



REGULAR MEETING ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

Held at the Grand County Commission Chambers

125 E Center Street

Moab, Utah 84532

[Meeting Recording](#)

MINUTES

July 27th, 2022 3:00pm

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

Members in Attendance August Granath, Mary McGann, Jazmine Duncan, Forrest Rodgers, Huseyin Deniz, Laici Shumway

Members in Attendance Remotely Kelly Thornton, Karen Guzman-Newton

Members not in Attendance Brad Bertoch, Meghan McFall, Rob Walker, Elissa Martin, Emily Campbell, Carly Castle

Also Present Ben Alter (Grand County Economic Development (GCED)), Rachel Bartlett (GCED), Melissa Stocks (GCED), Noa Kornbluh (Rural Community Assistance Corporation (RCAC)), Bega Metzner (Moab to Monument Valley Film Commission(MMVFC)), Laura Harris (Housing Authority of Southeastern Utah (HASU)), Kaitlin Myers (Moab Area Community Land Trust)

Welcome

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

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

Introductions

Presentations, if any

August Granath, Grand County EDD

00:05:46

{Attached "Overview: Economic Development Advisory Board"}

Discussion and Action Items:

Approval of May 19, 2022 Economic Development Advisory Board meeting minutes

Approval of June 13, 2022 Economic Development Advisory Board meeting minutes

Approval of June 29, 2022 Economic Development Advisory Board meeting minutes

Approval of July 7, 2022 Economic Development Advisory Board meeting minutes

Approval of July 12, 2022 Economic Development Advisory Board meeting minutes

Approval of July 13, 2022 Economic Development Advisory Board meeting minutes

00:24:28

Forrest motioned to approve the minutes. Kelly seconded. No discussion. Passed unanimously with Karen abstaining.

Election of EDAB Chair and Vice Chair

00:26:59

Jazmine mentioned that the bylaws state that the elections happen in September. Laici asked if the Chair had to be a voting member. August verified that the election should happen in September and reviewed the responsibilities of the officers. Laici moved to postpone this agenda item until the next meeting. Karen seconded. No discussion. Passed unanimously.

Update on Local Business Grants

00:33:24

Ben began by stating that the deadline for the grants is July 31st and that there were just under 30 submissions to both grant programs to date. He then gave an overview of the Grand County Grants website and the resources available. Ben said that the funds requested would exceed the amount available for the STAR grant.

Rural County Grant Part A update, reporting timeline, and spending proposals

00:40:16

{Attached Spreadsheet}

Kaitlin and Laura began with a discussion on the upcoming Housing Forum. Laura stated that there has been little outreach to the community since COVID-19 interrupted normal operations. She then reviewed the proposed budget for the Housing Forum and the proposed programming. August opened a discussion on possible venues to allot the remaining funds from the Rural County Grant Part A including deed restrictions, ADU incentives, and the P&Z Nexus Study. EDAB discussed the feasibility of a long-term deed restriction program. August followed with a summary of a meeting between GCED and the Building Department, which suggested that pursuing internal ADUs would be more cost and time effective than external ADUs. He concluded the conversation with the idea of joining a subcommittee to further discuss these topics.

Review and potential approval of EDD Strategic Plan RFP Scope of Work

01:24:22

{Attached "Economic Development Strategic Plan RFP"}

While reviewing the RFP, Karen questioned whether it was necessary to hire a consultant to draft the Strategic Plan for the Economic Development Department (EDD). August stated that the department lacked the time and expertise to put together an effective plan. Ben reaffirmed this, and Noa shared knowledge of how the process typically works along with the observation that most Economic Development Departments hire outside consultants in order to develop their Strategic Plans. August clarified that the ability to use TRT funds to pay for economic development/diversification expires in 2026, but there is the possibility that the state legislature may extend the program if they judge it to be worthwhile. Laici stated that the county should keep in mind the source of the TRT funds and that they should support the local economy to keep those numbers strong. She observed that the businesses that collect TRT are experiencing a decline in revenues, and that in order to keep the current level of TRT funding, the county should support those businesses. Laici concluded by stating that she would like the objective statement to include something to keep Grand County's existing tourism levels stable. EDAB discussed the community impact of the film industry in Moab and incentivising additional projects. Karen stated that she sees education as a priority. The conversation concluded with a general discussion regarding the Strategic Plan.



