

Grand County/City of Moab Economic Vitality Five-Year Action Plan

Mission Statement:

To seek opportunities to build a strong community through a broad-based, sustainable and environmentally sensitive economy; to serve as a catalyst for increased business retention, expansion and attraction, and to help create quality job growth in Grand County.

Goal 1:

Encourage local entrepreneurship and small business development and expansion by expanding financial and other resources available to entrepreneurs and small businesses.

Objective 1: Promote establishment of a full-time Small Business Development Center (SBDC) by 2006 by working with state and local economic development agencies.

Action Steps:

1. Send letter of interest to the State of Utah regarding establishment of an SBDC in Moab.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/2005	MAED		C of C	

2. Work with State SBDC officials to discuss establishment of an SBDC in Moab.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/2005	MAED		C of C, USU County, City	

3. Pursue funding options for establishment of an SBDC in Moab.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	MAED	State grants, USU, EDA, local match	MAED C of C, USU, County, City, GOED, EDCU	

Objective 2: Facilitate development of new and use of existing industrial parks.

Action Steps:

1. Facilitate feasibility study to ascertain the marketability and demand for additional industrial and/or commercial parks.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
9/30/07	MAED	CIB GOED,EDCU, EDA, local match	BLM, SITLA, private land owners, county, city	

2. Meet with State, Federal and private land owners to discuss potential new industrial park sites.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
3/31/07	MAED, GOED, EDCU, EDA	CIB, EDCU, EDA, local match	BLM, SITLA, State of Utah, EDA, County, City	

Objective 3: Promote twice-per-year regional training programs such as NexLevel seminars to strengthen entrepreneurial activity.

Action Steps:

1. Work with the Price and Blanding SBDC offices and Utah State University in developing a training schedule.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	MAED		SBDC, GOED, USU	

Draft May 2005

2. Determine types of employer training to offer by working with the Moab Area Chamber of Commerce and the Department of Workforce Services.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	DWS, C of C		MAED	

3. Run first program by the First Quarter of 2005.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
3/31/05	SBDC, MAED		C of C	Completed <i>Fast Start</i> class Spring 2005

Objective 4: Support development of a business incubator by 2010 by working with state and local economic development agencies.

Action Steps:

1. Assemble data and information regarding the feasibility of a Grand County business incubator by the end of 2008

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/08	MAED		County, City, C of C, SBDC, SEUALG, GOED	

Objective 5: Work with applicable businesses in effectively utilizing the benefits of the Enterprise Zone, the Recycling Zone and other Utah incentive programs and promote expansion of these zones to include more local businesses.

Action Steps:

1. Publicize Enterprise and Recycling zones through twice yearly information campaign including mailings, e-mails, visits, etc. to eligible businesses.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	MAED		Local business organizations, local accountants	

Objective 6: Facilitate yearly seminars for business owners regarding marketing and outreach.

Action Steps:

1. Hold twice-per-year marketing seminar/conference in Moab.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	MAED, C of C	DWS, EDCU	GOED, SBDC, SEUALG, GOED	

Objective 7: Develop mentor programs for business owners by 2006.

Action Steps:

1. Sponsor a yearly business mentoring roundtable/meetings (sponsored by the Mayor).

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	Mayor's office		MAED, C of C, private business owners	

2. Support regular “Tech Night” gatherings.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	Tech Night Group		GOED C of C, MAED	

3. Investigate existing mentoring programs and grants and their applicability to Moab.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/06	MAED	EDCU, local match	C of C, GOED, USU, SLCC, Library, local grant writers	

Objective 8: Develop and create consultation programs for existing businesses.

Action Steps:

1. Work with USU and consultation businesses in 2005 and 2006 to develop a calendar of educational business consulting events and programs for existing businesses.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/06	MAED		Local companies	

2. Work toward integrating a consulting program for existing businesses into Grand County SBDC concept by developing Moab-specific programs and working with the Governor’s Office of Economic Development. (concurrent with SBDC creation efforts)

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Coincide with SBDC	MAED		SBDC, GOED, USU, SEUALG	

Objective 9: Work with the Chamber of Commerce and local government entities in creating a business liaison program that would assist new and existing businesses in navigating through state and local regulatory and licensing processes by the end of 2005.

