

Washington County Tourism Tax Advisory Board Destination Development Funding Application

(Also a "study" for UCA 17-50-303)

The mission of the Washington County Tourism Tax Advisory Board ("Tourism TAB") is to make recommendations on the expenditure of funds collected from the Transient Room Tax ("TRT") (as described in Utah Code Section 59-12-301) and the Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax ("TRCC") (as described in Utah Code Section 59-12-603).

Washington County created a Destination Development funding program to help secure and support tourism and/or recreation projects that enhance the visitor experience, infuse economic impact, and enrich the quality of life for residents. The Tourism TAB receives and reviews destination development applications from governmental entities twice a year - no later than January 15th and no later than July 15th.

The Tourism TAB also receives applications for the following types of funding: Sports & Event Funding, Marketing Support and Sponsorships. To receive funding, projects must directly generate hotel room nights or have another articulable positive tourism impact in Washington County.

Destination Development Funding:

The mission of the Greater Zion Convention & Tourism Office is to maximize the revenue generated by visitors to create a superior experience for visitors and residents. The purpose of the Destination Development Grant Program is to empower Washington County communities to become viable, welcoming, and high-quality destinations for tourism. Destination Development Project Funding is intended for projects that will result in positive impact on tourism and align with the strategic plan of Washington County and the mission of the tourism office such as: upgrading tourism facilities, venues, trails, or recreation infrastructure projects.

Preference will be given to projects that accomplish the following:

1. Completed project is available for public use
2. Creates *new* economic impact
3. Fills a critical recreation or tourism-related need
4. Project is cost effective
5. Project is designed to meet current and future needs

***Preference will be given to entities that have not received tourism funds for projects in the past 2 years.**

Eligible Entities:

Eligible entities include government entities within Washington County, Utah. Joint applications between two or more eligible entities are accepted and encouraged. In the case of joint application, each eligible entity must comply with and meet the application requirements.

Funding Guidelines:

Eligible applications will demonstrate in detail a 50% cash match toward the project. Applicants may not count the use of in-kind funds (including labor or staff time) as part of the match.

In the case of joint applications, applicants shall submit a memorandum of understanding (MOU) concerning the application in which the portion of the cash match for which each entity is responsible is clearly identified. The MOU shall be signed by an authorized representative for each eligible entity.

TRT and TRCC funds may only be appropriated in furtherance of tourism or related activities or projects. The county may only appropriate money if, in the judgment of the county legislative body, the funding will contribute to the safety, health, prosperity, moral well-being, peace, order, comfort, or convenience of county residents.

Application Procedures:

- Complete the attached application.
- Ineligible applications will not be accepted, applicant will be notified of the ineligibility.
- Incomplete applications will be rejected.
- Present the request to the Tourism TAB and/or to the Washington County Commission during a regular meeting if requested.
- Applicants must provide a final report following the project's completion. Failure to provide a final report may result in funds not being awarded and/or a denial in future years.
- In the event the project for which funds were requested does not materialize, funds will not be dispersed. If funds have already been dispersed, funds will need to be reimbursed in full.
- Awards will be granted from eligible applicants according to available program funding and capacity.

***Please Note**

There is no guarantee that any/all applicants will be awarded funds.

Application Requirements:

Applicant must submit the following:

- Completed Application (including ALL attachments)
- Proof of Non-Profit Status (if applicable)
- Signed MOU demonstrating cash match from all entities involved
- Budget Overview
- Operations Plan demonstrating financial, staffing and management plan
- Marketing Plan

Requests may be submitted in person, by return e-mail, or by mail to:

Greater Zion Convention & Tourism
Office 1835 Convention Center Drive
St. George, UT 84790

Leslie Fonger, Destination Development Manager
(435) 986-3371
Leslie@GreaterZion.com

Application Date 7/13/2023

REQUEST FOR DESTINATION DEVELOPMENT FUNDING

ORGANIZATION INFORMATION

PROJECT NAME Hildale / Greater Zion Welcome Center AMOUNT REQUESTED \$30,000

ORGANIZATION Hildale City

CONTACT PERSON PHONE Bryan Bair EMAIL bryanb@hildalecity.com

WEBSITE hildalecity.com ADDRESS 985 N Box Elder St Hildale, UT 84784

WHICH GOVERNMENTAL ENTITY(S) ARE YOU AFFILIATED WITH?