REGULAR MEETING

ECONOMIC DEVELOPMENT ADVISORY BOARD (EDAB)

Held at the Grand County Commission Chambers

125 E Center Street

Moab, Utah 84532

See below for instructions to give public comment

Zoom Meeting Info

Join Zoom Meeting:

<https://us02web.zoom.us/j/89815394356?pwd=MlorMWZLWIZiZ1BMSzV1MzBXOFgydz09>

Call-in: 669-900-6833

Meeting ID: 898 1539 4356

Passcode: 384971

AGENDA

July 27th, 2022

3:00 pm

- **Welcome**
- **Conflicts of Interest, disclosures, ex-parte communication**
- **Citizens to -be- heard**
- **Introductions**
- **Presentations, if any**
 - August Granath, Grand County EDD
 - Board Overview
 - Budget Update
 - Google Drive Folder Overview

Discussion and Action Items:

- Approval of May 19, 2022 Economic Development Advisory Board meeting minutes
- Approval of June 13, 2022 Economic Development Advisory Board meeting minutes
- Approval of June 29, 2022 Economic Development Advisory Board meeting minutes
- Approval of July 7, 2022 Economic Development Advisory Board meeting minutes
- Approval of July 12, 2022 Economic Development Advisory Board meeting minutes
- Approval of July 13, 2022 Economic Development Advisory Board meeting minutes
- Election of EDAB Chair and Vice Chair
- Update on Local Business Grants
- Rural County Grant Part A update, reporting timeline, and spending proposals
 - Comprehensive review of housing assistance funding: deed restriction pilot, ADU incentive pilot, November 2022 housing forum, P&Z Nexus Study
- Review and potential approval of EDD Strategic Plan RFP Scope of Work

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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.



Overview: Economic Development Advisory Board

Economic Development Advisory Board
Regular Meeting





Outline

- Board Overview
 - Big Picture
 - Rural County Grant
 - Economic Diversification - TRT
- Google Drive Folder



Board Overview

A consolidated board, two funding sources, one mission, and a focus on strategic planning.



Organizational Structure Timeline

- March 2020
 - SB95 passes, creates Rural County Grant Program
- May 2020
 - Economic Development Advisory Board (EDAB) established to fulfill statutory requirements
- December 2020
 - Economic Diversification Action Plan and Economic Diversification Advisory Council Established
- March 2021
 - HB247 passes, carves out Economic Diversification as an eligible use for TRT
- January 2022
 - Consolidation of the two boards are considered
- June 2022
 - Board consolidation is finalized



Big Picture Mission

WHEREAS, Grand County aims to increase its prosperity and resilience as a community by diversifying the economy and strengthening existing industries;

WHEREAS, Grand County seeks vital input from county residents, business leaders and elected officials to prioritize economic development projects and opportunities;



Economic Diversification Focus

WHEREAS, the County Commission maintains that economic diversity is an essential component for a healthy society and economy, and a diverse economy is more resilient against unexpected or uncontrollable market volatility; and,



Strategic Planning Focus

WHEREAS, the Grand County Commission (“Commission”) recognizes the need to provide a clear direction and measurable goals and objectives for staff in the commitment to diversify the economy in Grand County;

WHEREAS, the Commission has identified the need for the Grand County Economic Diversification Advisory Council to review existing and future ordinances to identify and mitigate barriers to economic diversification and assist the Commission and staff in completing an updated Economic Development Strategic Plan;

Rural County Grant

A statutorily required role...

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WHEREAS, pursuant to Utah Code Section 17-54-104, which was established by S.B. 95 (2020), Grand County must create a County Economic Development Board (“CED Board”) in order to be eligible for the rural county grant program established in Section 17-54-100 of Utah S.B. 95;

WHEREAS, each rural county that seeks to obtain a rural county grant shall create a CED board composed of at least the following members appointed by the county legislative body:

- a county representative;
- a representative of a municipality in the county;
- a workforce development representative;
- a private-sector representative; and
- a member of the public who lives in the county
- the county legislative body may also appoint additional members with experience or expertise in economic development matters. In appointing members of the CED board, the county legislative body may consider gender and socioeconomic diversity;

WHEREAS, each CED board shall assist and advise the county legislative body on:

- applying for a Rural County Grant;
- what projects should be funded by grant money provided to a rural county under the program; and
- preparing reporting requirements for grant money received by a rural county under the program.

