



MOAB! Tourism Grant 2022 Round Project DW Ecommerce Application



Section I - Organization Basics & Contact Information

1. Applicant Organization

Name: Desert Wild

DBA Name: Desert Wild

Utah Entity Number:

Email: desertwildmoab@gmail.com

Phone number: 435-355-0115

Mailing address: 79 N. Main St. Moab UT 84532

Physical address: 79 N. Main St. Moab UT 84532

2. Authorized Organization Representative

Name: Chelsea Cobb

Email:

Phone number:

Mailing address:

3. Applicant Entity Type & Activity

Entity Type: For-Profit and/or LLC

NAICS Code: 4481

Describe your organization's activities and/or services offered below: We are an outdoor lifestyle clothing retail shop on Main Street expanding in to clothing design and manufacturing, wanting to set up a website / ecommerce site to accompany our brick and mortar storefront.

Section II - Project Details & Funding Request

1. Funding Request Details

Grant funding request: \$ 5000

Proposed match for grant funding request: \$ 3000

Estimated total amount to complete your project: \$ 8000

2. Describe your project:

We would like to hire a local web designer to set up an ecommerce site for Desert Wild. This year we are starting a clothing line and we would like to create a space where folks can shop at Desert Wild from the comfort of their homes. By having a website, we will have a way to promote our brand online and market our clothing both in and outside of Moab.

3. Describe your project implementation and management plan:

We would like to hire a local web developer to create an ecommerce platform for Desert Wild. It would connect to our POS system, which tracks inventory, and would allow us to ship goods that we sell at Desert Wild, as well as products from the emerging Desert Wild clothing line. Once the website is operational, it will be managed by inhouse staff until online sales become prolific enough to warrant hiring additional staff. For the first year, online sales will be considered superfluous and any profit from the site will allow us to continue to contract a local web developer / designer to help solve issues as they arise. We will be able to market the website at our brick and mortar store and through social media. The store profit from our physical location will be able to help support the annual cost of maintaining a website.



MOAB! Tourism Grant 2022 Round Project DW Ecommerce Application



4. Other than yourself/your organization, who will do the work for your project?

List any key staff members or dedicated individuals, partner organizations, and/or groups:

Chelsea Cobb, the Desert Wild store manager, is spearheading this project. She is currently talking to two different local web developers, either of whom could play a major role in the project. The grant money would go towards paying a developer to design a website. Chelsea would be working with the developer through every part of the process. Because we are hiring out, we will have others dedicated to the project, but are still determining who that will be.

5. List all key resources required to accomplish your project:

Moab has many wonderful local web designers to choose from. We have an operational brick and mortar where we have a great customer base. These customers want to continue to shop Desert Wild when they get home or tell friends/family to visit online.

6. Is your project already in progress? If yes, briefly describe:

We have only started reaching out to local web developers and marketing folks to create a budget and to determine project feasibility. No other work is in progress.

7. Does your project require construction and/or significant infrastructure modifications? No

8. Describe how you will sustain your project and/or its intended effects following the complete expenditure of Grand County grant funds:

Following the complete expenditure of GC grant funds, we will have a fully operational ecommerce platform to sell both items we carry in our brick and mortar store and to sell the new items from the Desert Wild clothing brand. It will



MOAB! Tourism Grant 2022 Round Project DW Ecommerce Application



allow anyone to shop at Desert Wild and experience a taste of Moab, no matter where they are located.

We will sustain our project through in-store foot traffic, social media outreach, and by the marketing of the Desert Wild clothing brand.

9. Estimate your project's return on investment or services provided...

...after one year: At the end of year one, we will have a fully operational website with shipping protocols in place, managed by inhouse staff.

...after five years: We anticipate a return on investment by the end of year two. The project will also allow us to open wholesale accounts within the first two years.

10. Explain the reasoning used to estimate your project's returns above:

Based on store sales and financial projections for the clothing line and from both our retail spaces, we can anticipate continued growth and full return on investment within the two year mark for an ecommerce platform. We would be able to market our website to tourists already in town and would create a space where people can continue to shop in Moab from anywhere in the world. We are lucky enough to have a prime location on Main Street for advertising our website through natural foot traffic.

