



Destination Development & Management Opportunities

EDA/ARPA Grants

Program Guidelines - Round 2

This grant is provided by the Economic Development Administration (EDA) with American Rescue Plan Act (ARPA) funds. 3 opportunities have been developed by the Utah Office of Tourism (UOT) to support local tourism development & management initiatives throughout the state. **There is no match required for these grants.** All projects must be completed by May 2026. All applicants will be required to provide a Unique Entity Identifier. All UOT ARPA Grants are “post-performance.”

Feasibility & Economic Impact Studies (FEIS)

A competitive grant program to fund the study of tourism product feasibility and true economic impact. Recipients of the grant will receive technical assistance from a consultant to study and analyze the feasibility and/or current or projected impact of a tourism asset or type of tourism.

The Utah Office of Tourism (UOT) will cover technical assistance costs up to \$50,000. Applicants may choose a consultant from a vendor list, or choose their own. Please note that if applicants choose they will have to follow state and federal procurement standards, subject to review and approval by both UOT and the Economic Development Administration (EDA).

Product Development Studios

A competitive grant program to provide applicants with training opportunities and consulting services focused on a specific type of tourism product. Recipients of the grant will receive technical assistance from a consultant(s) to focus regional and local efforts on product development and management. This grant will convene stakeholders to create a shared vision, organization, and strategy for the development, marketing, and management of specific products, amenities, or activities.

The Utah Office of Tourism (UOT) will cover technical assistance costs up to \$50,000. Applicants may choose a consultant from a vendor list, or choose their own. Please note that if applicants choose they will have to follow state and federal procurement standards, subject to review and approval by both UOT and the Economic Development Administration (EDA).

Implementation Grants

The purpose of this grant is to provide stakeholders with the funds necessary to implement non-construction action items found in strategic plans in order to increase a destination's management, marketing, and development abilities.

Examples include but are not limited to:

- Equipment and collateral purchases
- Studies and plans
- Design
- Organization

The Utah Office of Tourism (UOT) will cover technical assistance costs up to \$25,000. Applicants may choose a consultant from a vendor list, or choose their own. Please note that if applicants choose they will have to follow state and federal procurement standards, subject to review and approval by both UOT and the Economic Development Administration (EDA). Additionally, the applicant will provide information to the EDA for an environmental review which may require additional time.

Round 2

Applications are accepted from August 1 - September 1, 2023 at 5:00 pm. Applications will be reviewed by the UOT ARPA Review Committee and either denied or "conditionally approved" and will be sent to the EDA for their final approval. Review by the EDA may take up to 60 days. Future rounds may be conducted if funds are available.

WHO IS ELIGIBLE TO APPLY

Qualified applicants must be an organization exempt from Federal Income Tax under Section 501 of the Internal Revenue Service Code for a minimum of one year. This includes: Municipalities, counties, federally recognized tribal governments, and nonprofit organizations, including but not limited to destination marketing and management organizations (DMO), convention and visitor's bureaus (CVB), chambers of commerce, and other nonprofit institutions and organizations strongly connected to tourism, travel, and outdoor recreation. Nonprofit organizations will also be required to submit additional documentation.

INELIGIBLE PROJECT EXPENSES

- Engineering specifications
- Operational costs
- Construction projects are not permitted

HOW TO APPLY

To apply, find the application form at travel.utah.gov

APPLICATION REVIEW PROCESS

The UOT ARPA Review Committee will review all applications received by the deadline for compatibility with program guidelines. All eligible and complete applications will proceed to scoring. Members of the UOT ARPA Review Committee will individually review and score the qualified applications according to the criteria outlined below.

SCORING PARAMETERS

Applicants must receive a score of 25 or higher

SCORING/RANKING

An objective review to score each application will be based on the following point system:

UOT – EDA/ARPA Round 2 SCORING/RANKING

An objective review to score each application will be based on the following questions and point system:

1. Describe the project – what is the scope of work? (5 pts)
2. What are the goals for the project? (up to 5 pts overall)
3. Please provide (attach) a draft budget. (up to 5 pts overall)
4. What are the deliverables/outcomes for the project? What constitutes success for this project? (5 pts)
5. Description of how the project fits in with the organization's destination management and development goals (up to 5 pts overall)
6. What actions will the organization be prepared to take based on the results of the project? (up to 5 pts overall)
7. Does the project include partners? (3 pts)
8. Are there letters of support from stakeholders?
9. Is there a letter of support from the local DMO?