Hildale City

WHICH ENTITY WILL BE RESPONSIBLE FOR MAINTAINING THE COMPLETED PROJECT?

Hildale City

WHAT ARE THE PLANS FOR BOTH SHORT AND LONG-TERM MAINTENANCE OF THE INFRASTRUCTURE?

The Hildale Greater Zion Welcome Center will be used as a rural extensions of the tourism office. This brand new facility is located at the north east entrance to Hildale. This prime location on Utah State Routh 59. Hildale City plans to provide short and long term maintenance as a line item on their yearly budget. All short and long term maintenance will be prived by city staff.

PROJECT INFORMATION

PROJECT DESCRIPTION

In 2022, Hildale City received a Governor's Office of Economic Opportunity Grant to establish a tourism office and business incubation center that will support our local hospitality & tourism economy. The GOEO grant only provided basic facility upgrades. Our WashCo funding request is for 1) billboard and wayfarer signage 2) welcome center branding, paint, & murals. 3) exterior restrooms, picnic area & landscaping 4) New entry doors to meet ADA standards and provide water runoff mitigation 5) Install 35' flag pole to display the Utah and US flags.

PROJECT TIMELINE (Estimated begin date and completion date) 08/01/2023 - 10/31/2023

PRELIMINARY WORK ALREADY COMPLETED (Design, Engineering, Permits, etc.) _____

WHEN WILL IT BE READY FOR CONSTRUCTION? 08/01/2023

ESTIMATED COMPLETION DATE: 10/31/2023

PROJECT BENEFITS

WHY IS THIS PROJECT NEEDED?

Hildale City is an entry point into the upper mesa area from Hurricane / St. George on the west, and Kane County on the east. Having a dedicated Greater Zion Welcome Center would create a magnet for visitors to stop and get area attraction information, which would keep people within the Greater Zion area longer. In turn, our local tourism based businesses and local economy will prosper.

HOW DOES THIS PROJECT BENEFIT THE RESIDENTS OF WASHINGTON COUNTY?

The residence of Washington County will be able to use the facility when traveling to and from National Parks and Lake Powell. They will also benefit indirectly from the additional WashCo tax money generated by additional tourists.

WHO IS THE TARGET MARKET FOR THIS PROJECT?

Tourists who arrive by van, bus, or recreational vehicle from all over the US and Canada. These are scenic adventurers who want to experience the unique outdoor destinations in the area. Some of these adventures include mountain biking, ATV tours, and hiking. For those here to enjoy the scenery, there is wine tasting and glamping adventures in a one of a kind setting.

HOW WILL IT BENEFIT THEM?

A one stop Welcome Center will benefit travelers by providing a source of current and accurate information regarding self-directed activities in the area. The area would provide a re-grouping location for picnics and activity planning. It would give visitors access to pre-planned itineraries and local knowledge about shops, restaurants and lodging.

HOW DOES THE PROJECT BROADEN OR ENHANCE THE CURRENT PORTFOLIO OF FACILITIES IN THE AREA?

An organized welcome center will legitimize businesses that visitors don't know about, which are outside the highway corridor. This will enhance the profile of current businesses and allow for new business development to serve tourism, as well as local residents.

HOW WILL THE PROJECT INFLUENCE OUR COUNTY AND TOURISM BRAND?

This would be a Greater Zion branded facility open to the public, which would create a magnet for tourists, who would then extend their stay and take advantage of other destinations within Greater Zion. The Greater Zion brand would grow by adding trails and activities in Hildale, increasing the overall brand portfolio.

HOW DOES THIS PROJECT CONTRIBUTE TO THE SAFETY, HEALTH, PROSPERITY, MORAL WELL-BEING, PEACE, ORDER, COMFORT, OR CONVENIENCE OF COUNTY RESIDENTS?

Safety is of primary importance, so receiving up to date information on weather and trail conditions, as well as wildlife hazards is critical. Current information on medical and emergency services is also essential. It is important for visitors to be at peace with visiting the community and its residents. Having information on local ordinances will mean a low impact to residents and provide a sense of comfort and order for tourists. Many travelers are rooting for the area to succeed and see this area prosper.

HOW DOES THE PROJECT ADD TO THE CULTURE AND CHARACTER OF THE COMMUNITY?