11. Should Grand County Economic Development be unable to fulfill your whole grant funding request, would you consider a smaller award?

Yes

Section III - Business Health Requirements



MOAB! Tourism Grant 2022 Round Project DW Ecommerce Application



1. List the code provided to you during your required SBDC counseling appointment or the date of your scheduled appointment: DWM7822
2. Describe your organization's financial outlook for the next year, **EXCLUDING** any potential Grand County grant award:
Because our main goal for next year is the launching of the Desert Wild clothing company, we would likely waylay this project until year two. Desert Wild's projected financials without the grant show continued store growth of 10-17% a year; however, our assets will be tied up in the success of our other endeavors.
3. Describe your organization's financial outlook for the next year, **INCLUDING** your proposed Grand County grant award:
Online sales and marketing would start winter 2022 and it would allow us to begin a wholesale distribution for Desert Wild clothing starting fall of 2023. The grant money would help speed up our projected business goals by a full year. We would anticipate a full return on investment within two years of creating an ecommerce platform.

Section IV - Other Evaluation Criteria

1. Explain how your organization engages underserved or minority populations, including but not limited to: women, non-binary individuals, the LGBTQ+ community, minority races and/or ethnicities, individuals with disabilities, and veterans. Note your organization's ownership by, management by, and/or employment of individuals from these groups as relevant. Note if your proposed project will enhance your ability to serve any of these groups:



MOAB! Tourism Grant 2022 Round Project DW Ecommerce Application



Desert Wild is 100% Women owned and the store is currently 100% women operated. We have employees who are part of the LGBTQ+ community and we strive to create an environment where all feel safe and supported. DW is committed to carrying brands and being a brand with give-back programs centered in environmental and community engagement. An ecommerce platform will allow us to engage with more people and allow us to give more through our one-for-one program, which will donate to local nonprofits.

2. Explain how your project aligns with community goals OR does not oppose community goals. Note any potential quality of life concerns relevant to your project:

An ecommerce platform will help us to reach more people in town, as well as give visitors the opportunity to continue to shop in Moab once they return home. It will allow us to keep money in the Moab economy without increasing visitation.

3. How many employees do you employ on average, per month during the months of March through October?:

6

4. How many total hours do your employees work on average, per month during the months of March through October?:

30

5. Explain any potential conflicts of interest related to your grant application. This could include personal, business, or financial connections to local government staff, elected officials, and/or members of this year's grant applicant pool or evaluation committee.



MOAB! Tourism Grant 2022 Round Project DW Ecommerce Application



N/A

6. Select all Grand County grants your organization is considering OR applying to in 2022:

STAR Business Grant

Section V - Certification of Accuracy

By submitting this application, I, on behalf of the organization named in Section I Question 1 (“organization”), certify that the responses in this application are true and accurate to the best of my knowledge. Should any information be deemed inaccurate or insufficient, Grand County Economic Development reserves the right to deem my application or organization ineligible to apply for or receive Grand County Economic Development grant funds during the year of 2022.

By submitting this application, I, on behalf of the organization, certify that the supplemental documents required of my organization’s application are included in my final application submission.

By submitting this application, I, on behalf of the organization, commit to compliance with all requirements and standards set by Grand County Economic Development in the event that my organization is the recipient of any Grand County Economic Development grant offered in 2022. These requirements include, but are not limited to: SBDC grant progress reporting, a verified ACTIVE status with Utah’s Division of Corporations and Commercial Code, and any requirements specified in any grant agreement contracts entered into with Grand County Utah.