Action Steps:

1. Develop proposal to Grand County and the City of Moab by the end of 2005 to create liaison program.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
6/30/06	C of C		MAED, County & City Planning Depts, SBDC	

Objective 10: Coordinate City and County licensing and permitting services to streamline approval processes by the end of 2006.

Action Steps:

1. Familiarize economic development committee and local officials with current permitting processes and procedures by the end of 2005 by working with city and county permitting staff.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
3/31/06	C of C		MAED	

2. Organize meeting with interested businesses by March, 2006 to determine perceptions of obstacles in and assets of permitting processes.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
6/30/06	MAED		C of C, County, City	

Draft May 2005

3. Report results to local officials as to recommended changes in permitting processes and procedures.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
9/31/06	MAED		C of C	

Objective 11: Perform periodic market analyses and surveys to determine market needs and perceptions, and communicate information to the public.

Action Steps:

1. Review previous surveys and analyses and determine next steps.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/06	MAED			

2. Work with the Travel Council to implement marketing strategies by meeting with the Travel Council on a quarterly basis.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	MAED representative		MATC	

3. Make previous survey results and implementation strategies known to businesses through presentations dedicated to specific topics.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	MAED		C of C, GOED, SEUALG, MATC	

Draft May 2005

4. Supplement surveying in 2007 and provide information to businesses and other affected entities in 2008.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/07	MAED, MATC		C of C, local businesses	

5. Work with Governor's Rural Partnership Board in identifying the most beneficial and efficient use of state resources to encourage rural development.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/07	MAED		Governor's Rural Partnership Bd., SEUALG, GOED	

Goal 2:

Provide sufficient infrastructure and community facilities to meet development needs.

Objective 1: Support expansion of utilities and infrastructure as needed to accommodate business expansion (ongoing).

Action Steps:

1. Coordinate with Grand County in helping implement capital projects prioritization process.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/06	County, Thompson Water Dist.	CIB, State Water funds, EDA	MAED, private landowners, SITLA, BLM	

2. Support South Area Planning Efforts.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	City, County, San Juan County, GWSSA,, SITLA	Quality Growth Commission		

Objective 2: Support expansion of health care services and long term care services (ongoing).

Action Steps:

1. Encourage & support Moab Area Partnership for Seniors (MAPS) project by interfacing with MAPS Committee throughout life of the project.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	MAPS	State, Federal, Foundation, Housing funds	MVHC, Hospital District, land owners, private developers	

Objective 3: Support expansion of airport services and offerings.

Action Steps:

2. Support and encourage Airport Board in its efforts to provide infrastructure and facilitate policy changes to allow for expanded and improved service options

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	Travel Council, Airport Board		MAED	

Objective 4: Engage in comprehensive multi-agency transportation planning efforts.

Action Steps:

1. Coordinate with Grand County and the City of Moab in facilitating a corridor study by 2006 to deal with truck and other highway issues.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/06	County, City	Federal Highway, NAFTA funds	UDOT, NPS,	

2. Support efforts of motorized and non-motorized trail groups in developing trail management plans and expansion of non-motorized trails.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	Trail Mix	Highway enhancement, Utah Trails	Recreation user groups, Moab Trail Alliance	

Draft May 2005

3. Support efforts to determine economic impacts of developing routes to gain or enhance access to natural resources.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/06	MAED	CIB	Uintah County, DOGM, BLM, SITLA, oil co.'s, UDOT	

4. Provide a letter of support in 2005 for the Grand County Travel Council regarding tourist-related scenic highway designations.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	MAED		Travel Council	

Objective 5: Support expansion of utilities and infrastructure as needed to accommodate development of affordable housing.

Action Steps:

1. Re-examine existing zoning rules by the end of 2007 to ascertain opportunities to provide more affordable housing.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/07	MAED		County & City Planning Depts., SEUALG, GCHA	

2. Develop funding sources to offset affordable housing impact costs by 2008.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/08	MAED	City, County, Fed & State Housing funds	SEUALG, Utah Power, GCHA.	

Goal 3:

Support efforts to appropriately develop, utilize and/or preserve the area's natural resources.

Objective 1: Explore opportunities to increase mineral extraction and development in the most beneficial and least obtrusive locations.