WHEREAS, the rural county grant program is designed to address the economic development needs of rural counties, which needs may include:

- business recruitment, development, and expansion;
- workforce training and development; and,
- infrastructure and capital facilities improvements for business development



Rural County Grant FY21 - Parts A and B

Part A

- Grand County awarded max allotment of \$95,833
 - ~\$65k distributed to 19 local organizations
 - \$15k for co-working space
 - \$10k for childcare
 - \$3k for VISTA
 - Itemized in spreadsheet [here](#)

Part B

- Not available in FY21



Rural County Grant FY22 - Parts A and B

Part A

- Grand County awarded max allotment of \$200,000
- Expenditure items include workforce housing support, childcare grants, funds for the Canyonlands Business Summit, and more
 - Itemized in table on next slide and [here](#)

Part B

- Grand County awarded largest sum of all applicants at \$300,000
- Funds to be used to support predevelopment and site control at HASU’s “Skyline Arch” affordable housing development

Rural County Grant FY22 Part A - Cash in Hand

Program #	Economic Development Project or Activity	Original Budgeted Amount	Adjusted Amount
2	Workforce Housing Support	\$42,000.00	\$126,000.00
3	Business Support Grants	\$35,000.00	0
4	Day Care Grants	\$35,000.00	\$100,000.00
5	Entrepreneurship Program	\$30,000.00	0
6	Canyonlands Business Summit	\$30,000.00	\$10,000.00
7	Support for Women Owned and Minority businesses	\$25,000.00	0
8	Diversity Equity and Inclusion Program	\$15,000.00	0
9	Economic Development Outreach	\$10,000.00	0
10	Education Grants	\$7,000.00	0
11	Remote Working Outreach	\$7,000.00	0
12	Am Vista	\$4,000.00	\$4,000.00



Rural County Funds - Timeline for 2022

Rural County Grant FY22 Part A Report Submission

- **FY 2022 funds must be spent by this date**
- Grand County Economic Development to submit a report on expenditure by this date

● **October 1st**

FY22 Part B Annual Report Submission Deadline

- FY22 Part B funds must be spent by this date

● **December 15th**

● **September 1st**

Rural County Grant FY23 Application Deadline

- **\$4.8M available to all rural counties; a rural county may request up to \$200,000**
- EDAB to make funding recommendations at August 2022 meeting
- Grand County Economic Development to bring before County Commission at a September 2022 meeting
- Grand County Economic Development to submit application for funding by October 1

● **November 1st**

Rural Communities Opportunity (formerly Part B) Application Deadline

- **\$3.9M available to all rural counties; a rural county may request up to \$600,000**
- EDAB to make funding recommendations at October 2022 meeting
- Grand County Economic Development to bring before County Commission at a November 2022 meeting
- Grand County Economic Development to submit application for funding by December 1

TRT - Economic Diversification

A logical focus area...

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Economic Diversification

WHEREAS, on January 19, 2021, the Grand County Commission adopted Resolution No. 3260 and established the Economic Diversification Advisory Council (“EDAC”) to advance policies and activities that aim to shorten the gap between wages and a cost of living by creating, attracting, and growing higher paying job opportunities for its residents;

Results from the Economic Diversification Advisory Council (EDAC) 9/1/2021 Brainstorming Activity



- Attendees were asked to propose programs for funding by EOY
- Dot vote used to narrow top 10 programs
- Top 10 programs ranked by 6 criteria (see below)
- **Top 2 programs to be investigated and likely implemented: Economic Development Master Plan, Business Expansion Grant**
- Remaining programs to be considered in future meetings/budgets

