UTAH OFFICE OF TOURISM | INSTITUTE OF OUTDOOR RECREATION AND TOURISM

TAKEAWAYS AND RESOURCES

SESSION 4: HOW TO FIND FUNDING RESOURCES TO ALLEVIATE ANY NEGATIVE IMPACTS CAUSED BY COVID-19

PANELISTS

- Jamie Hackbarth, Deputy Economic Development Representative, U.S. Economic Development Administration
- Donald MacMillan, Lender Relations Specialist, U.S. Small Business Administration
- Patrick Morrison, Program Specialist, Utah Office of Outdoor Recreation

WATCH THE FULL SESSION

HIGHLIGHT REEL (COMING SOON)

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION - RESOURCES & FUNDING OPPORTUNITIES

Economic Development Administration (EDA) focuses on:

1. America's global economic competitiveness
2. Community-led economic development
3. Resilient and agile local economies

Investments are defined by locally-based needs and assets.
Competitive funding at regional and national levels.
$10 million available in regular fiscal year funds.

EDA Investment Priorities include:

- Equity, Recovery & Resilience, Workforce Development, Manufacturing, Technology, Environmentally-Sustainable Development, Exports & Foreign Direct Investments
  - Competitive applications typically identify 1 to 3

Diverse Portfolio & Scope of Program Funding Opportunities

- Public Works Economic Adjustment Assistance (PWEAA) funds:
  - Small scale planning grants ($50 - 200,000)
  - Programmatic/operational grants ($500 - 1M)
  - Large infrastructure/construction grants ($2M - 3M)

Eligibility

- Any public entity (state, city, town, non-profit with local government support, etc.)
- Requires 1:1 match from state, city, county, private, etc.
- Projects are defined by who's benefitting

Determining if the EDA is a good fit for your project

- View the Notice of Funding Opportunity (NOFO) for FY 2021 American Rescue Plan Act Travel, Tourism, and Outdoor Recreation
- Consult with your local Economic Development District (EDD) for planning & technical assistance
- Consult with your regional Economic Development Representative
- Subscribe to the EDA newsletter

UTAH OFFICE OF OUTDOOR RECREATION - RESOURCES & FUNDING OPPORTUNITIES

Utah Office of Outdoor Recreation (UOOR)'s mission is to ensure Utahns can live a healthy & active lifestyle through outdoor recreation.

- In 2022, UOOR granted $11 million to 85 Utah projects benefiting many rural communities.
- Grants are reimbursement-based and require 1:1 match. (Match rate may be modified in 2023 for smaller counties.)

UOOR Grant Programs

Utah Outdoor Recreation Grant (UORG)

- Funds NEW recreation infrastructure projects that create an economic/tourism benefit involving people seeking outdoor experiences.
  1. Regional Asset Tier Projects (up to $500,000)
  2. Tier 1 Projects (up to $200,000)
  3. Mini-grant/Tier 2 Projects (up to $10,000)

- UORG-eligible infrastructure includes:
  - camping faciliities, trails, off-road activities, ropes course, water activities, skate parks, etc.
  - adaptive recreation possibilities (e.g. for recumbent bikes, fishing, etc.)

Utah Outdoor Recreation Restoration Infrastructure Grant (RRI) (up to $150,000)
- Funds restoration of EXISTING infrastructure.
- RRI-eligible infrastructure on public lands includes:
  - reconstruction/maintenance of signage, bridges, kiosks, culverts, potable water sources, piers, fire rings, shades, etc.
  - adjustments to existing recreation areas to accommodate larger recreation vehicles.

Utah Outdoor Classroom Grant (up to $10,000)
- Funds community-based or publicly-funded outdoor learning experiences for K-12 students.

Utah Department of Natural Resources Grant Programs

Recreation Trails Program (RTP) (up to $150,000)
- Federal Highway Department funds for motorized/non-motorized transportation projects
- Eligible projects:
  - Acquisition of property for trails/trailheads
  - Dissemination of trail-related publications
  - Trail construction/maintenance/restoration
  - Purchase maintenance equipment
  - Education programs on safety & environmental protection

OHV Fiscal Incentive Grant (FIG)
- Great opportunity for counties that rely on OHV tourism.
- Eligible projects:
  - Trail work, tourism, education, access protection, search & rescue

Utah Governor's Office Center of Rural Development Grant Programs

Rural County Grant (RCG)
- $4.8 million available

Rural Communities Opportunity Grant (RCOG)
- $3.9 million available

Rural Economic Development Incentive (REDI)
- $1.5 million available

Rural Communities Opportunity Loan (RCOL)
- $21 million match-based Revolving Load Fund

Utah Governor's Office of Broadband Center Program

Broadband Access Grant (up to $7.5 million)

U.S. SMALL BUSINESS ADMINISTRATION - RESOURCES & FUNDING OPPORTUNITIES

The U.S. Small Business Administration (SBA) can help small business owners and entrepreneurs start, grow, or expand a business through access to capital, resources, business know-how, and expertise at the right stage of their business lifecycle.

Business owners can get support with:
- business plan development, accounting, buying/selling products, marketing, hiring, & international trade.

Utah's Small Businesses have access to:
- SBA Utah District Offices in Salt Lake City and St. George
  - Lender Match - connecting businesses to SBA-backed loans
- Utah Banks & Credit Unions offering SBA lending programs throughout the state
- Utah's Small Business Development Centers (SBDC)
  - SBDC's Entrepreneur Academy
- Women's Business Center of Utah
  - Female-friendly mentorship

SBA-backed loans (from $5K to $5M) help business owners to:
- Purchase, renovate, or expand facilities
- Purchase inventory, equipment, or machinery
- Purchase land or real estate
- Export a product or service

SBA-backed loans are flexible and designed to meet unique business needs with:
- Longer repayment terms
- Lower payments
- No pre-payment penalties

SBA supports businesses engaged in U.S. Federal Government Contracts

- Up to 23% of all contracts go to small businesses working on government projects annually
  - Check business eligibility at certify.SBA.gov
  - Work with Utah's Procurement Technical Assistance Center (PTAC) to improve competitiveness in the government marketplace.

SBA'S Disaster Loan Assistance

- is affordable & accessible
- can be used as working capital

HELPFUL TIPS FROM THE PRESENTERS

In every challenge, there's an opportunity

- Potential for growth is the opportunity.
- Having access to trails and other recreation supports healthy lifestyles for both locals & visitors.

Think proactively

- Communities can look at visitation trends during the The COVID-19 pandemic and consider what was the experience for visitors? What was it like for the community? Can/should visitors be dispersed? What would be the infrastructure needs?

Prepare for uncertainty and plan for resilience

- Plug in at all levels: regional, state, and local.
- Develop a network to help when things change.
- Are there potential partners or stakeholders you haven't engaged with?
- Stay in touch with your banker.

RESOURCES SHARED BY THE PRESENTERS

Jamie Hackbarth, EDA

- EDA - Presentation file
- EDA - Tips for Short-Term Planning & Local Technical Assistance
- EDA - Tips for Public Works and Economic Adjustment Assistance Applications
- EDA - Funding Opportunities
- EDA - Investment Priorities
- Utah Economic Development Districts

Patrick Morrison, UOOR

- UOOR - Presentation file

Donald MacMillan, SBA

- SBA - Presentation File
- SBA - Loan Guaranty Programs - Oct2021
- SBA - Utah Lenders - Mar2022
- SBA - Utah Business Resources - May2022
- SBA - Access to Capital - May2022

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