUES
 FOR THE YEAR ENDED DECEMBER 31, 2021
 COMPLIANT WITH [UTAH CODE 17-31-5.5](#)

PART 2:

Tourism, Recreation, Cultural, Convention and Airport (TRCCA) Facilities Tax Revenues¹:

	Car Rental Tax:	Restaurant Tax:
TRCCA revenue, current year:	\$ 632,307	\$894,789
Unspent TRCCA from prior year	_____	\$239,935
TRCCA used for:		
Financing Tourism Promotion ² :	\$ -	\$ -
Development, operation and maintenance of:		
Airport facilities	\$ 0	\$ -
Convention facilities	1,415,320	-
Cultural facilities	31,722	-
Recreation facilities	29,908	-
Tourist facilities	-	-
Security pledges to evidence indebtedness:	\$ -	\$ -
Total TRCCA Expenditures:	\$1,476,950	\$0,000,000.00
Total TRCCA Not Expended:	\$50,146	\$000,000.00
TRCCA Balance		\$290,082

Notes:

¹ Part 2 is divided into the two relevant taxes: Car Rental and Restaurant. In their respective columns, please specify which expenditures are derived from which tax revenue. The *Grand Total TRCCA* numbers sum the respective totals for Car Rental and Restaurant.

² *Financing Tourism Promotion* includes any activity to develop, encourage, solicit or market tourism that attracts transient guests to the county, including planning, development and advertising.