



MOAB! Tourism Grant 2022 Round Project Online Presence Application



Section I - Organization Basics & Contact Information

1. Applicant Organization

Name: Simply Moab

DBA Name: Simply Redrock

Utah Entity Number:

Email: brooke@simplymoab.com

Phone number: 8018647496

Mailing address:

Physical address: 50 N Main Street Moab, UT 84532

2. Authorized Organization Representative

Name: Brooke Dimond

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: Simply Redrock is one of the newest gift stores on main street. Simply Moab has been in our family since 1998 (previously known as Images of Moab). Both stores sell everything from higher end souvenir items, clothing, active wear, home goods, health & beauty.



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Section II - Project Details & Funding Request

1. Funding Request Details

Grant funding request: \$ 4500

Proposed match for grant funding request: \$ 500

Estimated total amount to complete your project: \$ 5000

2. Describe your project:

Hire a local marketing consultant (Latigic) to build social media presence for Simply Moab & Simply Redrock. Build Simply Redrock landing page, update Simply Moab's website with updated content, product images. Generate a strong SEO for both stores through the websites, social media, and google profiles.

3. Describe your project implementation and management plan:

Simply Moab and Simply Redrock will partner with Latigic, a new local Marketing and Branding firm, to develop and execute our Marketing Strategy for both of our businesses.

We are starting with a consultation and assessment of our current online presence, which includes: Google Maps, Google Business, Simply Moab's website. Latigic will help develop our strategic marketing plan to determine the social media platform that will cater to our Moab target audience. Review brand identity for the Simply Redrock landing page. Once the brand identity has been developed, we will create the landing page that will connect users. Generating website SEO Google integration for Simply Moab & Simply Redrock. Create a timeline of posts for both stores for 90 days to set up the brands profiles and start gaining traction of followers and visits.



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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:

Latigic

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

Latigic, local marketing firm in Moab.

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

No

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:

After the initial set up of consultation, we will have a laid out plan of social media post cadence for both stores. Latigic will send created content for both profiles while I will do the engaging to each customer. We will have monthly check ups on the growth of google analytics for the websites. Along with the websites, we will continue to update the google profiles monthly with new pictures of products and social events. This project will continue after the initial 90 days to keep our online presence for both stores up to date and attractive.

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

...after one year: 10-15%.

...after five years: 20-25%



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

With the refocus to increase our online presence, awareness of our products and services, increase website views, and add followers we believe this will impact our sales.

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

1. List the code provided to you during your required SBDC counseling appointment or the date of your scheduled appointment: Yes, but I don't remember seeing a code.

2. Describe your organization's financial outlook for the next year, EXCLUDING any potential Grand County grant award:

We are hoping to either break even or if we do get into the negative, it won't be the same as last year. We opened a second store and that is a lot of costs up front between buying inventory, displays, payroll, etc.

3. Describe your organization's financial outlook for the next year, INCLUDING your proposed Grand County grant award:

With the grant, it will help boost sales and returning customers. By adding money into a marketing budget (a real marketing plan), we are hoping to break even or make a profit. By hiring a professional, we should see growth within the first 90



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days. With added focus on our online presence, our financial outlook will be healthier by 10%.

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:

Latigic is a woman owned company located in Moab, Utah. We welcome the LGBTQ+ community not only for customers but also have staff in that community. We provide a military discount as well. We have a diverse staff for both stores.

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:

Currently, we don't have a strong online presence. Our marketing budget has been low priority because all of our time and attention has been focused on day to day operations. This will help build the two profiles of the businesses and create a much needed online presence and boost sales.

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

8



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4. How many total hours do your employees work on average, per month during the months of March through October?:
150

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.
None

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



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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: Brooke Dimond

Submitted at: 07/31/2022 09:14:54



MOAB! Tourism Grant 2022 Round Applicant Feedback Form



Local Evaluator Feedback

- As this grant is focused on helping folks already in Moab, ensure you market geographically to folks here. Excited you're expanding your online presence.
- While I appreciate the straightforward nature of this application, and the time it took to put it together, I would like to see more efforts in collaboration with other community agencies and businesses. I'm left wondering how having an online presence will reinforce EDD's responsible recreation efforts for our community.

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:

Simply Moab
dba Simply Redrock
50 N Main St
Moab, UT 84532

Federal Tax ID: 84-3185402
Legal Status of Contractor: LLC

SIMPLY MOAB Contact Person: Brooke Dimond	COUNTY Contact Person: Ben Alter
Title:	Title: Economic Development Specialist
Phone #: (801) 864-7496	Phone #: (435) 259-1372
Email: brooke@simplymoab.com	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 Online Presence for the purposes of building a social media presence and website.
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 well as materials and methods used to market the Grantee's products or services, a multi-year

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.