

Moab City Council Agenda Item
Meeting Date: February 26, 2019

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Title: Approval of Permit for the 2019 Red Rock 4 Wheelers Big Saturday Parade to be held on Saturday April 20, 2019.

Date Submitted: November 13, 2018

Staff Presenter: Carmella Galley

Attachment(s): Parade Application

Map of Lineup

Police Letter for UDOT Permit

Fee Schedule

Options: Approve, deny, or modify.

Recommended Motion: I move to approve the “Red Rock 4 Wheelers Big Saturday Parade.”

Background/Summary:

The Easter Jeep Safari Saturday Parade was started in 1965 by the Moab Chamber of Commerce as an economic development idea to attract visitors. This was done at a time when the Moab economy was in a decline from the uranium industry. It has continued every year since. It is a way for the citizens to see the impact that Jeep Safari has on the community by letting them see the magnitude of the event. Its brief impact on Main Street (1 hour) is only the tip of the total financial contribution that it causes in the total Moab and Grand County market.