



# MOAB! Tourism Grant 2022 Round Project Raven Rides Application



**ONLY EDIT UNDERLINED SECTIONS**

## Section I - Organization Basics & Contact Information

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### 1. Applicant Organization

Name: Mind Pleasure LLC

DBA Name: Raven Rides

Utah Entity Number:

Email: ryan@mindpleasure.space

Phone number: 435.227.5036

Mailing address: 351 Millcreek Dr. Moab, UT 84532

Physical address: 351 Millcreek Dr. Moab, UT 84532

### 2. Authorized Organization Representative

Name: Ryan Huels

Email:

Phone number:

Mailing address:

### 3. Applicant Entity Type & Activity

Entity Type: LLC

NAICS Code: 48

Describe your organization's activities and/or services offered below (3 lines max):

Raven Rides is an electric assist pedal powered transportation service offering guided tours and public transit in and around the city of Moab, UT.



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## Section II - Project Details & Funding Request

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### 1. Funding Request Details

Grant funding request: \$3500

Proposed match for grant funding request: \$500

Estimated total amount to complete your project: \$4000

### 2. Describe your project (5 lines max):

With the grant funding, my business would like to use the funds to outfit a second bike taxi with an electric motor to accommodate tours and rides greater than 4 people. We would also like to use the money for local advertisements in hotels/rentals to attract customers and to establish business partnerships with restaurants and stores in town to promote business. Finally, we would like to use some funds to help pay the initial insurance premium for insuring the bikes

### 3. Describe your project implementation and management plan (10 lines max):

To implement this project we will purchase a bafang electric motor and install it on our second bike taxi. This will allow us to accommodate larger parties of riders and allow us to hire a second cab operator. In addition to this, we will use the funds to design and print advertising brochures to be distributed at local hotels and nightly rentals in locations at front entrances of hotels and in guest books. Finally, we would like to use the funds to establish partnerships with local businesses to offer people who use our service to/from businesses a discount at those locations. We



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currently have established an insurance provider and will use some funds to help pay the premium of the plan.

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:

At this point it is just myself.

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

- Advertisement Print Services
- Partnership with local bike shop for maintenance on cabs
- Partnerships with local restaurants, shops and hotels

6. Is your project already in progress? If yes, **briefly** describe (**3 lines max**):

Yes I started this business earlier this year with one taxi becoming operational at the end of the spring with test rides for locals. We will begin offering rides to customers in the fall tourism season.

7. Does your project require construction and/or significant infrastructure modifications (if **yes**, please review the construction quotes requirement for this grant)?

No

8. Describe how you will sustain your project and/or its intended effects following the complete expenditure of Grand County grant funds (**10 lines max**):



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The intended effects of this project are to make the public aware of our unique tour guiding and transportation service offered in Moab. It will allow our business to establish a customer base and create business relationships where other local businesses can refer customers to our services while we refer customers to different restaurants/shops. Having a second electric powered cab will allow our business to accommodate parties larger than 4 and provide the city with additional transportation on busy weekends while having two cabs operating. This will provide green public transit to the town of Moab and offer a new experience to visitors that does not yet exist.

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

...after one year: \$7500

...after five years: \$30,000

10. Explain the reasoning used to estimate your project's returns above (5 lines max):

With a second cab being operable I will have the ability to have a second employee run tours/transportation while I am unable to operate the cabs (I work full time as a nurse) With this in addition to marketing I estimate being able to generate \$1000 of income/month during the spring and fall tourism seasons in addition to \$1500 during the heat of the summer. (1000/mo Mar-May & Sep-Nov, & 1500 Jun-Aug)

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

Yes



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## Section III - Business Health Requirements