Action Steps:

1. Develop and communicate to the public and public officials a process for identifying appropriate locations for oil and gas exploration.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	MAED (subcommittee)			

2. Prepare a report and map of oil and gas development potential in Grand County and prepare an economic cost benefit analysis of oil and gas development in Grand County

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
6/30/06	MAED (subcommittee) County Road Dept.		BLM, SITLA, DOGM,, NPS, State Parks, oil & gas companies & trade groups, environmental groups, citizens	

3. Work with extraction industry companies on proposals that have the potential to create employment opportunities for county residents and/or create revenue enhancement potential for local government.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	MAED		DOGM, BLM, SITLA, oil & gas companies & trade groups	

4. Work with regional partners to increase extraction industry employment opportunities through job-specific training programs.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	MAED		Workforce Services, USU, CEU, ATC, industry organizations and companies	

Objective 2: Support efforts to fund and perform region-wide and other water studies for Grand and San Juan counties.

Action Steps:

1. Support legislative efforts to fund regional water quantity and quality studies.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	County, City	Federal and State governments	South Corridor Planning Group, GWSSA, Nature Conservancy	

Objective 3: Work with federal and state officials to maximize local participation in efforts to remediate the Atlas Uranium mill tailings site.

Action Steps:

1. Work with DWS to provide training for potential employment opportunities

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Based on clean-up schedule	MAED, DWS, DOE, DEQ	Federal and State govt.	GOED, USU	

2. Work with private landowners to maximize future use of infrastructure needed for clean up.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Based on clean-up schedule	MAED, DWS, DOE, DEQ, Union Pacific Railroad, land owners		GOED	

Objective 4: Support efforts to protect and preserve ground water quality and quantity in Grand County by supporting zoning and other regulatory efforts toward this end.

Action Steps:

1. Encourage local zoning of sensitive areas to protect ground water quality by the end of 2005.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	County Planning Commission		MAED	

1. In south area planning process, communicate Grand County's position that extension of water and sewer services into San Juan County should take into consideration economic impact on Grand County businesses as well as water quality and quantity issues.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	County		San Juan County, GWSSA, City	

Objective 5: Support programs that encourage the use of alternate energy sources, including wind and geothermal sources.

Action Steps:

1. Help promote business and residential use of efficient energy sources.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	MAED, Mayor's office		Utah Power, businesses and individuals.	

2. Help market Grand County area as a leader in the use of alternative energy sources.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	City, County		MAED	

Goal 4:

Recognize the importance of Grand County’s quality community life and scenic assets in promoting economic development, and protect and enhance these values and resources.

Objective 1: Support once-per-year and on-going multi-agency-coordinated community-wide clean up projects and community service projects.

Action Steps:

1. Coordinate and fund yearly county-wide clean-up efforts.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	Civic groups, individual volunteers	County, City, Travel Council, Service Clubs	County, City, Bob’s, Landfill, Recycling Ctr., Green Solutions	

2. Work with County clean-up committee to determine appropriate locations and transportation means for disposal of junk cars.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
3/31/06	County Cleanup Committee	City, County		

Objective 2: Promote value-added agriculture by coordinating resources.

Action Steps:

1. Establish needs of wine industry in Grand County by 2006, and lobby to support wine industry.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/06	MAED		Wineries	

2. Assist Youth garden project to establish incubator-type commercial kitchen facilities

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	Youth Garden Project	Grants	MAED, local growers	

Objective 3: Support efforts to improve and beautify downtown shopping areas by supporting local government and business initiatives.

Action Steps:

1. Work with the Chamber of Commerce and downtown property owners, and the City of Moab in encouraging development of downtown amenities.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Annual Review	C of C		MAED, GOED, Main St. program, City, local businesses	

2. Work with the National Park Service and Forest Service to relocate Forest Service downtown office to provide for downtown amenities.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	Mayor's office, MAED	State, Federal funds	Federal Agencies, City, County, business owners	

Goal 5:

Provide and coordinate resources for local employees in order to increase marketability and sustainability of Grand County labor force.

Objective 1: Encourage development of affordable housing by working with developers in finding incentives, locations and partnerships and by supporting local government efforts to streamline approval processes. (ongoing).