Program	Speed	Impact	Reach	Need	Cost	Staying Power	Average
ED Master Plan	5.2	2	1	1	3.6	2.8	2.6
Business Expansion Grant	2	4	5	6.2	3.75	5.75	4.45
Entrepreneurship Grant	3	4.75	6	5.4	5	4.75	4.82
Small Business Incubator	8.2	3.75	4.8	4	5	3.5	4.88
Business Expansion Services/Planning	3.8	5.75	5.4	7.25	3.4	6.5	5.35
Workforce Upskilling Funds	4.4	6	6	6.2	5	6.5	5.68
Local Apprenticeship Program	5.8	6	4.8	5	7.75	5.5	5.81
Childcare Grant	5.2	7.4	7	4.4	5.4	7.25	6.12
Purchase of Real Estate/Resources to Support Artists/Local Housing/Industrial Facility+	8	5.75	7.4	5.4	6.8	4	6.23
Outdoor Co-op Space	9.4	6.75	6.6	8.75	7	8	7.75

Speed – Estimated time required to implement program

Impact – Potential to create greatest amount of change per beneficiary

Reach – Potential to affect change for the greatest number of beneficiaries

Need – Potential for program to address community's greatest challenges

Cost – Expense required to implement program

Staying Power – Potential for the program to be in demand for the long term



TRT - Economic Diversification Carveout

- HB247 allows Grand County to spend up to 12.33% of total TRT revenue on “economic diversification activity”, which means “an economic development activity that is reasonably similar to, supplements, or expands any economic program as administered by the state or the Governor’s Office of Economic Development.”

TRT - Economic Diversification Carveout

- 2021
 - Total TRT Collections - \$8,793,610
 - Max Allowable Spend on Economic Diversification - \$1,084,545.14
 - Total Economic Diversification Spend - \$134,552
 - \$949,993 leftover from 2021, restricted to Economic Diversification
- 2022
 - Total Anticipated for Economic Diversification - \$1,021,475
 - I'm assuming this will need to be revised down given softening in visitation
 - Total Budgeted for Economic Diversification (excluding salaries) - \$815,000

Program Name	Budgeted Amount
Economic Development Master Plan	\$65,000.00
Local Business Expansion Program	\$500,000.00
Workforce Development Program	\$100,000
Diversification Program Marketing	\$50,000
Local Business Technical Assistance Staff	\$100,000



TRT - Economic Diversification Carveout

- 2023
 - Budget process starts in September
 - Travel Council Advisory Board (TCAB) has the statutory responsibility to submit a prioritized list of expenditures for TRT to the County Commission during that process.
 - I'd like EDAB to put together a proposal for the Economic Diversification piece of TRT for the TCAB to consider and add to their list of expenditures during that process.



Google Drive Folder

[Link](#)

Economic Development Strategic Plan RFP

Scope of Work

- 1) Initial Objective Assessment of Grand County's Economy and EDD Strategy
 - a. Evaluate existing economic activity:
 - i. Identify the components of the local economy that primarily rely on transient guest visitation and assess the opportunities and risks posed by our community's current reliance on the tourism industry; and,
 - ii. Identify existing sectors of the local economy that do not primarily rely on transient guest visitation and assess the opportunities and risks posed by expanding those sectors.
 - b. Identify additional economic opportunities
 - i. Identify additional industries that are well-suited for the Grand County context with express concern for the preservation of surrounding natural resources and quality of life concerns voiced by county residents; and,
 - ii. Complete a comprehensive commercial and industrial real estate analysis within Grand County that identifies parcels ripe for industrial, commercial, and/or mixed-use development.
 - c. Evaluate the workforce's qualifications, skills, abilities, and availability. Additionally, identify locally available workforce development programs and opportunities.
 - d. Evaluate community assets, infrastructure, and additional context that pose opportunities or risks to the development of the local economy and workforce including:
 - i. Demographics
 - ii. Housing
 - iii. Educational Institutions
 - iv. Commercial and Industrial Real Estate Stock
 - v. Local Regulations
 1. Licensing, Permitting, Zoning etc.
 - vi. Transportation

- vii. Utilities
- viii. Healthcare
- ix. Childcare
- x. Natural Amenities and Constraints (ie. Public Land, Water Availability, etc.)
- xi. Other Quality of Life considerations

e. Inventory existing vision, mission, strategies and objectives of the EDD.