MOAB! Tourism Grant 2022 Round Project DW Ecommerce Application



I have read and agree to all the terms listed above

E-Signature – Applicant Organization Representative's Name: Chelsea Cobb

Submitted at: 07/22/2022 14:53:27



MOAB! Tourism Grant 2022 Round Applicant Feedback Form



Local Evaluator Feedback

- I appreciate that you're using a company from town to make this happen! I also think this project is a great way to increase income to your biz and Moab without causing a physical impact on the town. I will say that it's difficult to get a sense of the viability/impact of the grant without amounts in the ROI and Financial Overview sections.
- I would like to see more details about ways DW plans to collaborate with local freelancers and subcontractors outside of website building and maintenance.

Utah Office of Tourism Evaluator Feedback

- Seems like a good project, but could have benefited from better estimates of project impact.

**GRAND COUNTY GRANT CONTRACT
MOAB! Tourism Grant**

1. **CONTRACTING PARTIES:** This contract is between GRAND COUNTY, referred to as the County, and the following GRANTEE:

Desert Wild
79 N Main St
Moab, UT 84532

Federal Tax ID: 84-4154016
Legal Status of Contractor: Corporation

DESERT WILD
Contact Person: Faye Hutchins
Title:
Phone #: (970) 531-2505
Email: cobbchelsea@gmail.com

COUNTY
Contact Person: Ben Alter
Title: Economic Development Specialist
Phone #: (435) 259-1372
Email: balter@grandcountyutah.net

2. **AUTHORITY:** This contract is entered into pursuant to the County's authority to administer funds received through Grand County's Transient Room Tax (TRT) allocated towards regional tourism promotion, with approval of the Grand County Commission on May 3, 2022 authorizing the creation of the Small Business Marketing Grant (also known as the Marketing Our Awesome Businesses! (MOAB!) Tourism Grant).
3. **GENERAL PURPOSE OF CONTRACT:** The general purpose of this contract is to provide terms and conditions for the MOAB! Tourism Grant grant award to fund costs associated with Grantee's proposed Project DW Ecommerce for the purposes of creating an ecommerce platform.
4. **CONTRACT PERIOD:** September 2022 - August 2023
5. **CONTRACT AMOUNT:** The County awards and the Grantee accepts a one-time Grant Award of FIVE THOUSAND dollars (\$5,000.00) to be paid by Grand County in two payments: 90% of Grant Award due and payable on or before September 23, 2022, and 10% of Grant Award due upon Grantee's showing of Project completion. Prior to final fund disbursement, Grantee shall prove expenditure of its required match funding and incorporation of evaluator feedback into the Project.
6. **REPORTING:** Grantee shall provide biannual and annual reporting through August 2024 to the County's Travel Council Advisory Board to monitor Grantee's progress and performance. The reporting shall include expenditures, including compensation, revenue, and in-kind donations as well as materials and methods used to market the Grantee's products or services, a multi-year

harassment in the workplace. Grantee further agrees to abide by any other laws, regulations, or orders that prohibit the discrimination of any kind by any of Grantee's employees.

7. **AMENDMENTS:** This Contract may only be amended by the mutual written agreement of the parties, which amendment will be attached to this Contract.
8. **WORKERS COMPENSATION INSURANCE:** Grantee shall maintain during the term of this Contract, workers' compensation insurance for all its employees, as required by law.
9. **PUBLIC INFORMATION:** Grantee agrees that this Contract and invoices will be public records in accordance with the State of Utah's Government Records Access and Management Act (GRAMA). Grantee gives the County express permission to make copies of this Contract, related documents, and invoices in accordance with GRAMA.
10. **ASSIGNMENT:** Grantee may not assign, sell, transfer, subcontract or sublet rights, or delegate any right or obligation under this Contract, in whole or in part.
11. **WAIVER:** A waiver of any right, power, or privilege shall not be construed as a waiver of any subsequent right, power, or privilege.
12. **SEVERABILITY:** The invalidity or unenforceability of any provision, term, or condition of this Contract shall not affect the validity or enforceability of any other provision, term, or condition of this Contract, which shall remain in full force and effect.
13. **ENTIRE AGREEMENT:** This Contract constitutes the entire agreement between the parties and supersedes any and all other prior and contemporaneous agreements and understandings between the parties, whether oral or written.