



STAR Business Grant 2022 Round
Project Hotel Project Application
Sub \$5K request



Section I - Organization Basics & Contact Information

1. Applicant Organization

Name: Moab Donuts LLC

DBA Name: The Donut Shop

Utah Entity Number:

Email: schwager@aol.com

Phone number: 435 220-1302

Mailing address: 65 E Center Street

Physical address: 65 E Center Street

2. Authorized Organization Representative

Name: John Schwager

Email:

Phone number:

Mailing address:

3. Applicant Entity Type & Activity

Entity Type: For-Profit and/or LLC

NAICS Code: 9999

Describe your organization's activities and/or services offered below: We're a donut shop.



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Section II - Project Details & Funding Request

1. Funding Request Details

Grant funding request: \$ 4500

Proposed match for grant funding request: \$ 450

2. Describe your project and its implementation:

We want to use the hotels to drive more tourist business to our store. We would like to provide a discount coupon to the hotels for them to distribute to their guests. We would offer a 20% discount to each guest as an enticement to buy our donuts. Furthermore we would like to tie the discount into a donation to the Moab Humane Society. We will donate \$500 of the grant money to help with the spay and neutering of dogs and cats in Grand County.

3. 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:

Karen Kidwell - business partner; Moab Humane Society

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

Business cards

Labor to distribute cards

Donut Supplies

Labor to make donuts

Develop a secondary donation tread for the Humane Society



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5. Is your project already in progress? If yes, briefly describe:
no

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

7. Describe how you will sustain your project and/or its intended effects following the complete expenditure of Grand County grant funds:
If this project produces a positive impact on my net sales, I would definately continue the project next tourist season.

8. Estimate your project's return on investment or services provided...
...after one year: This is absolutely impossible to predict. If I can generate a 10% to 20% increase in daily net revenue I would be thrilled.
...after five years: This is impossible to predict. Any answer is simply a guess.

9. Explain the reasoning used to estimate your project's returns above:
Sorry but it can not be done. How do I factor COVID into my predictions? Or inflation? The fickle nature of tourism?

10. 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



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1. List the code provided to you during your required SBDC counseling appointment or the date of your scheduled appointment: I'll talk to Ben at the Travel Center on Tuesday
2. Describe your organization's financial outlook for the next year, **EXCLUDING** any potential Grand County grant award:
I expect to gross between \$120,000 and \$135,000 next year
3. Describe your organization's financial outlook for the next year, **INCLUDING** your proposed Grand County grant award:
The hotel project hopefully would put my numbers between \$135,000 and \$150,000 next year.

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:
I don't discriminate against any person coming into my store whether you can pay for a donut or not. My business is 50% woman owned. My business makes regular donations to the Moab Regional Hospital, Seekhaven, The Multi-Cultural Center, Grand County Library, HMK Elementary school, Chamber of Commerce, Underdog, Youth Garden Project, Moab Arts and Recreation Center, our mentally disabled community members.



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As well as all members of Law enforcement, EMS, Fire and National Park and Military.

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:

I just sell donuts.

3. Explain how your organization contributes to/supports economic diversification in Grand County outside the scope of this project:

I'm not sure that it does. I often donate gift certificates to organizations for them to auction off for fundraising, but I don't know how much economic diversification impact it really has.

4. 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.

I have no conflicts or personal agreements with anyone. I am somewhat well known in town, but that's about it.

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

MOAB! Tourism Grant

Section V - Certification of Accuracy



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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.

I have read and agree to all the terms listed above

E-Signature – Applicant Organization Representative’s Name: Submit

Submitted at: 07/31/2022 10:46:32



MOAB! Tourism Grant 2022 Round Applicant Feedback Form



Local Evaluator Feedback

- Please adjust your numbers to put the majority of the award into this project instead of normal day-to-day operations. Please take your increase from this project to help out the Humane society. We're really glad you are part of this community and look forward to your report back on how it's grown your business.
- In general, these funds need to be spent on marketing efforts, not general ops (making donuts). You're asking for \$200 to fund creating and printing promotional cards. \$4,300 of your application seems to be geared to general operating expenses rather than for a specific project, or "bolstering marketing" of the business. The funds may also not be diverted to the Humane Society.
- For future applications, consider streamlining project-based applications to focus on a specific project (design, printing, dispersing), rather than on regrating (supporting Humane Society) and general operating (making donuts).

Utah Office of Tourism Evaluator Feedback

- Seems like a good project, but would 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:

Moab Donuts LLC
dba The Donut Shop
65 E Center St
Moab, UT 84532

Federal Tax ID: 83-3299090
Legal Status of Contractor: LLC

MOAB DONUTS LLC
Contact Person: John Schwager
Title: Managing Partner
Phone #: (435) 220-1302
Email: schwager@aol.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 Hotel Project for the purposes of providing discount cards to hotels to make available to customers.
4. **CONTRACT PERIOD:** September 2022 - August 2023
5. **CONTRACT AMOUNT:** The County awards and the Grantee accepts a one-time Grant Award of FOUR THOUSAND FIVE HUNDRED dollars (\$4,500.00) 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

Jacques Hadler Date:
Chair, Grand County Commission

Gabriel Woytek Date:
Grand County Clerk/Auditor

Attachment A: Standard Terms and Conditions for Grants by Government Entities

1. **GOVERNING LAW AND VENUE:** This Contract shall be governed by the laws, rules, and regulations of Grand County and the State of Utah. Any action or proceeding arising from this Contract shall be brought in a court of competent jurisdiction in the State of Utah. Venue shall be in the Moab District Court.
2. **LAWS AND REGULATIONS:** At all times during this Contract, Grantee and all acts performed under this Contract will comply with all applicable federal and State constitutions, laws, rules, codes, orders, and regulations, including applicable licensure and certification requirements.
3. **RECORDS ADMINISTRATION:** Grantee shall maintain or supervise the maintenance of all records, receipts and any other documentation necessary to properly account for payments made by the County to Grantee under this Contract, pursuant to the American Rescue Plan Act. These records shall be retained by Grantee for at least three (3) years after final payment, or until all audits initiated within the 3 years have been completed, whichever is later. Grantee agrees to allow, at no additional cost, auditors and/or County staff to access to all records necessary to account for the Contract Amount received by Grantee as a result of this Contract.
4. **INDEPENDENT CAPACITY:** Grantee, in the performance of this Contract, shall act in an independent capacity and not as officers or employees or agents of the County.
5. **INDEMNITY:** Nothing in this Contract shall be construed as a waiver by the County of any rights, limits, protections or defenses provided by the Utah Governmental Immunity Act (Utah Code § 63G-7-101 *et seq.*). Nor shall this Contract be construed, with respect to third parties, as a waiver of any governmental immunity to which a party to this Contract is otherwise entitled. Subject to and consistent with the Act, each party will be responsible for its own actions or negligence and will defend against any claims or lawsuit brought against it. There are no indemnity obligations between these parties.
6. **EMPLOYMENT PRACTICES:** Grantee agrees to abide by federal and State employment laws, including: (i) Title VI and VII of the Civil Rights Act of 1964 (42 U.S.C. 2000e) which prohibits discrimination against any employee or applicant for employment or any applicant or recipient of services, on the basis of race, religion, color, or national origin; (ii) Executive Order No. 11246, as amended, which prohibits discrimination on the basis of sex; (iii) 45 CFR 90 which prohibits discrimination on the basis of age; (iv) Section 504 of the Rehabilitation Act of 1973, or the Americans with Disabilities Act of 1990 which prohibits discrimination on the basis of disabilities; and (v) Utah's Executive Order, dated December 13, 2006, which prohibits unlawful 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.