2) Review of Relevant Existing Plans and Planning Processes in Progress

a. Review and summarize relevant planning documents and planning exercises. This will ensure that recommendations of the strategic plan are grounded in the context of the following existing plans and processes:

i. Moab City

1. Moab “Tomorrow Together” Community Visioning Project

ii. Grand County

1. Grand County General Plan 2030
2. Grand County Action Plan Strategic Plan 2030
3. 2022 Grand County Land Use Scenario Planning Study
4. 2021 Grand County Sales Tax Leakage Report
5. 2020 Economic Diversification Action Plan
6. 2018 Grand County Economic Development Plan (DRAFT)
7. 2018 Grand County Community Reinvestment Agency - Project Area Plan
8. “After the Pile” - 2018 Community Vision Update for Future Use of the Moab Uranium Mill Tailings Remedial Action Project Site
9. 2017 Grand County Sectoral Employment Analysis

iii. Southeast Utah Association of Local Governments (SEUALG)

1. Comprehensive Economic Development Strategy (CEDS) 2018-2023
2. Comprehensive Economic Development Strategy (CEDS) 2024-2029

iv. State of Utah

1. Utah Economic Vision 2030
2. Unified Economic Plan

v. Utah State University

1. 2021 Transforming Communities Initiative (TCI) Re-envisioning Study: Moab Community Report
2. 2012 Future Moab Campus 30 Year Campus Master Plan

3) Community, Stakeholder, and Decision Maker Engagement

- a. The selected firm must propose a plan to solicit general public input, key stakeholder input, and decision maker input in order to inform the outcomes of the strategic plan. The public engagement plan should include, but is not be limited to:
 - i. Community forums that allow for introduction of the concept of the plan, clarification, and presentation of the plan's recommendations; and,
 - ii. Interviews or focus groups with key stakeholders, including representatives from the following entities:
 1. Grand County Government
 2. Moab City
 3. Moab Area Chamber of Commerce
 4. Grand Water & Sewer Services Agency
 5. Thompson Springs
 6. Castle Valley
 7. Cisco
 8. Grand County School District
 9. Business Community
 10. Local Non-Profits
 11. USU Moab
 12. Moab Regional Hospital
 13. Local Developers & Real Estate Industry
 14. Utilities
 - iii. Presentations to the County Commission and City Council to introduce the concept of the plan, solicit input, receive clarification, present the plan's recommendations, and solicit final approval.

4) Implementation Plan for the Grand County Economic Development Department

- a. Provide recommendations for Grand County's Economic Development for 2023-2028 based on the initial objective assessment, review of existing plans and planning processes, and the outcomes of the public engagement process.
 - i. Develop a vision statement for Grand County's approach to Economic Development
 - ii. Develop a mission statement, recommend strategies, and define objectives for the EDD.
- b. Refine the EDD's definition of economic diversification, referencing industry best practices and community input. The current EDD definition of economic diversification is:

“Grand County Economic Development defines economic diversification as economic development that supports a sustainable, livable, and resilient Grand County:

 - i. **Sustainable**, in that we actively protect our public lands and preserve our community's natural resources;
 - ii. **Livable**, in that we support the creation of year-round, high-paying jobs in a community that offers a high quality of life and economic mobility; and,
 - iii. **Resilient**, in that we foster a diverse mix of industries that can withstand an array of economic shocks.
- c. Develop a strategy to facilitate ongoing community communication, receive community input, and foster and maintain a sense of transparency and accountability within the community.
- d. Create an implementation matrix with recommended prioritization of the County's economic development efforts and resources (human and financial) for the next five years and measurable annual objectives including implementation guidelines and schedule. The Matrix should recommend strategies, resources (human and financial) and timeframes specific to each strategy/objective.
- e. Identify funding and other resources as necessary for any strategies/objectives

5) Additional stipulations

- a. Prioritize recommendations that leverage existing local expertise and minimize the displacement of current residents.

- b. Prioritize recommendations that ensure the sustainable use and preservation of Grand County's public lands and limits any negative environmental and community impacts with particular attention paid to the effects of climate change including aridification, uncertain water availability, and rising temperatures.
- c. Prioritize equitable outcomes:
 - i. Ensure that all residents will be able to participate in and benefit from sustainable economic growth; and,
 - ii. Ensure meaningful participation with historically marginalized communities by engaging with local organizations serving these communities; and,
 - iii. Conduct outreach in Spanish and other languages spoken locally so that all residents can participate in and benefit from EDD and county programs.