Past culture turned away visitors, and to this day, many visitors are afraid to stop. The new city motto "Welcome Home" is a change from that culture. This project will be a physical reinforcement to residence and visitors that the city really is open for business. Our signage will use the words "open for business" and "Welcome Home".

ECONOMIC IMPACT

WHAT IS THE CURRENT VISITATION TO THE PROJECT AREA? 0

HOW MANY OUT-OF-COUNTY VISITORS WILL UTILIZE THE FACILITIES EACH YEAR? _____

ESTIMATE THE ANNUAL DIRECT ECONOMIC IMPACT OF THE PROJECT FROM OUT-OF-COUNTY VISITORS

(Number of Visitors _____ x Number of nights _____ x \$225 = _____)

PLEASE ADD EXPLANATION IF VISITOR PROJECTIONS ARE NOT QUANTIFIABLE:

HOW DOES THE PROJECT CATER TO NEW AUDIENCES OR DEMOGRAPHICS FOR THIS AREA?

This project caters to t

DESCRIBE THE ECONOMIC DEVELOPMENT NEEDS / OPPORTUNITIES THIS PROJECT WILL SERVE

There is a short term rental market in Hildale which has over 100 rental units available through Airbnb & VRBO. There are a variety of recreation and service providers like Water Canyon Winery, Edge of the World Brewery, Finny Farms, and Blue Sage. Hildale has a goal to increase the overall tourism revenue by at least 5%. These businesses employ 50 or more residents of Hildale. This means that an increase in revenue means an increase in the number of jobs and wages.

HOW WILL THIS PROJECT BENEFIT LOCAL BUSINESSES? (Directly or Indirectly)

An increase in tourism revenue will bring growth in supporting sectors such as real estate, rental and leasing, healthcare, construction, and non-tourism related retail. There will be new jobs and higher wages in these areas, as well as new business ventures. New businesses will bring more tax revenue for city amenities and programs to help all local businesses and residents.

HOW WILL IT AFFECT LOCAL PROPERTY VALUES?

Property values will be positively effected by increased tourism, as additional stores and services are created locally. Currently, residents have many services that require travel to Hurricane and St. George. Some house hunters are discouraged and look for houses outside the community. This means lower property values.

WHO WILL MAINTAIN THE INVESTMENT?

Hildale City

WHAT ARE THE PROJECTED ANNUAL MAINTENANCE COSTS

(Include labor, materials, routine maintenance and periodic major repairs?)

Maintenance cost for the the property will be included as a line item in the Hildale City annual budget.

TOURISM / RECREATIONAL VALUE

WHAT IS THE DEMAND FOR THIS TYPE OF INFRASTRUCTURE IN THE AREA?

Business owners in the area have given feedback that wayfarer signs are needed to show people where to turn off the highway for local attractions and amenities. Residence have stated that a meeting area is needed and the space is currently accomodating the Creek Valley Prevention Coalition.

HOW WILL IT ENHANCE CURRENT RECREATIONAL INFRASTRUCTURE AND OPPORTUNITIES?

Current excersion companies currently work seperatly with no direct support from any tourism office. Having a staffed welcome center will provide a human touch" to illustrate recreational oportunites for visitors and make direct recommendations.

HOW WILL THIS PROJECT BE A TOURISM DRAW FOR THE AREA?

The center will provide a welcoming area for visitors to rest and rehydrate. The interactive video display, wall murals, historical pictures, topographic table map, and guest book will make a good first impression upon visitors.

WOULD THE PROJECT SUPPORT MORE THAN ONE TYPE OF RECREATIONAL USE?
(e.g. Mtn Bikes & Horses, Runners & Hikers, etc.)

The project will highlight tour operators (ATV, Horse, Jeep) in the area and provide detailed information on safely hiking and mountain biking.

CAN THE COMMUNITY'S EXISTING INFRASTRUCTURE SUPPORT THE NEW PROJECT?
(Are there adequate facilities and services to support the demand it will bring?)

The building is existing and currently not utilized. The cities public works department, with some outside vendors, have maintained the site up until now and will continue to do so.

LIST ANY NEGATIVE IMPACTS FOR LOCALS AND HOW THEY WILL BE ADDRESSED?
(Roads, Parking, Congestion, Services, Overuse, etc.)

