



**FOR IMMEDIATE RELEASE**

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## TAB Grant Increases in funding

Heber Valley Tourism and Economic Development and Wasatch County are pleased to announce the increase in available funds to the Tax Advisory Board's grant program from \$30,000 to \$50,000 to support the marketing efforts of tourism and event partners in Wasatch County.

"We are very excited for the increase in funding from the county for this program. Now we'll be able to help more of our businesses bring more visitors and guests who spend money to our valley," said Ryan Starks, executive director of Heber Valley Tourism and Economic Development.

The Tax Advisory Board (TAB) grant program provides funds to local tourism and event partners doing projects within Wasatch County. These businesses apply for funds to be used on their marketing, advertising or public relations efforts.

Over the past several years the grant requests have exceeded the available funds by nearly double. Increasing the funds will give more opportunities for our businesses on already tight budgets to reach more people.

Funds are available on a one-to-one match to any tourism specific business or event that takes place in the county – effectively doubling the amount of money spent on marketing.

"By doing a match program with our partners we can take this \$50,000 and make it \$100,000 worth of marketing, which can make a substantial impact," said Starks.

In the past the TAB has helped many events that locals and visitors enjoy such as the Soldier Hollow Sheepdog Classic, Heber Valley Horse Sale, Parker Woods Memorial, the Wasatch Mountain Music Festival, and the Commemorative Air Force Museum.

Deadline for application to for TAB grants is January 12, at 5:00 pm. Those interested in applying may call or email Rachel Kahler at [rachel@gohebervalley.com](mailto:rachel@gohebervalley.com) or at 435-654-3666.

*As Utah's Backyard Adventure, the Heber Valley office of Tourism, Economic Development and Chamber of Commerce (HVTED) works to promote the Heber Valley and Wasatch County as an excellent destination to live, learn, work, and play for travelers and businesses from Utah and beyond. By providing the local businesses with resources they need to succeed, HVTED helps to stimulate the local economy through tourism, partnerships, and proactive communication. Connect with the #HeberValley at [www.gohebervalley.com](http://www.gohebervalley.com).*

