

Sustainable Tourism Grant

Up to \$30,000 | Applications Due April 28, 2023

Overview

Park City & Summit County's Sustainable Tourism Plan intends to create a future where we consider community and environmental benefits with the same weight as economic benefits, resulting in a thriving community and destination. The Sustainable Tourism Grant was developed to fund programs, initiatives, promotions, and events that help support the objectives outlined in the Sustainable Tourism Plan:

- Cultivate local pride and respect for the Park City / Summit County experience
- Implement sustainable transportation, housing, water, energy, and waste management policies and initiatives
- Protect and manage our natural environment to enable sustainable outdoor recreation
- Ensure the long-term resilience of the Park City / Summit County economy
- Equalize the economic benefits and mitigate impacts of the visitor economy
- Leverage messaging and programming to accelerate sustainable tourism
- Foster the development and management of Summit County's art and culture tourism assets

For more details, review the Sustainable Tourism Plan in full [here](#).

Applicants may request an award of up to \$30,000 to partially or fully fund eligible Sustainable Tourism projects.

Examples of Eligible Projects

This grant program will help support diverse projects across the tourism economy. Below are some examples of types of projects we envision funding. This list is not intended to be exclusionary, just to provide food for thought.

General

- Tourism workforce development (e.g., frontline staff training programs, skills-based training programs, advancement programs)
- Tourism-related strategic planning (e.g., stakeholder and resident engagement, event management plans)
- Development of voluntourism programs
- Spreading economic impact to need times with lower visitation (e.g., mid-week, shoulder season, off-peak, etc.) and distribute economic impact more equitably throughout the community
- Visitor education programs

Festivals & Events

- Event-specific surveys and research (e.g., feasibility studies, economic impact reports, visitor impact studies, and visitor profile reports)
- Efforts to reduce event greenhouse gas emissions
- Measures to reduce the generation of waste and to reuse, recycle and/or repurpose unavoidable waste
- Projects to increase access and inclusion for all attendees and staff
- Projects that decrease traffic impacts from major events
- Communication campaigns to raise awareness of sustainable measures for attendees
- Hiring external consultants to create a sustainability action plan

Outdoor Recreation

- Projects that increase the accessibility of outdoor experiences for underrepresented communities
- Recreation site development and improvements (includes wayfinding & signage)
- Cycling infrastructure (includes repair stations, cycling tours, etc.)
- Waste management & diversion solutions in recreational spaces
- Parking/transportation strategies that encourage less single occupancy vehicle use
- Visitor education on trail etiquette

Businesses & Business Districts

- Wayfinding enhancements
- Clean-up/beautification (such as low-water landscaping, local murals, etc.)
- Increasing availability of public water refill stations
- Historical interpretation, preservation, rehabilitation, and restoration
- Projects that increase accessibility
- Projects that enhance arts and culture
- "Buy local" campaigns and incentive programs

Notes on eligibility

- Project must be in located in Summit County, UT
- Government organizations are eligible only in collaboration with other non-profit, public, and private sector organizations
- Funds cannot be used to support employee salaries, but may be used to hire consultants providing outside expertise (e.g., consultant to evaluate event waste management practices)
- To be eligible to receive grant funds, applicants must be a member of the Park City Chamber of Commerce in good standing as of May 1, 2023.

Selection process

Applications are first vetted through an internal review to ensure eligibility and that all required materials have been submitted. Incomplete applications may be rejected.

The Park City Chamber & Visitors Bureau (PCCVB) will appoint a committee to review eligible applications. Applications will be scored using the rubric provided (page 6). Grants will be awarded based on application scores, availability of grant funding, and PCCVB Board final approval.

Timeline

Monday, April 3: Applications open

Friday, April 28: Applications close

May-June: Applications are evaluated and scored by committee

Tuesday, June 27: PCCVB Board approves final grant awards

Monday, July 10: Award recipients notified

Submission Instructions

Please submit an electronic copy of the completed application to morganmingle@visitparkcity.com no later than EOD April 28, 2023.

Award Distribution

Grant funds will be distributed no earlier than July 10, 2023. Before grant funds can be distributed, recipients must submit a Project Report (page 7), an invoice, and a W-9 form. All grant funds must be requested and invoiced before June 15, 2024, or awarded grant funds will be forfeited by the grant recipient.

Sustainable Tourism Grant Application

General Information

Name of project, event, or program:

Lead individual or organization:

Supporting individuals or organizations:

Total Sustainable Tourism Grant funds requested:

Point of Contact Information

Name:

Email:

Phone Number:

Project Overview

Briefly describe the proposed project or event (1-2 sentences):

Project or event location:

Expected project timeline or event dates:

Explain how this project or event will be managed:

Proposed Budget

Attach an overall budget (revenues and expenses) for this project or event. Clearly indicate which budget line item(s) would be offset by the requested grant funds.

Total funds being sought via other grant funds (e.g., Restaurant Tax Grant, RAP Tax Grant, Utah Office of Tourism Grant, etc.):

Project Impact

List which initiative(s) in the Sustainable Tourism Plan this project helps support. Provide a brief justification for each (1-2 sentences).

If this project is an event or ongoing initiative, how will these funds help implement new sustainability initiatives beyond previous year's efforts?

How does this project or event help support the visitor economy in Park City/Summit County?

How will this project or event reduce the impact on the natural environment?

How does this project or event support quality of life for residents and/or workforce?

Does this project make considerations for or specifically support under-served communities? (e.g., people with a physical or mental disability, non-native English speakers, LGBTQ+, etc.)

What do you consider a successful use of these grant funds? How is success measured?

Evaluation Rubric

	10 (Excellent)	6 (Good)	2 (Okay)	0 (Not Adequate)
Proposal has a strong rationale and significance				
Proposal is innovative, representing the implementation of new insights or ideas				
Proposal is well-planned, thought out, and provides a clear, reasonable timeline				
Proposal budget includes costs that are necessary and reasonable				
Proposal clearly communicates how it supports Sustainable Tourism Plan objectives				
Proposal has the potential to make meaningful impact on Sustainable Tourism Plan goals				
Proposal provides benefit for the visitor and local economy				
Proposal clearly supports or gives access to underserved communities (e.g., people with physical or mental disability, non-native English speakers, LGBTQ+, etc.)				
Proposal shows community collaboration, either with multiple organizations or meaningful community input				
Proposal provides a clear picture of how success will be measured				
TOTAL				



Project Report (to submit with invoice)

Name of Project, Event or Program:

Lead individual or organization:

Supporting individuals or organizations:

Total Sustainable Tourism Grant Funds awarded:

Describe how you met Sustainable Tourism objectives:

Please submit this completed form, an invoice, and a W-9 to Morgan Mingle at morganmingle@visitparkcity.com. Materials must be received by June 15, 2024 or grant funds will be forfeited.