Action Steps:

1. Keep abreast of affordable housing projects and issues by providing an annual update.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05, ongoing	MAED		County, City, GCHA, Planning Depts., Local developers	

2. Develop funding sources to offset affordable housing impact costs by 2008.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/07	County, City	County, City, Federal, State, CDBG	GCHA, SEUALG, USDA, CDBG	

3. Help create an appropriate affordable housing plan for Grand County.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/07, ongoing	MAED		County, GCHA, Planning Dept, Local developers	

Objective 2: Provide continuing screening, training and customer service workshops for prospective employees.

Action Steps:

1. Provide support for the Department of Workforces Services in providing regular employee training.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	DWS		C of C, MAED	

Objective 3: Support expansion of higher education offerings.

Action Steps:

1. Continue active involvement in pursuing aims of Grand Higher Education Foundation.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	MAED		USU, Foundation,	

2. Work with Workforce Services and Utah State University in identifying prospective faculty.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	USU, DWS		MAED, County, City	

Objective 4: Provide industry-specific training.

Action Steps:

1. Organize industry specific training for health care field and jobs related to the Atlas Tailings Pile as well as other opportunities as they arise.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	DWS	Workforce Investment Act	ATC, local companies, MAED	

2. Take better advantage of “Custom Fit” program by informing employers about the program through public promotion campaigns.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05 yearly	MAED, C of C	Custom Fit	Custom Fit customers	

Objective 5: Develop target percentage and industry-specific model for measuring job wage growth.

Action Steps:

1. Work with the Department of Workforce Services Regional Economist in 2005 in gathering relevant information to create targets.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	DWS		MAED, C of C,	

2. Focus on developing target wage growth for health care industry by 2007.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	DWS		MAED	

Goal 6:

Increase educational resources and opportunities for Grand County residents and promote the development of destination-oriented higher education programs and offerings.

Objective 1: Encourage Utah State University to develop programs specifically related to the geography, culture and resources of the Moab area by working with USU officials and other relevant community groups.

Action Steps:

1. Work with USU to develop preliminary plan to lay out specific curricula in areas such as natural resources, resort management, hospitality management and outdoor recreation.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
6/30/06	MAED, USU		USU, City, County, Fed & State Agencies	

2. Work with and encourage USU to extend concurrent enrollment by helping make presentations to students.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/05	USU, GC Schools		MAED	

Objective 2: Support development of a private destination higher education institution.

Action Steps:

1. By the end of 2006, fund a feasibility analysis of developing a relationship/partnership with an existing higher education institution..

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/06	MAED	County, City, private donations	County, City, private citizens	

Objective 3: Support improvements to the Grand County School District.

Action Steps:

1. Support improvements to the Grand County School District as opportunities arise.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	MAED		County, City, School Dist.	

Goal 7:

Enhance tourism-related economic development activities.

Objective 1: Support and facilitate expansion of the convention travel industry.

Action Steps:

1. Work with the Grand County Travel Council in encouraging convention travel by meeting with the Travel Council to gather information and determine cooperative efforts.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
4/30/05	MAED, MATC			Committee formed, assembling data

2. Investigate development of a convention center by pursuing public and private partnership options and identifying potential suitable locations..

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
6/30/06	MAED, MATC			

3. Research communities with convention centers to determine potential benefits to Grand County and providing this information to the public, business owners and public officials.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
6/30/06	MAED, MATC		C of C, Lodging Assn., private businesses, City, County	

4. Support enhancement of support services for existing convention and business travel such as catering, transportation and personal services.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	MATC		MAED, C of C, Lodging Assn., private businesses	

5. Assemble a list of necessary additions and expansions at airport to better facilitate tourism and convention related travel.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/30/05	MAED, MATC, Airport Board, County Council		C of C, Lodging Assn., Salmon Air	

Objective 2: Promote development of paleontological tourism.

Action Steps:

1. Meet with State Paleontologist to determine opportunities for paleontology tourism.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
6/30/05	MAED			Two meetings have taken place

2. Develop a plan for future paleontology tourism.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
3/31/06	MAED, MATC		C of C., BLM, NPS, SITLA, USU, other Higher Ed. institutions, Museum, citizens	

Objective 3: Encourage year-round events (ongoing).

