

# **Tooele County Tourism Tax Grant – Background**

The primary purpose of the Tourism Tax Grant program is to provide financial support for the promotion of recreation, tourism, film production, and conventions. It is also intended to provide financial support for the maintenance and operations of convention meeting rooms, exhibit halls, visitor information centers, museums, sports and recreation facilities, and other related facilities as outlined by the State of Utah (State Code, Title 17, Chapter 31, Section 2) and Tooele County Board of Councilman (County Code, Title 2, Chapter 2).

Grant requests submitted under this process are directed to the Tooele County Tourism Tax Advisory Board. The board advises the County Council on the best use of revenues collected from the Transient Room Tax (TRT) and the Tourism, Recreation, Cultural, and Convention Facilities Tax (TRCC). It is the responsibility of the Advisory Board to provide criteria for ranking and qualifying submitted applications.

In making its recommendations to the Tooele County Council, the Tourism Tax Advisory Board (TTAB) will place particular emphasis on a project's ability to satisfy the basic objective of the program, which is to increase tourism – preferably overnight tourism.

The following criteria are given primary consideration:

- Intent. Does the project meet the requirements of state statutes and county ordinances governing the program?
- Risk Assessment. What relevant experience does the project manager and coordinating organization have? Is the project likely to be completed on time and on budget?
- Viability. What is the availability of additional financial contributions (i.e. using this grant as “matching funds” for other grants or fundraising efforts)? Does the success of the project rely wholly upon receiving this grant? What is the likelihood of program self-sufficiency in the future?
- Longevity. Upon completion, does the project provide a tangible asset for the community, versus going towards intangible and/or one-time promotional expenses? Will the project provide a reoccurring benefit (e.g. yearly)?
- Impact. How broad is the project's impact to local communities? Is the project likely to encourage overnight visitors, increase restaurant receipts, and/or boost local retail sales?
- Fund Replenishment. What potential does the project have for increasing annual TRT/TRCC receipts?
- What is the amount of the request?

Electronic submission (i.e. email) of applications is highly encouraged, for both ease and cost. Supporting documentation can be included as attachments in the same email as the original application. If the file size of attachments is too large, such materials can be uploaded to a third-party site (e.g. Dropbox, Google Drive, etc.) and accessed by embedded link in the noted email. It is the applicant's sole responsibility to ensure that the provided link(s) allows for full access to the supporting materials. Furthermore, supporting materials placed on third-party sites must be able to be shared electronically and simultaneously among all members of the Tourism Tax Advisory Board.

Electronic submissions should be sent to: [TooeleCountyTourismGrants@tooeleco.org](mailto:TooeleCountyTourismGrants@tooeleco.org)

If electronic submission is not possible, application hardcopies and supporting documentation will be accepted. It is the applicant's responsibility to submit a total of fifteen (15) copies, enough for each member of the Tourism Tax Advisory Board, the Board of County Councilman, a permanent copy for archival reference, and our partner entities. Applicants can submit hardcopies in person to the County Manager office (Mon-Fri, 8am-5pm) or mail them to: Tooele County TTAB, c/o Brittany Lopez, 47 South Main Street, Suite 300, Tooele Utah, 84074

Incomplete applications will not be acknowledged, returned, or considered.

Submissions become the property of Tooele County government and may become subject to the Government Records Access Management Act (GRAMA). It is also the applicant's responsibility to keep a backup copy of submitted applications and supporting materials for their own records, as submissions will not be returned.

Applicants may be contacted by the Tourism Tax Advisory Board for additional clarification and/or to schedule an in person interview or short presentation. These options are solely at the discretion of the Advisory Board and are not offered as a substitute for incomplete or perfunctory submissions.

All applicants will be notified in writing of the final determination of their grant request. Such notice may be provided by either regular postal service or email.

Funded projects must be completed within twelve (12) months from the time of award. Upon request of the Tourism Tax Advisory Board, the Board of County Council, the County Auditor, or an external auditor, a written report itemizing the expense of grant monies must be made available at any time during the process or after completion of a funded project. Failure to comply with the request or lacking adherence to the core intentions of the program may result in the immediate forfeiture of remaining award monies and/or result in a demand to reimburse grant monies already expended by an applicant, their agents, or contractors.

Tourism Tax Grant recipients are required to acknowledge project funding, whether whole or partial, through the conspicuous placement of a plaque or marker on any facility or equipment purchased, repaired, or maintained through this program; as well as provide acknowledgement in all promotional materials and mediums, including but not limited to the Tooele County logo.

Sample language acknowledging receipt of funds under this program:

"Funding provided by Tooele County Tourism Tax Grant"

**To be eligible for consideration, grant applications must be received no later than 5:00 PM on Monday, the 1st of February, 2021. Our preference is to have them submitted digitally to:**

TooeleCountyTourismGrants@tooeleco.org

**It is the sole responsibility of the applicant to verify that the application and supporting documents have been received by the deadline.**

**\*\*\*No exceptions\*\*\***