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1. All applicants are **required** to attend at least one free counseling appointment with a local Small Business Development Center (SBDC) officer. List the code provided to you during your SBDC counseling appointment **OR** the date of your scheduled appointment: August 2, 2022 @ 400pm
2. **Current Projected Financials 1:** describe your organization's financial outlook for the next year, **EXCLUDING** any potential Grand County grant award (**7 lines max**):  
Our financial outlook without the grant relies on word of mouth marketing to grow our business. As a one man team with one cab I estimate being able to generate approximately \$250/month through on demand transportation and tours during the months of September-October. We will resume in Spring 2023 and I estimate this increasing to approximately \$350/month due to improved operations based on learning from our experiences in Fall 2022.
3. **Current Projected Financials 2:** describe your organization's financial outlook for the next year, **INCLUDING** your proposed Grand County grant award (**7 lines max**):  
With a second cab being operable and having marketing to promote the business I anticipate being able to generate approximately \$500/month in Fall 2022. I believe this number will double in Spring 2023 by having learned business operations and developed a solid relationship with a second cab operator and local businesses in Moab. I estimate being able to generate income as follows: \$500/month Sep-Nov



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2022, \$0-100/month Nov-Feb 2023, \$750-1000/month Mar-May 2023,  
\$100-300/month Jun-Aug 2023 & \$750-1000/month Sep-Nov 2023.

### Section IV - Other Evaluation Criteria

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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 (**5 lines max**):  
Our service will offer unbiased transportation to all identifying groups and individuals visiting Moab. It will give individuals an opportunity to see Moab and some of the surrounding areas by the enjoyment of bicycle who would not normally be able to ride a bicycle on their own.
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 (**3 lines max**):  
Electric bike transportation is a cleaner form of transportation than those powered by fossil fuels. This creates tours and transportation without the production of greenhouse gasses and does not contribute to noise pollution.
3. How many employees do you employ **on average, per month** during the months of March through October?  
Currently just 1, myself. But I anticipate this number being 2 beginning in



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Spring 2023. I would like to have 4 cabs operable with 4-6 employees operating them in the next 3-5 years.

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

20-60 hours per month. This would be a part time, second job for most.

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 evaluation committee.

One potential conflict of interest I could see is that of the possibility for a new public bus transit in Moab. However, I feel this would not take away from that since a large portion of our business will rely on booked tours.

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

STAR Business Grant: No

Event Advertising Grant: No

## Section V - Certification of Accuracy

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PLEASE READ THE FOLLOWING SECTION CAREFULLY



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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.

**E-Signature – Applicant Organization Representative’s Name:** Ryan Huels

**Date Signed:** 07/18/2022



# MOAB! Tourism Grant 2022 Round Applicant Feedback Form



## Local Evaluator Feedback

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- Please work locally and add more in your report back about community involvement and sustainability.
- I think it is a simple and great application. I appreciate the thought put into the ROI and financial-themed questions. I see a missed opportunity to talk about the possible positive impacts a bike-taxi can have on a community such as ours, including more details about fuel-free transportation, alternative modalities uplifting the unique character of the town, possible partnerships with NPOs in terms of signage on the taxi, etc. So my main critique is just that I want to hear/see more of what this project could grow into, dream big!

## Utah Office of Tourism Evaluator Feedback

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Applicant Organization

**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:

Mind Pleasure LLC  
dba Raven Rides  
351 Millcreek Dr  
Moab, UT 84532

Federal Tax ID: 83-1194688  
Legal Status of Contractor: LLC

MIND PLEASURE LLC Contact Person:  
Ryan Huels  
Title: Owner  
Phone #: (303) 829-9764  
Email: [ryan@mindpleasure.space](mailto:ryan@mindpleasure.space)

COUNTY Contact Person: Ben Alter  
Title: Economic Development Specialist  
Phone #: (435) 259-1372  
Email: [balter@grandcountyutah.net](mailto: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 Raven Rides for the purposes of expanding a bike taxi business.
4. **CONTRACT PERIOD:** September 2022 - August 2023
5. **CONTRACT AMOUNT:** The County awards and the Grantee accepts a one-time Grant Award of THREE THOUSAND FIVE HUNDRED dollars (\$3,500.00) 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.