Action Steps:

1. Support efforts of Moab Area Chamber of Commerce to promote year-round events by continued involvement with the Chamber of Commerce and continued Chamber representation on the Economic Development Committee.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	C of C		MAED, MATC	

Objective 4: Support improvements to county-wide trail system.

Action Steps:

1. Set up fund balances to help match federal grants for trail expansion.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
9/30/05	County, City, Trail Mix, other trail groups		C of C, Recreation District	

2. Support efforts of trail committees by staying abreast of their activities and providing input and support as needed by participating in meetings and discussions

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	MAED			

Objective 5: Enhance current tourism marketing and education (ongoing).

Action Steps:

1. Organize a yearly meeting with the Travel Council and the Economic Development Committee, along with interested public officials, in order to obtain information about Travel Council activities and provide input to the Travel Council about tourism marketing and education.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Annually	Travel Council		MAED, C of C	

2. Determine economic impact of tourism on the community by working with local governments and the Department of Workforces Services Regional Economist, and provide information to the public and local elected bodies.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Annually	DWS		MAED, C of C, MATC, NPS, BLM	

3. Proactively use studies, visitor surveys and leakage studies to prepare and disseminate information about tourism and visitor activities and attitudes.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Annually	MAED		C of C, MATC, DWS, Park Service	

Objective 6: Enhance efforts to increase filming activity in Grand County (ongoing).

Action Steps:

1. Participate with the Utah Film Commission in their efforts to bring more films to Utah through activities such as participation in film location trade shows and regional film festivals.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	Film Commission			

2. Investigate feasibility of organizing a local working group or committee to assist with film related projects and activities.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/06	Film Commission			

3. Develop an email list of film industry support contacts and arrange twice-yearly gatherings of contacts to discuss industry perspectives and marketing opportunities.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	Film Commission			

Goal 8:

Expand and promote cultural and recreational offerings.

Objective 1: Develop and offer a Moab Film Festival by 2008.

Action Steps:

1. Focus on development of student film festival by working with universities, local film society and local film industry contacts.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/06	MAED, Film Commission		Colleges, local film society, C of C	

Objective 2: Promote growth of art, music and theatre programs.

Action Steps:

1. Support existing programs by keeping abreast of and promoting activities (festivals, events, etc.)

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	MAED, MATC		Canyonlands Arts Council, C of C	

2. Support efforts to renovate and upgrade Star Hall.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	Star Hall Committee	CDBG, foundations, contributions, Humanities Council	MAED, Canyonlands Arts Council, performing arts groups	

Draft May 2005

3. Encourage creation of a downtown outdoor performing venue by investigating locations and partnerships by 2006.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
12/31/06	MAED		Landowners, performing arts groups	

Goal 9:

Provide information to public officials, business owners and the community regarding economic development activities, trends and opportunities.

Objective 1: Track and measure economic development activities on an annual basis.

Action Steps:

1. Track wage and unemployment trends in different industries by working with the Department of Workforce Services.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Annually (November)	MAED, DWS			

2. Track business start-up, expansion and closure rates by working with the City and the County.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Annually (November)	MAED		County, City, C of C, SBDC, SEUALG, financial institutions	

3. Produce quarterly Economic Development Newsletter and distribute to all interested businesses and residents.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Ongoing	MAED			

4. Develop an annual Economic Development Work Plan based on the five year plan for approval by the City and the County.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Annually (September?)	MAED		County, City	

5. Track progress on five year plan and annual work plan.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Annually (September?)	MAED			

6. Provide an annual report to the public and elected officials that shows progress on all tracked items and presents the Economic Development Work Plan for approval.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Annually (September/October?)	MAED		County, City	

7. Begin updating the five year plan in March 2008, for approval in November, 2008.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
3/31/08	MAED			

Objective 2: Obtain input from and provide information to the public and public officials regarding economic development activities on a quarterly basis.

Action Steps:

1. Create a standing agenda item for City and County governing bodies to provide a quarterly report of economic development activities.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
Quarterly	MAED		County, City	

Objective 3: Examine decision-making mechanisms by which economic development plans, goals and objectives are established.

Action Steps:

1. Determine suitability of existing Economic Development Committee structure versus alternative structures, including the alternative of an appointed board.

Target Date	Lead Agency/Agencies	Possible Funding Sources	Implementation Partners	Status/Date
3/31/06	MAED		County, City	