JUAB IS

The Juab Tax Advisory Board (JTTAB) is charged with investing revenue collected through Transient Room Tax (TRT) and the Restaurant and Car Rental Tax (TRCC) to promote and market the region as a destination for tourism, outdoor recreation, and leisure travel. The mission of the JTTAB is to enhance the economic vitality of Juab County through increased tourism and visitor spending.

Any funding awarded by the Juab Tourism Tax Advisory Board (JTTAB) is on a 1:1 matching basis up to $2,000 per event for actual dollars spent. For example, if the maximum award were given, the organization would need a minimum total of $4,000 in qualifying expenses to receive the $2,000 of the JTAB grant funding. Matching funds do not include in-kind donations.

This grant is partially funded by the UOT CO-OP marketing grant. All applicants must adhere to the Utah Office of Tourism Cooperative Marketing Grant - Round 2025 Guidelines, most notably the inclusion of the Utah office of Tourism's Life Elevated logo. Find logos in this folder.

There is no guarantee that all applicants will be awarded funds. Even though a project may qualify, limited funds may not allow all projects to receive assistance. JTAB will recommend to the commissioners how the funds should be used. All decisions regarding awarding of funds are at the discretion of the Juab County Commission and are final. The JTAB reserves the right to adjust funding parameters in accordance with the number of proposals received and available funds.

Purpose and Eligibility

- Increase tourism to Juab County.
- Encourage people to stay overnight, shop, eat and recreate in Juab County.
- Increase advertising exposure for Juab County regionally nationally, and/or internationally.
- Encourage local people and organizations to become involved in promoting tourism in Juab County.
- Assist in the development of new events.

Eligible Projects

- Digital Media, PPC, email marketing, banner ads, social, and google ads.
- Print, newspaper flyer, direct mailer.
- Broadcast Media: cable, TV, radio.
- Publications, magazines, guides
- Out of Home Billboards, outdoor advertising, posters

All applications must be submitted to **shannam@juabcounty.gov** by **March 1** and will be reviewed on the second Tuesday in March during the Juab Tourism Tax Advisory Board Meeting. **All applicants will be required to participate in an interview, either in person or remotely, as a condition of receiving grant funds.** Applicants will be contacted to schedule an interview for the evening of **March 10**, with a remote option available. Following the interview and review process, grant recipients will be notified of funding decisions by **April 15**.

JUAB IS

Juab County Event Funding Application

Event Name: _____

Event Date: _____

Email Address: _____

Contact Name: _____

You must fill out the Juab County Event permit, pay all applicable fees, be approved, and added to the Juab County Event Calendar to receive funds. The forms can be found at https://juabcounty.gov/special-event-application/

If your event/activity does not take place, you must return funds to the Juab Tourism Tax Advisory Board. All monies must be used for marketing purposes only, and a written report is due at the event's end. Failure to provide a written report 60 days after the conclusion of the event automatically disqualifies an organization from receiving a grant in the following year.

Application Questions:

Feel free to utilize additional space or pages to answer the following questions.

1. Please describe the marketing campaign and how these funds will support it.
2. Describe how and why this event will draw tourists from outside Juab County.
3. What is the amount your organization is requesting? Remember, this amount must be matched.
4. Does your event positively impact the community? If so, please describe.

Return application by March 1st to shannam@juabcounty.gov
Address: Juab County Tourism Director 160 N. Main St. Nephi, Utah 84648
Questions: 435-623-5203

Signature Date

Juab County Event Funding Report

Event Name: _____

Event Date: _____

Email Address: _____

Contact Name: _____

Within 60 days of completing your event, grant recipients will be required to provide a follow-up report, along with receipts and invoices to shannam@juabcounty.gov. Failure to do so will prevent you from receiving future funds.

The report should include the following information:

1. How many people attended/participated compared to the projected number?
2. What was the estimated return on investment (ROI) derived from the grant?
3. What challenges did you face and what were the key successes to the campaign?
4. Supporting documentation, including receipts or invoices, may be requested; applicants are advised to retain all records for their files.