



Midway City Request for Tap Funds Application

QUICK FACTS:

- TAP funds can be used for Trails, Arts and Parks.
- Midway City will receive funds via Wasatch County as they are collected.
- Estimates for what Midway City will receive in FY 2024 are \$180,000 - \$200,000
- Midway City Council will allocate some of those funds but interested parties are encouraged to apply for specific projects.

HOW TO APPLY:

- Fill out the form below providing as much information as possible. You may attach additional sheets if needed.
- Applications received between January 1 and June 30 will be reviewed by the council and decisions made by the end of July. Applications received between July 1 and December 31 will be reviewed by the council and decisions made by the end of January.
- Please note that applying for funds does not in any way guarantee that funds will be awarded to a project.

Name of applicant Craig Simons / Guy Nelson

Email and phone number of applicant [REDACTED]

Organization requesting funds RMC Roundup (Rocky Mountain Concess Roundup)

Amount of funds requested \$18,000

Do you have a date that you must have the funds by? If so, what is that date? 1 March 2025

How will this project benefit the community of Midway? Restaurants Busy B/L/Dinner
Mightly Community Activities 450 + room nights @ Lodging locations

How will the funds be used? Instructor Fees, Entertainment, Marketing, Website PRIZES

Have you applied for TAP funds for this event from any other entity? No

To Midway City Mayor and Council,

The Rocky Mountain Carvers Roundup began in 2021 and was held at the Zermatt Resort for the first 2 years. Initially featuring five instructors and 44 attendees. The event has grown each year, attracting more visitors to our beautiful valley. Now the event is held in the historic Midway Town Hall, allowing the entire group to be together.

All attendees, often accompanied by significant others, stay and dine locally. Last year alone, over 450 room nights were booked in local hotels and campgrounds, along with 2-3 meals purchased at local restaurants each day. 75-80% of attendees come from out of state.

This year, we anticipate over 120 carvers and 12 world-renowned carving instructors. Throughout the day, locals are welcome to visit the Town Hall to observe the event live. In the evenings, various activities will be available for locals to enjoy, including carving lessons, painting instruction, a concert in the park, and a delicious smoked BBQ dinner.

One of the highlights of last year's evening activities, in addition to the nightly carving activities was a private train car ride on the Heber Valley Railroad, an experience that will be offered again this year.

The Rocky Mountain Carvers Roundup benefits the city by increasing tax revenue, and local businesses profit from the attendance of nearly 200 people.

With the awarding of a TAP Fund Grant, the funds will greatly assist with marketing, advertisement, and evening activities for locals including our BBQ dinner, Thursday night concert, and more.

Thank you for your consideration!





Roger Stegall ▶ Rocky Mountain Carver

12m · 👤

Roger Stegall

12m · 🌐

st crossed into Arkansas, about 2 1/2 hours to me. Special thanks to all at Rocky Mountain Carvers Roundup for your hospitality and a great evening event. See you in 2025!







CORRET LINER

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February, 2025

To Whom It May Concern:

We own and operate Café Galleria on Main Street here in town. Over the years Craig Simmons has been a fantastic business partner, constantly going out of his way to collaborate and help send business our way. In years past Craig has put in a tremendous amount of extra effort in directing business our direction during the annual Mountain Carver Roundup. His efforts are not insignificant.

Craig's willingness to go above and beyond in bringing business to Midway and then helping direct it towards local businesses is greatly appreciated. It makes a huge difference and impact for small businesses like ours. Anything we can do to help promote and keep events like these coming to our small town is something we would love to be a part of. Anything that can be done to also help support Craig in these efforts is something we would love to see.

Craig is a tremendous advocate of Midway and his efforts should be supported as much as possible.

Kind Regards,

-Andy Jenkins
Owner
Café Galleria

January 2025

Dear Midway City,

As a local business owner along the town square, I am happy to share my experiences and gratitude for the many events hosted at Midway Town Hall, particularly the Rocky Mountain Carver Roundup.

Events like this help us thrive during the off-season, and the Carver Round Up truly embodies the spirit of our mountain community. Hundreds of artists gather to share and learn the craft of wood carving, creating a focused and inspiring environment. The quiet atmosphere, combined with the scent of fresh carved wood, transports visitors to a simpler time.

On our first year in business, Craig introduced our restaurant to the attendees, which drove significant traffic to us. Each woodworking event, along with others, bolsters our community and showcases how collaboration can lead to success.

I sincerely hope to see this event continue for many more years, and I would love to see it grow, as it brings essential business during our slower months.

Thank you for your support of local businesses and community events.

Warm regards,

Sarah Farrell

Owner

Hidden Peak Provisions

93 W Main St

Camille Palmer

From: Craig Simons
Sent: Thursday, February 13, 2025 4:59 AM
To: Camille Palmer
Subject: Expenditures for 2025 RMC Roundup

Hello Camille,

Would you please attach this list of expenditures to the grant application? It provides more detail of how the money will be spent. I am also forwarding you 2 emails. They each contain a letter of support from 2 local businesses. Please attach the expenditures and both letters of support to the TAP application so that each council member receives it?

Thanks so much,
Craig

Shirts \$1,250
Mugs \$650
Food/Snacks \$1,675
Signage \$665
Advertising/Marketing \$378
Mailing/Office Supplies \$830
Insurance for event \$685
BBQ Dinner \$1,400
Paint/Evening Local Activities \$450
Tool Totes/Paint Pucks \$3,200
Pins \$470
Logo Design \$200
Band \$1,100
Swag/Prizes \$1,400
Wood \$3,000
Supplies (cords, blades, lights) \$650
Total: \$18,000

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