Additional traffic to the center could negatively impact the city with congestion. The city is working with the DOT to create a turn lane into the center. The current entrance is located off of the hwy, via Utah Ave. and conducts you through a commercial area.

MARKETING

WHAT IS YOUR MARKETING STRATEGY?

(How will you make sure the project is celebrated and utilized?)

Our marketing strategy is to use high quality destination videos with promotional QR Codes. The QR codes will be included on all signage, creating a digital welcome area for visitors.* The center will act as a physical location for visitors and will have year round events. Marketing outreach will extend to a website, SEO services, social media, press releases and physical door hangers. Direct outreach will be made to tour operators and conventions.

*Marketing examples are included as an attachment

HOW DOES THE PROJECT FIT INTO THE LONG-TERM PLANS TO IMPROVE THE VISITOR ECONOMY?

This project is the first step in an overall effort to broaden the outreach to visitors. In the long run, this will provide opportunities for visitors to stay longer while they are in Greater Zion. This will also be an anchor for tour operators to bring visitors from around the US and overseas. Long term, we hope to develop a "home base" which can feed other destinations and excursion throughout the area.

HOW DOES THE PROJECT INCREASE THE POTENTIAL FOR ATTRACTING OR DISTRIBUTING GROWTH?

Hildale City rely's heavily on tourism and supporting sectors. We envision the success in these sectors to provide distributed growth in critical sectors that are not directly related, such as manufacturing, utilities, social services to support a complex and growing infrastructure and economy.

WHAT MAKES THIS PROJECT BETTER THAN OTHER SIMILAR PROJECTS?

This project is unique to this area with no other comparables.

SUPPORT

WHAT KIND OF SUPPORT DO YOU HAVE FOR THE PROJECT? WHO IS BACKING IT?

(Attach letters of support from communities and/or agencies impacted.)

Washington County Economic Development
Upper Mesa Economic Development *
Utah Governor's Office of Economic Opportunity - Center for Rural Development
UZONA Chamber

*letter attached

DESCRIBE ANY COORDINATED PARTNERSHIPS AND THE ROLE EACH PARTNER WILL PLAY

Hildale City - Managing entity
DOT - Right of way improvement
While You Are In Town - Marketing partner

PLEASE LIST ANY FINANCIAL SUPPORTERS AND THE AMOUNT OF EACH FUNDING SOURCE

(Include signed MOU and the status of each commitment and the timeline/requirements for receiving the funds.)

All matching funds from the city will come from the Governor's Office of Economic Opportunity Grant already received by Hildale City.

WHAT IS THE RATIO OR MULTIPLIER OF THESE GRANT FUNDS TO ADDITIONAL FUNDS RAISED?

(E.g. \$50k in grant funding could be added to \$100k of the applicant's funding, equating to a 2:1 multiplier for the grant funds.)

1:1 fund ratio

PLEASE USE A SPREADSHEET TO SUMMARIZE THE PROJECT FUNDING FROM THE APPLICANT AS FOLLOWS:

- Amount from applicant organization
- Amount from partner organization(s)
- Amount from fundraising donations
- Amount from in-kind goods/services (please note that in-kind goods and services are not considered matching funds)
- Other funding not specified

ATTACHMENTS

(Please include the following with your application.)

- Location Map
- Site Plan
- Conceptual Drawings
- Letters of Support
- Maintenance Agreement
- Landowner Approval
- Project Budget Spreadsheet
- Funding Summary Spreadsheet

OVERVIEW OF GRANT TERMS

- Provide project photos and fact sheet to Washington County for promotional purposes, website, social media, etc.
- Include Washington County as a funding source in all press releases and public statements about the project.
- Include the Washington County and Greater Zion logo on all printed materials and in all paid press and electronic broadcasts promoting the project.
- Provide Washington County and Greater Zion positive exposure through signage, naming, logo and branding opportunities associated with the project as per the value of the grant.
- Provide regular updates of the project status and a recap report following the project's completion.
- Assist the County with data to support any economic impact studies involving the project.
- Obtain all necessary project permits.
- Agree to notify the Washington County immediately if the project is canceled, rescheduled or downsized.

I understand and agree to the grant requirements as outlined.

Applicant Signature _____ Date _____

OFFICE USE ONLY:

DATE RECEIVED _____

POST REPORT DUE _____

Approved by Tourism Advisory Board on _____ Amount \$ _____